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<https://www.nhsresearchscotland.org.uk/uploads/tinymce/Exploring%20Equitable%20Access%20to%20Healthcare%20.pdf>

# Lessons learned: exploring equitable access to healthcare with Black, Asian and Global Ethnic Majority women in Aberdeen.

NESHAT-MOKADEM, L., DUBE, B. and KERR, A.

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# Lessons Learned:

## *Exploring Equitable Access to Healthcare with Black, Asian, and Global Ethnic Majority Women in Aberdeen*



**Leila** Neshat-Mokadem (She/Her)  
RGU Equality Champion  
Senior Fellow HEA  
Doctorate Researcher (NIHR – PPIE)



**Dr Betty** Dube (She/Her)  
Lecturer (RGU - Pharmacy)  
Clinical Pharmacist



**Dr Aisling** Kerr (She/Her)  
Lecturer (RGU - Pharmacy)  
Year Lead  
Community Pharmacist



## ‘Hard to reach’...

*Hard to reach?*

*Hard to reach?*



Screenshot of opening statement from campaign video

We need to ask ourselves - Are these groups hard to reach OR are we not trying the *right ways* to reach them?

# Today we'll cover:



**REACHING IN** vs reaching out



**INCLUSIVE** design



Building **CONFIDENCE**



# PPIE Project Objectives:

1. Establish a collaborative **panel** composed of; **diverse** members of public, academics, and 3<sup>rd</sup> sector.
2. **Break down barriers** to engagement by; supporting public members feel confident as equal partners through **values** of trust, dignity, & respect.
3. **Co-create research questions** relating to; equitable access to healthcare





inequality

discrimination

underrepresentation

lack of inclusion

cultural differences

poverty

incontinence

assess

overlooked

help

misdiagnoses

injustice

neglected

disparity

reliability

easy

essential

forgotten

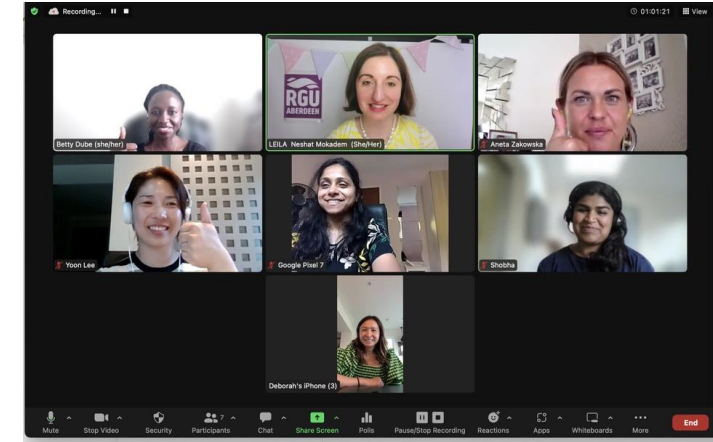
advocacy

sexual health

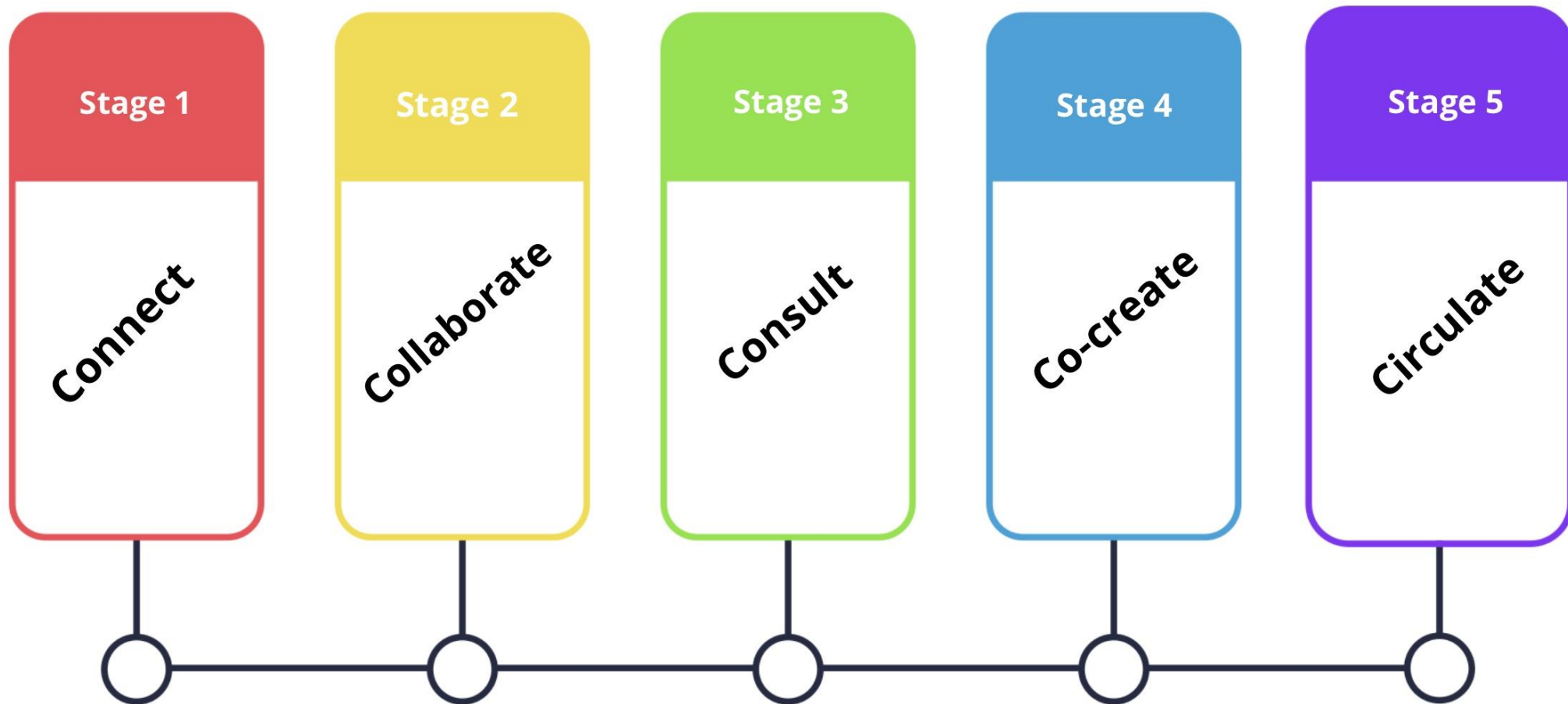
fibroid

post partum care for mums

lack information



## We needed to do things differently!



Stage 1

Connect

- **Cultural Intelligence (CQ)** - intentional and culturally sensitive planning is needed before any work can begin
- **Trusted advocate** approach – has been shown to increase uptake of research by diverse communities
- **Global geo-political** tensions disproportionately impact UK minorities – Ukraine, Sudan, Palestine, DR Congo...



## Reaching IN vs reaching OUT

- Primary Panel wish list - diversity of: experience, expertise, sector, background
- Trusted advocates = over-subscription of interested citizens
- Scotland Demographics - Aberdeen pop data
- Heritage - African, South Asian, Polish...
- Intersectionality – faith & belief

### Primary panel / Advisory group



### Where in the world are your heritage roots?



## SETTINGS

WHERE are we?

WHO are we trying to welcome?

Important to conduct research in places  
familiar to participants  
where they feel comfortable and safe





# Trusted Advocate Approach

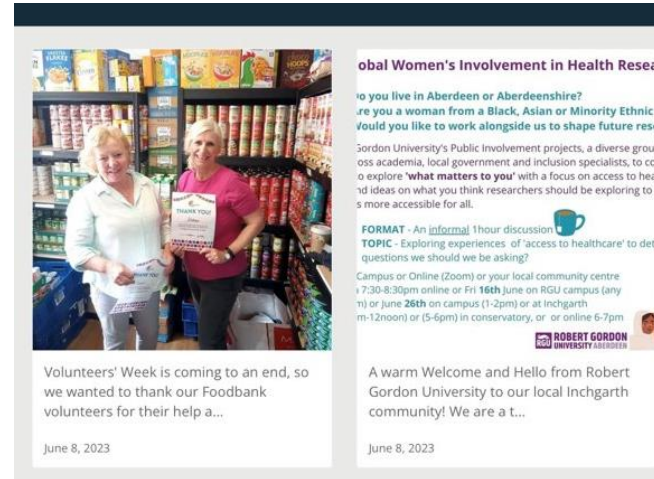
Join us!!

We currently have 3 places left on our public involvement in research project. If you're a woman living in Aberdeen/Shire and interested in taking part in a 1hr informal, discussion about healthcare access for global women (online or in person) with our friendly team from **Robert Gordon University, School of Pharmacy and Life Sciences**, here's a post & little video to give you an idea of what's involved - <https://lnkd.in/e6RRgdeu>

Please don't hesitate to message me or **Aisling** or **Betty** for further details. Transport costs will be covered, refreshments provided and a thank you gift voucher :)

Amplifying our outreach efforts, we'd like to thank **Dr Antonella Pia Tonna BPharm (Hons), MSc, PhD** for sharing our project for local church bulletin and thank you **Sahar Abdulla**, for extending engagement through NESCOL links and **Deena Tissera** for your support.

**Aisling Kerr, Betty Dube, Scott Cunningham PhD FRPharms, Dr Antonella Pia Tonna BPharm (Hons), MSc, PhD, Sahar Abdulla, Deena Tissera, Oluwafunmilola Akinoso, Lisa MacLeod, Laura Chalmers**



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facebook

Sign Up



Inchgarth Community Centre

1d · 6

A warm Welcome and Hello from Robert Gordon University to our local Inchgarth community! We are a team of diverse women based at the university. As pharmacists and advocates of equality, we're passionate about helping everyone access fair and compassionate healthcare.

We have wonderful diversity in our local community but we know that often women from Black, Asian or Minority Ethnic backgrounds are under-represented in all stages of research. We want to help change that! And we hope you will join us in our efforts!

If you're a woman living in Aberdeen and from a diverse background, we'd love to hear from you and chat with in a friendly, informal and rewarding discussion to explore 'what matters to you' with a focus on access to healthcare services. The aim of the discussion will be to develop research questions or themes together that the university can use a great starting point to make research projects more inclusive of the local communities and ultimately help support a fairer healthcare experience for everyone.

If you're interested in helping us, please see the flyer and video for more info. and available dates, although if these don't suit you, we'd still love to be in touch about any future opportunities.

Thank you!

Leila, Aisling & Betty (The friendly team at RGU)

Welcome to Global Women's Involvement in Health Research!



As part of Robert Gordon University's Public Involvement projects, a diverse group of women have come together across academia, local government and inclusion specialists, to collaborate alongside our communities to explore 'what matters to you' with a focus on access to healthcare. We aim to gather thoughts and ideas on what you think researchers should be exploring to make our healthcare services more accessible for all.

What's involved? **Format** - An informal 1 hour discussion **Topic** - Exploring experiences of 'access to healthcare' to determine what research questions we should be asking?

**Location** - Garthdee Campus or Online (Zoom) or your local community centre **When** - Tues June 13th 7:30-8:30pm online or Fri 16th June on RGU campus (any time between 10am-2pm) or June 26th on campus (1-2pm) or at Inchgarth

Transport cost covered, Refreshments, £25 Gift Voucher provided!



## INCLUSIVE design

- **Flexibility** - time, location, modality of involvement
- **Cultural sensitivity** - female team members recruiting
- **Safe spaces** - discussing intimate health issues e.g. sexual health
- **Caring responsibilities** - may not be able to do in person
- **Accessibility** - RGU campus access issues raised

### DATA BRIEFING

## Ethnic inequalities in health and care show diversity in need and disadvantage

Disparities based on race occur across the entire life course. Analysis by broad ethnic groups can mask substantial variation within them, and higher quality data are needed, reports **Sarah Scobie**



## Representation

We know representation matters  
But appropriate representation is harder to achieve





# Use of LANGUAGE

**‘Institution’**  
**‘Target’**  
**‘Research’**  
**‘Divide & conquer’**  
**‘Spearheading’ a project**

Need to acknowledge:  
Possible **MISTRUST**, Fear  
Previous Racial **TRAUMA**  
Impact of **Colonialism**



Head of Britain's police chiefs says force  
‘institutionally racist’



BBC issues apology as viewers rage over 'biased' and 'disgraceful'  
Daily Star  
Gaza war coverage



## Confidence Building:

Acknowledging disparity in  
research experience/expertise

Stage 2

Collaborate

Stage 3

Consult

- Re-assurance - of involvement level
- Scaffolding – use of pre-panel questions to allow members to gain confidence and direction
- Challenge - balancing direction with autonomy

Stage 4

Co-create

Clarify terminology  
BAME/EM/ME/GEM??!  
Clarify expectations  
Clarify roles  
Clarify process...

# Lessons Learned!

*Dispelling the notion of hard to reach*

*There's an appetite for active research citizenship in minoritised women in Aberdeen*



**REACHING IN** vs reaching out



**INCLUSIVE** design



Building **CONFIDENCE**



SCAN HERE FOR SLIDES 😊

**THANK YOU!**

# References/Resources

- <https://www.ukri.org/what-we-offer/supporting-healthy-research-and-innovation-culture/equality-diversity-and-inclusion/addressing-under-representation-and-active-participation/>
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- <https://www.england.nhs.uk/aac/publication/increasing-diversity-in-research-participation/>
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- <https://www.england.nhs.uk/aac/wp-content/uploads/sites/50/2023/02/B1905-increasing-diversity-in-research-participation.pdf>
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