

Cultural competency training

Do you work with newly arrived and BME communities? Are you facing difficulty in engaging them to your service? If the answer to these questions are yes, don't worry help is at hand!

Ashley Community & Housing Ltd (ACH) is specialist provider working with mainstream organizations to help them understand better Black and Ethnic Minority groups (BME). Too often the organizations we work with have targets to meet and have substantial challenges in communicating and engaging with this specific client group. Therefore the need for "cultural competence" — understanding the specific cultural, language, social and economic nuances of particular ethnic group—more important than ever.

The outcome of an organization-wide effort to become more culturally competent can pay large dividends if successful. Improvements in client outcomes, staff retention, satisfaction, and even market share are achievable with the right approach. And riding the status quo is a risk to each as well.



The cultural competency model

The cultural competency model is broken down to three different stages:



Know your client: where is your client from? The specific background of the client including their life at back home

Understand your client: There is host of invisible information which this client group DON'T share especially if there is health and/or disability issue. Information can't be taken for granted and the need to explore is vital.

Engage your client: Achieve your desired outcome in a way which the client is cooperative and happy.



We work with organizations like DWP, Places for people and the NHS in helping understand the specific client group better and improve their 'cultural competence'. We also offer supportive accommodation to newly arrived communities; primarily our job is to help them move towards independent living.

Whether you want us to work with your clients or staff with cultural competency training call us and we can help you.