

Black, Asian and Minority Ethnic Cultural Competence Certification Scheme



Diverse Cymru's Cultural Competence Certification Scheme is a workplace tool for organisations seeking to develop and implement good practice to ensure that the services they provide are fair and equitable.

Black, Asian and Minority Ethnic people in the UK face inequalities and disparities that lead to them having poorer life chances in all areas of public life and we believe that organisations have a key part to play in overcoming these inequalities.

The scheme focusses on workplace areas within organisations to develop their **cultural competence** and explore the **unconscious bias** that can lead to unequal treatment. Scheme participation is open to private, public and third sector organisations. Participants include leading mental health and substance misuse charities, all health boards in Wales, and local authorities. Participants receive ongoing proactive support to complete a Self-Assessment Evidence Workbook until certification is achieved in the areas of:

- Environment and Organisational Commitment
- Communication and Consultation
- Cultural Competence and wider Equality and Diversity understanding
- Outcomes and Engagement

Support is tailored to individual workplace areas within organisations to ensure ownership and accountability.

The Registration Fee for the scheme includes:

4 free online sessions of Diverse Cymru's acclaimed Cultural Competence Awareness training or 2 free Face to Face sessions (see page below).

Find out more

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Cultural competence

is the ability to understand and interact effectively with people from other cultures. Organisations lacking in cultural competence risk discriminating against Black, Asian and Minority Ethnic people.

Unconscious bias

is making judgments or decisions based on our prior experience, thought patterns, assumptions or interpretations, and not being aware that we are doing it. This can affect the way organisations design and deliver services, and recruit and retain employees.

An organisation that understands and appreciates cultural difference will promote diversity, inclusion and belonging so that individuals of all backgrounds feel respected and valued. Practicing cultural competence will enable an organisation to attract the best talent as employees and to provide fair and equitable services for everyone.

Cultural Competence Awareness Sessions



“A culturally competent workplace can help overcome any racial and ethnic disparities in service provision”

Diverse Cymru’s interactive Cultural Competence Awareness Sessions provide participants with key information to create a better understanding of unconscious bias and cultural competence and the impact that these issues can have on Black, Asian and Minority Ethnic people.

Our Awareness Sessions are guided by the values of respect, honesty and participation. They involve theory, activities, sharing and learning from each other (see side panel).

We believe that positive change can be made in any part of an organisation and our Awareness Sessions promote good practice in workplaces within organisations (eg human resources, reception services, forensic wards, community mental health teams, customer services, and trustee boards).

Each Awareness Session has 4 modules:

- Disparities and Inequalities
- Culture
- Unconscious Bias
- Practical Next Steps

Information is provided for each module, followed by reflection, discussion and activities including videos and case studies.

Online Awareness Sessions are via Zoom / Microsoft Teams, 4 hours long and for a maximum of 6 people, or face-to-face, 7 hours long for a maximum of 12 people.

Participants of Diverse Cymru’s Cultural Competence Certification Scheme receive 2 free Awareness Sessions.

Find out more

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What challenges face Black, Asian and Minority Ethnic people accessing services?

Understanding Black, Asian and Minority Ethnic inequalities and disparities, the impact of unconscious bias and lack of cultural competence.

What is Culture?

Understanding:

- cultural awareness
- cultural knowledge
- cultural sensitivity and
- cultural competency

What is unconscious bias?

Understanding:

- unconscious bias and its impact in the workplace

How can we become inclusive?

Sharing good practice.

How can we overcome unconscious bias and improve cultural competence?

Next steps — discussion.