



Salford Royal **NHS**  
NHS Foundation Trust  
University Teaching Trust

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# Rochdale Muslim Engagement

## Diabetes and CKD

Salford Royal Renal Team &  
Manchester Royal Transplant surgeons



# Khalid – a proactive patient

- Diabetes and rapidly progressive CKD
- Well known in Rochdale muslim community
- Experience of running community events to raise awareness of dementia
- Keen to raise awareness of diabetes/CKD prevention and self-management



# We discussed the cultural barriers to engagement with diabetes & CKD services

- Lack of awareness
  - Belief that diabetes is not serious
    - “its only sugar isn’t it?”
    - “I just eat what I want and take extra tablets”
  - Impact of diet/BMI/lack of exercise on prognosis
  - Link between diabetes and kidney failure
- Suspicion of healthcare professionals
  - more likely to listen to friends/family/religious leader than NHS staff
- Fear of hospitals and treatments
- Language barriers
- Lack of BAME representation in service design
- Services not tailored to the needs of BAME groups





# Planning for a free event to raise awareness of diabetes and CKD

- Panel of speakers
- Venue – local muslim community centre

- Funding



- Publicity for event in multiple formats known to be effective in local community
  - Word of mouth – mosques, schools, shops
  - Posters and flyers – clinics, GP surgeries
  - Twitter
  - Local radio
  - Rochdale local info website



# Free evening event to raise awareness of diabetes, CKD and benefits of kidney transplant

- Held at **Muslim Community Centre**
- **Panel of speakers, mainly South Asian background and Urdu-speaking**
  - Diabetologist
  - Dietician
  - Nephrologist
  - Transplant surgeons
- **Role-play in Urdu** by Khalid and friends to highlight main messages
- **Break for prayers** at mosque
- **Asian dinner** at the end of the evening
- **Informal discussion** with NHS multidisciplinary team during dinner

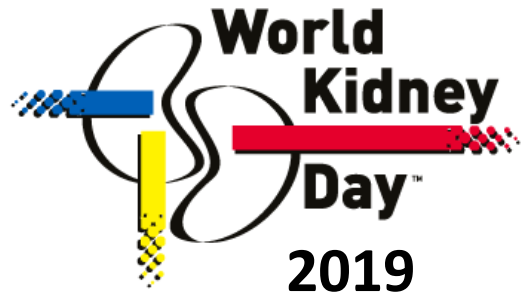






Highly successful event  
with 300 attendees

- ongoing discussion since then



- Khalid's personal story of type 2 diabetes and kidney failure
- Benefits of pre-emptive kidney transplant
- South Asians and other BAME groups typically wait an extra year for a transplant
- The need for more living kidney donors
- How to sign up to organ donor register



# What we have learned so far...

- Patients or carers from within the community are vital
  - we learned a format which engaged their muslim community
  - fantastic at publicising events but lots of work
  - we need to facilitate more patients and carers to volunteer
- Community influenced by individual stories & informal discussions
- Need more patients/carers from the community to prevent burnout
- NHS staff generous in giving their free time – sustainability?
- Ongoing funding sources difficult - need dedicated fund for BAME engagement
- Challenge of maintaining momentum
  - need to collaborate with local NHS and council initiatives
  - where to go from here to make the most impact?



# Thank you to the following for giving generously of their time and money

- Khalid Bashir and family
- The Rochdale community
- The many NHS staff who gave of their time
- The Castlemere Community Centre
- Hope Kidney Patients Association

