



Investing in Inclusive Leadership & Innovation
SPONSORING THE NATIONAL BAME HEALTH AND CARE AWARDS



What are the National BAME Awards?



17th October 2019 was the first year of the National BAME (Black, Asian and Minority Ethnic) Health and Care Awards recognizing leadership and innovative achievement across the health and care field that improved the professional development prospects of BAME staff or improved service access and provision for BAME communities.

These awards represent the culmination of the aspiration to build a national recognised award that stimulates and supports career development for BAME staff and champions good health and social care practice in working with BAME communities. Gathering support from a range of colleagues across the spectrum of the health and care field this initial event was 18 months in its genesis, working as a grass roots initiative that cuts across institutional and organisational boundaries to bring together colleagues passionate about diversion, inclusion and inequalities in health and care to create the awards.

These awards are not just about providing an affirming ceremony and recognition of achievement for the winners on the awards night but underpinning this with

follow-up help in developing professional networks and support for future career development. The nomination process also identifies many innovative projects and unsung heroes who may otherwise have little recognition within their local organisations.

There are 10 nomination categories in the 2020 awards

- 1. Compassionate and Inclusive Leader**
- 2. Ground-breaking Researcher**
- 3. Outstanding Student / Apprentice**
- 4. Inspiring Diversity and Inclusion Lead**
- 5. Integration Innovator**
- 7. Digital Champion**
- 8. Inspiring Service User or Patient or Patient Representative**
- 9. Health and Wellbeing Advocate**
- 10. Workforce Innovator**

The criteria for nomination in all the award categories require

- evidence of showing leadership in promoting inclusion that goes above and beyond the requirements of the job role
- evidence of successfully and constructively challenging existing practice
- evidence of creating an enduring change

The awards recognise new ways of working, new products or pathways, new ways of integrating services and new ways of managing relationships between practitioners, users of services and carers.

Why do we need the National BAME Awards?

20% of social care staff (Skills for Care, 2016), one in five nurses, more than one in three doctors and one in six of all NHS staff are from Black, Asian and Minority Ethnic (BAME) backgrounds. Yet many studies have shown BAME staff are under-represented in senior roles and experience discrimination in their career in health care services.

For example:

- The proportion of NHS board members and senior managers who are BAME is

significantly smaller than the proportion of the NHS workforce or local communities that are from BAME backgrounds (Cabinet Office, 2017).

- NHS staff survey data shows that BAME staff are more likely than White staff to experience harassment, bullying or abuse from other staff (but not from patients, relatives or the public) (Chartered Institute of Personnel and Development, 2017)
- BAME staff are much less likely to believe that their Trust provides equal opportunities for career progression (NHS Equality and Diversity Council, 2016)

The NHS Long Term Plan also commits to reducing inequality in services that impact on BAME communities. In covering the domains of health and social care, the awards reflect the increasingly integrated framework of delivery envisaged by the NHS Long Term Plan. These awards create a significant opportunity for ensuring appreciation of staff who show ambition and vision in securing access and service improvements for BAME communities.

Who were the 2019 National BAME Awards winners?



Jacynth Ivey MBE, winner of the Compassionate and Inclusive Leader award with Francis Adzinku, Associate Director, Oxleas NHS Trust

Digital Champion – Sarah Amani (Oxford Health NHS Foundation Trust)

Inspiring Diversity & Improvement Lead – Pamela Shaw (Bradford District Care NHS Foundation Trust)

Integration Innovator – The Teyluva Midwifery Team (Royal Cornwall Hospitals Trust)

Clinical Champion – Dr. Uma Rajesh (Hull University Teaching Hospitals NHS Trust)

Ground-Breaker Research – Dr. Shaji Sebastian (Hull University Teaching Hospitals)

Health and Wellbeing Advocate – Dr. Adwoa Danso (The Clinic Diaries)

Workforce Innovator (sponsored by Unison) – Dr. Syed Mujtaba Hasnain Nadir (Pennine Acute Trust)

Compassionate and Inclusive Leader – Jacynth Ivey MBE (Birmingham Community Healthcare NHS Foundation Trust)

What are the benefits of the National BAME Awards for award winners?

Award winners receive an engraved trophy at the awards ceremony held at a prestigious event that offers the opportunity to network with other nominees and senior figures in the health and social care field. The NHS Leadership Academy support the awards by providing a follow up 1-year package of coaching and a bursary to their leadership development programme. Colourful Healthcare, the award organisers, provide publicity material on the event to the winner's employing organisation. Award winners are recognised as role models for good practice in diversity and inclusion by NHS England and expected to be in demand for conference presentations.

What are the benefits of the National BAME Awards for supporting organisations?

Supporting organisations make a public commitment to valuing diversity and inclusion and staff development at a time when there is significant concern nationally about under-representation and inequality.

Making a financial investment in the awards through sponsorship shows the supporting organisations commitment to investment in innovators and leaders who have proven they make a difference. It is an investment in changemakers who are bringing new ways of working and new products into the health and care

Corporate Supporter of Event £3,000.00

- 2 x conference delegates/exhibitor staff;
- Exhibition space for publicity poster Space;
- Half page advertisement;
- Drinks/dinner for 2 people at the awards event.

Conference Brochure plus Attendance £2,000.00

- Half page advertisement;
- Drinks/dinner for 2 people at the awards event.

Colour Advertisement in Brochure only

- Full page £750.00;
- ½ page £500.00;
- ⅓ page £300.00
- ¼ page £200.00

Industry Premium Award £5,000.00

One additional Industry Premium Award category is available to a sponsor who wishes to identify an industry specific category of their own choice in keeping with the aims of the event and appointing a representative to sit on the panel of judges to assess entrants for the Industry Premium category and give a short (5 mins.) speech explaining the choice of the category at the award event.

Wendy Olayiwola

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