Extending our reach

-a guide for groups, branches and volunteers

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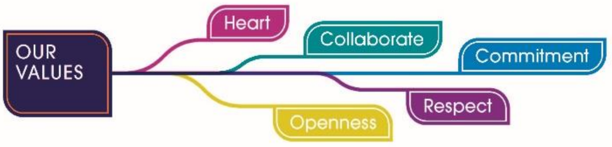

Introduction

In late 2017 the MND Association confirmed its commitment to Equality Diversity & Inclusion (EDI) by creating its **Reaching Out** Strategy and underpinning implementation plan. In 2018 it concentrated on getting its own house in order by working with staff, managers and trustees to change the ways in which the Association does things.

In 2019 and 2020 we will be focussing on **extending our reach** by working with groups, branches and volunteers to enable more people to take part in activities such as volunteering, fundraising, support groups and social events. This short guide explores some of the ways in which people, who do not already do so, can be encouraged to participate.

More detailed information about **Reaching Out** can be found on the Association's website. Please do contact me if there is anything that you would like to discuss in more detail.

John

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Contents

Different but the same

Although Motor Neurone Disease (MND) is more prevalent amongst older people, it does affect younger people and is certainly no respecter of race, ethnicity, culture, belief, gender, sexuality or class. It is therefore a little difficult to understand why for the most part service users, fundraisers and volunteers do not appear to be more representative of different communities. After all there does tend to be a common bond, they have all been touched in one way or another and to a greater or lesser extent by MND.

Understanding the local area

Every local area is made up of a number of different communities. The following list and examples are just a starting point, there will be others:

• Age	(older, younger)
• Gender	(male, female, non-binary)
• Occupation or interest	(sport, hobby, profession, workplace)
• Sexuality	(gay, straight, bi)
• Belief	(religious, spiritual)
• Ethnicity	(Asian, African, White British)
• Geography	(village, town, street, estate)

Identifying the different communities and their relative size is an important first step in understanding the local area. Area Support Coordinators are able to produce population-based reports by Local Authority area showing a number of different things including:

- Age
- Ethnicity
- Gender
- Belief
- Worklessness

Interested in Information Analysis?

Click here to access the data yourself

They can also produce reports by ward area but these will tend not to be that helpful except in the most heavily populated areas. The data used in all of these reports is drawn from a number of different sources including the last census and can be enhanced with what is know locally to create a comprehensive picture of the local area.

Where are the gaps?

There will be areas where there are no obvious or significant gaps between service users, fundraisers and volunteers and local communities but there will be others where it will be quite obvious that a particular community is not represented. There is a simple calculation that can be used to help identify gaps.

A prevalence rate of 7 per 100,000 people is used to get a rough estimate of the number of people with MND that there are likely to be in an area. Multiply the total population by 7 and divide by 100,000 to get this figure.

The number of people with MND that there actually are in an area will depend upon different factors, the most important of which is age. Statistics show that in an area where the proportion of older people is higher than the average there will be more people with MND than might otherwise be expected.

The calculation can be used with the population of each community to identify the number of people from that community who might have MND. This figure can then be compared with the number of people in that community taking part in Association activities.

Example one

Area A has a population of 300,000. It is a popular place to retire and is made up of one large city, three large towns, and rural areas. 70% of the population is white British.

There should be around 25 people with MND in the area of which 7-8 will come from minority ethnic communities.

All of the volunteers are 65+ and White British, as are the people who get involved in fundraising and the 10 people who attend support group meetings.

There are obvious gaps

Example two

Area B is mainly rural and has a population of 200,000 spread over a wide geographic area. The age of residents is in line with the national average but there is a large student population. There is a small Asian community within the area.

There should be around 14 people with MND in the area, statistically it is unlikely that there will be anyone from the Asian community with MND.

There are three volunteers aged under 25, two Asian women and a large number of both men and women of varying ages. Around 30 people regularly attend support group meetings.

There are no obvious gaps

Extending the hand of………

Fact or fiction?

- **The Chinese community looks after its own and will not accept help from outsiders.**
- **Muslims believe that illness is a punishment and the sufferer should be shunned**

Finding out why there are gaps can be difficult and time consuming but it is not impossible. Some communities are assumed to have particular characteristics and it can be helpful to know what they are generally. However it is unwise to assume that they are typical of all of the individuals within a community, that they still hold true for the community as a whole or that they were accurate in the first place.

Rather than make assumptions it is better to try to find out what a particular community wants or needs. Some communities have their own established leaders, Iman, Rabbi or Minister for example. Others have representative groups, people of colour, young people, LGBT for example.

Finding out the names and contact details of community leaders and groups should be straightforward but if not most local authorities have good connections with different communities and will be able to provide contact names or to make introductions.

Community leaders and representative groups are generally helpful, happy to answer questions about their community and keen to explore how members of their community can best be helped and can in turn help. It is then a relatively simple matter to work out what needs to be done to start to address any gaps.

Putting a plan together

There are a number of things to remember when putting a plan together. Four of the most important are:

- There are some people who do not want to or have no need to be part of a group
- It is part of the human condition to want to be amongst similar people
- Being aware of, respecting and responding to differences is immensely powerful
- It is essential to be realistic about what can be achieved, there is a limit to the amount of time people have available

A template that can be used to create a plan can be found at appendix two. The plan might include:

- Providing information in different languages and formats
- Giving talks to and having conversations with leaders and groups
- Extending invitations to leaders, groups and community members to attend events
- Getting in touch with universities and colleges
- Considering whether group or branch roles could be done differently
- Looking at the scope for developing new volunteer roles

Further help and support

We are here to help. Please contact your Area Support Coordinator (ASC) in the first instance.

Appendix one

Community profiling
-A DIY guide

Introduction

Community profiling is a way of understanding the make up of an area based on recent and census data. The Association uses information provided by the Office of National Statistics through the Nomis website to extract the information that it needs. This short guide outlines how Nomis can be used at its most basic level.

Overview
Key data areas
Local Area Reports
Labour Market Profiles
Census data and downloads
Further data, guidance and feedback

Overview

Nomis provides data under four main headings

- Local Area Reports
- Labour Market Profiles
- Data downloads
- Census statistics

The Labour Market Profiles (LMP) are based on the most recent data. The Local Area Reports (LAR) and census statistics are based on 2011 census data and the data downloads on a combination of most recent and 2011 data. It is recommended that LARs are used as the primary data source with LMPs being used to provide up to date population figures.

Key data areas

The key areas needed to create a relevant community profile are:

- Total population
- Gender
- Age
- Ethnicity

There are a number of other areas that may also be of interest and that can be used to supplement the basis data set.

Local Area Reports

LARs provide information at Ward, Local Authority and Country level.

1. Open Nomis
2. Find the **Local Area Report** section
3. Enter a relevant postcode or area
4. Scroll down and check the **options** box
5. Click the **output area** link

A tabular report will be generated based on 2011 Census data. It can be used on-line or individual tables can be downloaded in Excel. The most recent Local Authority and County population figures can be found through the Labour Market Profiles.

Labour Market Profiles

LMPs provide population and work-related information at Local Authority and County level.

1. Open Nomis
2. Find the **Labour Market Profile** section
3. Select **Local Authority Profile**
4. Enter the Local Authority name or select from the drop down list
5. Click the **Local Authority** or **County** link

A tabular report will be generated based on the most recent data. It can be used on-line or individual tables can be downloaded in Excel.

Census data and downloads

These areas can be used to generate and/or download more detailed data.

Further guidance and feedback

For further guidance or to provide feedback, please contact your Area Support Co-ordinator.

Appendix two

Planning template

Objective *(what we are trying to achieve)*

Team *(who's involved)*

Name	Contact details

Stakeholders *(who else might we need to involve or talk to)*

Tasks and activities *(what we are doing, when are we doing it and who is leading)*

	Lead	Due	Progress

Risks *(what could go wrong and how could we put it right)*

Risk & action being taken	Lead	Date	Progress

Hints and tips

Objective

A general description of what you are trying to achieve. It could be simple, more challenging or complex, for example:

- Recruit more volunteers
- Increase attendance at get togethers
- Engage will aspects of our community

Team

The successful delivery of a plan relies on a group of people working together and being able to keep in touch with one another.

Stakeholders

People or organisations that might be able to help, have particular expertise or who are interested for one reason or another.

Tasks and activities

- Keep the tasks and activities as simple and specific as possible
- Be realistic about when the tasks and activities can be completed
- Make sure that there is a named person keeping an eye on what needs to be done
- Keep a note of the progress that is being made

Risks

Anticipating what could go wrong can really help stop it happening just as keeping on top of things that are starting to go wrong can help get them back on track.

Appendix three

Examples and case studies

South London Branch (SLB)

-an extract from the wider SLB plan

“We propose a change in approach to volunteers, following the discussions at the LDT meeting. There is an opportunity to build a pool of volunteers who are associated with the branch, but aren’t part of the committee. Some people may be interested in volunteering, but perhaps don’t want to commit to something more formal like a committee, for a variety of reasons.

Rather than be an ‘all or nothing’ branch, we’d like to find ways to keep in touch with them, providing relevant content to keep in touch, but with no pressure to commit their time. We would like to encourage as many people as possible to join an email mailing list for this purpose.

In communications we will focus on fun and the opportunity to do something fun and for a good cause. It might be that we give the ‘group’ a name, perhaps ‘Event volunteers’.

We have also had ideas about how the Association can support volunteers. It would be good to set up check-ins perhaps 6 months in to volunteering, 1 year, 3 years etc. These would be to discuss progression and opportunities. We think it needs to be done by the Association to enable them to speak freely (and we think it’s their job). There might be a benefit in doing something like this ourselves to make sure committee members are happy with how they’re contributing, privately, in case open dialogue at committee meeting isn’t the right forum for them”.

The South London branch would be happy to talk in more detail about their plans and approach. In the first instance please contact their ASC.

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More coming soon-watch this space