

Case Study

Sue Ryder Home Care

“This course has enabled me to distinguish the difference between groups and address them in an appropriate manner without fear of offending anyone...we have received several compliments from our Asian service users and their families about this.”

SUE RYDER HOME CARE FINDS CULTURAL TRAINING BENEFITS ASIAN SERVICE USERS

Sue Ryder chose to invest in Noble Khan’s Asian Cultural Training Programme to raise awareness of cultural issues and improve relationships within their organisation, especially with this Asian service users.

Tracey Slater, Home Care Manager for Sue Ryder, explains how she has benefited from Noble Khan’s training:

Because my office deals with providing a service to a varied multi-cultural society (my staff is made up of around 25% Asian carers and around 15% Asian service users), we felt we needed a cultural awareness course to improve our knowledge, especially as the levels of Asian service users is growing all the time – in fact, it’s gone up 5% since I took Noble Khan’s course.

When I took the first exam I was surprised – even ashamed - at how little I knew, considering I provide a care package that is supposed to be tailored to cater for all individuals’ requirements.

I didn’t understand the differences between the religions, languages and culture of Asia and even though some of the carers had taught me a few sentences, I didn’t understand what language I was speaking. I discovered they had even taught me some slang words which I now understand would have been disrespectful to a stranger.

Now, I have a wide understanding of religious festivals and know when my staff need to have time off work for religious occasions. I also have a greater understanding of how to greet my service users and my staff in an appropriate manner without fear of offending anyone. In fact, one of my Asian staff members told me I knew more about their religion than they did!

Since taking the course, we have received several compliments from our Asian service users and their families about our carers’ ability to greet and address them in the correct manner. One of our service users insisted on a Punjabi speaking carer at the beginning of her care package; after one week she called the office saying “you can send anyone to me as everyone at Sue Ryder Care has such a good understanding of my needs.”

The delegate’s handbook is a great reference source and I refer to it often to refresh my memory. Although the course contained a vast amount of information, it was easily digested and fun; I think other courses with a similar amount of information can lose people along the way as their concentration lapses, but not this one kept my attention throughout.

All in all, the course was excellent, very useful and well presented, and I understand Sue Ryder is looking to roll out the course to other staff members as soon as funding is available.

Noble Khan helps develop good, mutually beneficial cultural and religious relationships within workplaces and communities.

In the context of the workplace, Noble Khan enables organisations to comply with the Employment Equality (Religion and Belief) Regulations 2003 though delivery of The Asian Cultural Training Programme, the UK’s only accredited cultural awareness training course.

Noble Khan also helps stem the growing tide of anti-Islamic feeling with a unique ‘Islamaphobia’ programme teaching key facts about Islam.