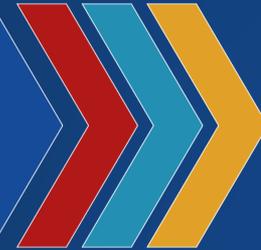




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Engaging with BAME Disabled Communities - Focusing on the work of Sporting Equals and Activity Alliance - Learnings from the Get Out Get Active (GOGA) Project

Shaheen Bi
Director of Projects

Sporting Equals

- Championing ethnic diversity in sport and physical activity sector
- Pioneered National sport delivery programme targeting BAME faith groups
- Founders - British Ethnic Diversity Sports Awards, (BEDSA)
- First BAME Board Leadership Academy
- Race Equality Charter for sport
- National Joint Partners with YST – Breaking Boundaries (5 cities) funded by Spirit 2012



Get Out Get Active (GOGA)

- Programme that supports disabled and non-disabled people to enjoy being active together
- Funded by Spirit 2012, all partners focused on getting inactive people moving through fun and inclusive activities.
- Phase 1 (2016-19) 18 Localities, Phase 2 (2020-2023) 21 Localities
- **Sporting Equals** – Consortium Partner supporting work in Manchester, Bradford, Nottingham and London



Active Lives Adult and Children's Survey

- Presently 62% of adults in England meet CMO guidelines (150 minutes per week). **Only 56% of Black people and 55.1% of Asian people (excluding Chinese reach this figures).**

- People from Asian, Black and Chinese backgrounds are far more likely to be physically inactive than those who are white
- People from these ethnic groups are also far less likely to volunteer in sport and enjoy the benefits associated with it.
- **Disabled people from all BAME backgrounds are shown to be the least active.**

BAME and Disability Study Bradford - December 2019

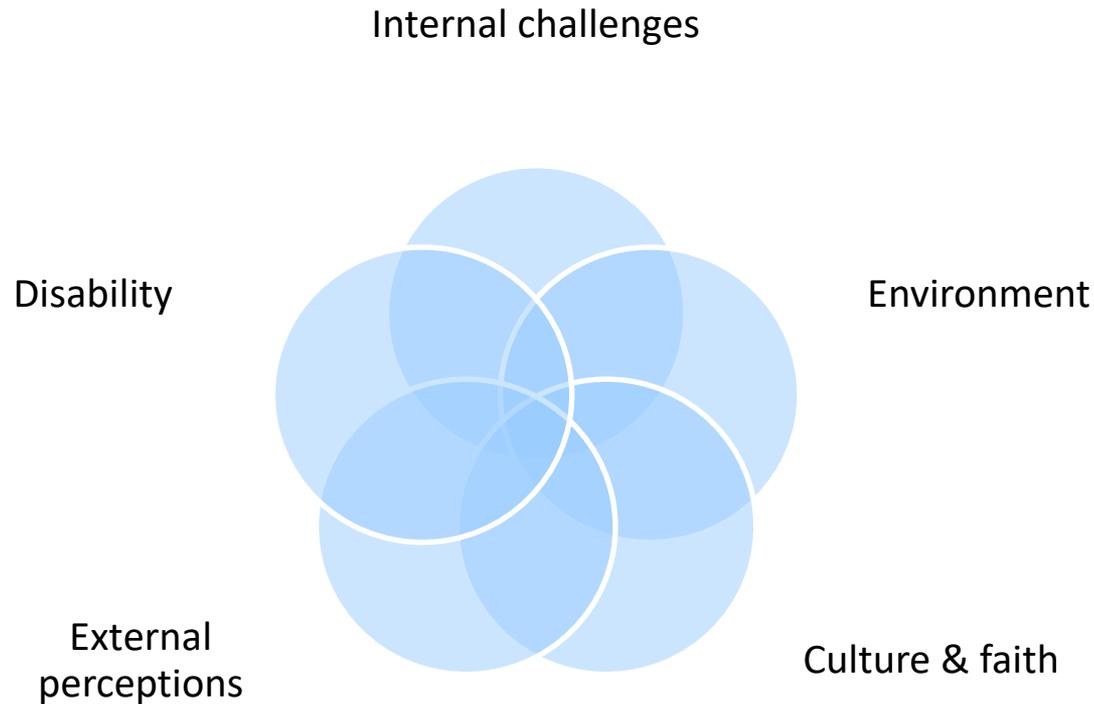
- Partnership with Activity Alliance and Bradford Disability Sport and Leisure (BDSL)
- Research methods; online survey, focus groups

60 participants

- 33 representatives from community groups, sport providers and public agencies; 20 disabled people primarily from the Pakistani Muslim community; 5 white British disabled people; 2 parents
- **Impairments:** hearing and visual impairment, mental health and special needs



Framing the experience



- Research focus on the experience of Muslim Pakistani disabled people
- Impacted by the interaction of multiple factors

Disability - the shared experience

- BAME and non-BAME disabled people experience similar barriers

Providers lack of awareness of need

Lack of awareness of suitable provision

Needing the support of others

Cost of participation

Physical environment/
need for specialist equipment

Transport/
accessibility challenges

Lack of confidence
/anxiety

“Hearing from participants”

*“I feel they are **not trained specifically** for what we may need...They don't know what adjustments are needed...they would expect us to tell them...”*

Pakistani male with visual impairment



“Hearing from participants”

*“I have a cochlear implant and when there are a lot of background noises – **speech is not clear – it makes you confused.** You have to sign to them because you can’t hear when people are speaking.”*

Deaf Pakistani male

*“I went with support workers and they looked at me funny. Why have I come. He looks alright why can’t he come on his own. **Staff don’t understand the needs,** it makes me angry. I just ignore them and get on with my workout and then I leave...”*

Pakistani male with learning disability

Culture, faith and physical activity

- Impact of community, culture and faith on access to sport & physical activity
 - External attitudes to disabled participant's culture and faith
 - Community and family attitudes towards sport and physical activity

Language
barriers

Lack of
cultural
awareness

Culture &
traditions

Religious
beliefs

Stigmas &
taboos

Family
attitudes

“Hearing from participants”

“They make comments like ‘Oh we set up sessions for you lot’. Comments like that are just really outdated, shows the kind of mind-set.” Pakistani female with mental health problems

*“I’ve been to that leisure centre and I’ve watched the women try and interact with the women behind the desk and **obviously they don’t understand the same language**...it turns into like whoever can break it down the most into what they’re saying and they’re still not 100%, so I think maybe they just need a little bit more awareness.” Organisation representative*

“Hearing from participants”

“You are looked after more if you are from an Asian community with a disability. Its swings and roundabouts – in some ways it is brilliant but, in some ways, it is being wrapped up in cotton wool.” (Pakistani male with visual impairment)

“Parents are the barriers. Parents can be over protective if they haven’t got the transport – or do not let them go away. They can be scared for them, so they don’t let them have that independence.” (Parent of deaf child)

“Hearing from participants”

*“Swimming we have in Kingsley has ladies-only sessions. We have cameras in there for safety but obviously for me that’s not appropriate because **I don’t really want to be seen in my swimming costume.** I said who looks at the cameras and they said obviously we don’t stand and look at the cameras, but it’s just there...”*

Pakistani female with a mental health problem



Organisational Perspectives on BAME Disability and Physical Activity

Survey findings:

- **18%** unaware of percentage of disabled BAME people they worked with
- Only **14%** said physical activity was high priority when working with disabled BAME people
- **23%** felt that physical activity was not prioritised at all
- **54%** had the knowledge to support disabled BAME people to be more physically active
- In the last 12 months, **68%** organisations had engaged with new sport and physical activity sector organisations
- Only **20%** had engaged with new disability sector organisations.
- **37%** had improved their understanding of how to enable disabled BAME people to become physically active

Organisational Perspectives on BAME Disability and Physical Activity

- Some organisations didn't know enough to offer their services to disabled people and were concerned about facilitating them safely
- Internal challenges e.g. perceived need for adaptive equipment, appropriate staff ratios and relevant training, lack of funding and resources
- Cultural challenges e.g. need for single gender provision, family pressures, cultural taboos and stigmas within South Asian families, lower expectation of disabled people to achieve

“Hearing from organisations”

“Because our groups are mixed ability, we find the abled participants support and encourage the less abled and it makes their whole experience more enjoyable and empowering.”

“Through the GOGA project we have been able to engage a lot of organisations, both inside and outside of the sector. We have also used the Disability Sport Network within the city to promote our opportunities to a wide audience.”

“We would like to offer opportunities for disabled participants from BAME communities, but don’t have resources currently. Our strong experience working in BAME communities would help. More knowledge and training on adapting activities would also help.”

“Hearing from organisations”

“We have strong knowledge and experience of engaging with BAME communities, however we haven’t focused on participants with disabilities.”

We have sessions where some participants will have disabilities, where activities are adapted, which we have done reasonably well but these have been minor physical disabilities in the main.”



“We have very little knowledge of Asian communities and disability. We don’t do enough to work on this and don’t support disabled people.”

“We have nobody qualified to teach disabled athletes.”

What can providers of sport and physical activity do?

Raising awareness of opportunities

- Word of mouth
- Disability and BAME support organisations
- Internet/social media
- Leaflets/flyers

Promoting an inclusive environment

- Cultural awareness training
- Equality and diversity
- Diverse staff
- Role models

Greater disability awareness and support

- Disability training
- Expert advice /support
- Person Centred approach
- Funding and resources
- Lived experience
- Physical environment
- Specialist equipment
- Taster sessions
- Using volunteers
- Better planning
- Use 'Talk to me' Principles

What can providers of sport and physical activity do?

Positive messaging

- Mental health & wellbeing
- Social networks
- Community champions

Local provision

- Transport links
- Satellite provision

Affordability and choice

- More choice
- Cost packages
- Investment

In conclusion...

- Collaborative working with faith communities, sports providers, governing bodies and disabled people user led organisations
- A more thorough understanding into the perspectives of different cultures, faiths, ages and genders
- Developing more robust and targeted approaches that are effective in engaging disabled people from all BAME communities



Sporting Equals

Thank you!

Any Questions?

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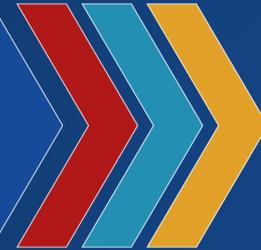
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