

# **IMPACT REPORT 2022-2023**

**PLURALISM  
RESPECT  
DIVERSITY  
DEMOCRACY  
MULTICULTURAL  
BRITISH VALUES  
CARING  
SOLIDARITY  
TOGETHERNESS**



**CONNECTIVITY  
PASSION  
PARTNERSHIP  
SUPPORT  
HEALTH  
& WELLBEING  
HUMAN  
RIGHTS  
INTEGRATION**

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## Message from our CEO

**W**irral Multicultural Organisation supports people from Ethnic Minority Backgrounds, who require support with accessing and effectively using mainstream services.

The pandemic highlighted the health inequalities and low health literacy amongst people from Ethnic Minority Backgrounds. As we emerged from the pandemic, we saw an increase in numbers of people needing support, and with this, the demand for language support, not only in the volume of interpretations, but also in the number of different languages spoken. service users' needs are often complex and we regularly provide support where there is food and white goods requests where these are important for wellbeing.

WMO has been able to respond flexibly to the complexity of people's needs, and the ever-increasing numbers, e.g., by staff working longer hours and going the extra mile, to ensure as far as we can, that there are positive outcomes for service users.

We have seen an increase in the number services we deliver, such as the health check project and an extension to our Ethnic Minority Health and Well-Being team (previously known as BCCS) This team has been instrumental in ensuring that all Asylum Seekers are registered with a GP Practice, registering births, sourcing dentists willing/able to take on new patients and in helping Asylum Seekers to navigate their way round the wider health system so that they know for example how to access Optician services and ways in which a Pharmacy can help them.

It has been a time where we have been building partnerships with organisations, to deliver services that are taking the cultural and language needs of service users into consideration. There are several, very productive, partnerships involving a range of other organisation; some are structured formally and others involve informal collaboration where this gets the service users a better outcome. As an example, one of those partnerships was the Little Lungs Project; 6 organisations, with Koala NW as the lead, were funded to raise awareness of RSV in young children. The project was extended for another year to look at other respiratory infections and conditions in children under 5 years old.

I feel humbled and privileged to work with such dedicated staff and volunteers. Without our skilled and passionate staff and volunteers, we would not be able to provide a seamless service for all our service users.

I would like to acknowledge that the work and success is also due to the generous financial support, provided by agencies and grant funders.

If you would like to know a little more about the services we provide, please look on our website, or ask Aline, Mindy, or Elizabeth, we are happy to talk to you, about the fantastic work we do.

# ABOUT WIRRAL MULTICULTURAL ORGANISATION

[Wirral Multicultural Organisation \(WMO\)](#) is a company limited by guarantee registered in England and Wales (registered number 02807273). The company is a registered charity (charity number 1019964).

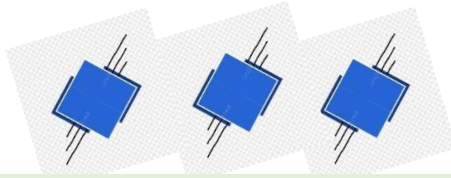
## Brief history of the (WMO)

The concept of a multicultural centre for Wirral began in 1986 when members from Asians, Chinese and Vietnamese communities jointly applied for central government funds with the help of [Wirral Borough Council](#). This led to the formation of the Wirral Chinese Association and the Vietnamese Association whereas the Wirral Asian Association had developed independently. The then Education Department of Wirral Council applied to central government and was successful.

Wirral Multicultural Organisation (WMO) was established as a company limited by guarantee and as a registered charity in April 1993 to oversee the development of the Multicultural Centre. The three associations used to nominate three representatives each, to serve as directors to form board of the Wirral Multicultural Organisation. Since 1992, thirteen directors, three each from ethnic associations and four Wirral Councillors have been managing the organisation.

More recently Wirral Multicultural Organisation has widened its board membership and incorporated African, Afro-Caribbean and European (currently vacant). Opening up for other community representatives will reflect the increasingly diverse population of Wirral.

Although the demographics in Wirral have changed, the needs of people from Ethnic Minority Backgrounds have largely stayed the same. We have seen more asylum seekers and refugees, people who've fled conflict from countries such as Afghanistan and Ukraine and British Nationals Overseas (BNO) Hong-Kongers.



### VISION

For all people from Ethnic Minority Background to be free for discrimination and racial injustice and to have equal and fair access to universal services, to feel safe in their neighbourhoods and be able to fulfil their aspirations.

### MISSION

- \* To promote multiculturalism through understanding, inclusion and celebration of the diverse communities residing in Wirral.
- \* To embrace and support the different cultures, beliefs and religions and to encourage communities to coexist harmoniously for the good of the wider community and to actively challenge and address racism and oppression that exists.
- \* To offer a range of professional and culturally sensitive services to improve the overall health and wellbeing of people from Ethnic Minority Background.
- \* To actively support more vulnerable members of the local people from Ethnic Minority Background by providing language support, advocacy, social support and activities, assistance to access health and social care services, including advice and education services.



# WHAT OUR SERVICE USERS HAVE SAID



Amina is severely disabled, and she needed a number of specific items, to make her life easier. We worked closely with Age UK Wirral, who purchased a special mattress. It was such a pleasure to see her smile. She came to the centre after the mattress had arrived and she said that she had slept like a baby, and this was the first time for a very long time, she slept without being in pain, from springs digging into her back.

“..... they (WMO STAFF) accompanied me to the hospital to get my vaccine. They explained safety precautions and other issues **with patience** and in **detail**”.

“The Chinese Community Health Worker and Chinese Health Link Worker are **helpful, patient,** and **friendly**.”

“**I enjoyed** the celebrations and activities that were held in the centre with everyone.”

“WMO have an **excellent reputation** in our community because they are dedicated to **improving** the BAME community.”

# WHAT OUR SERVICE USERS HAVE SAID



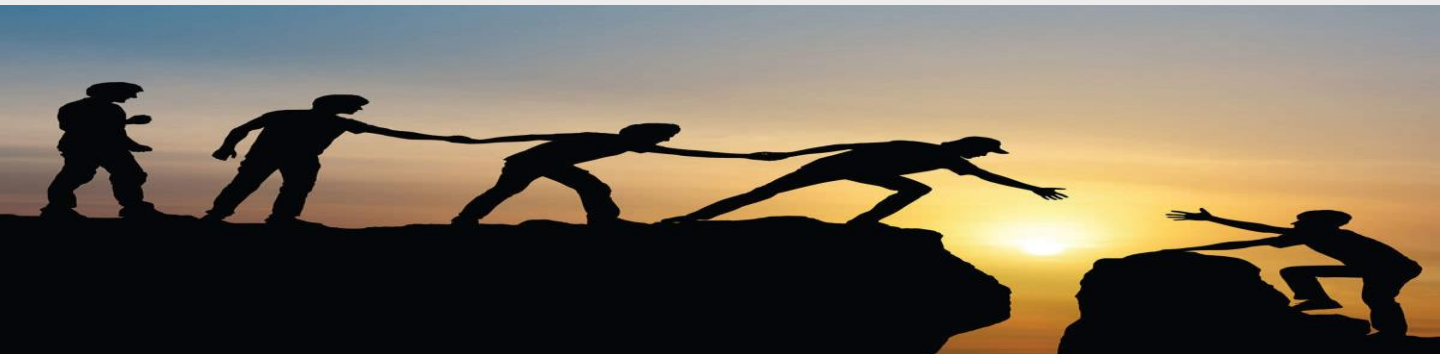
"And it was with such a **noble** and **kind spirit** that you conducted yourself throughout the case regarding the six workers. **Well done.**"—Mick Whitley's office



Little World nursery have made my SEND journey **so much easier** as I wouldn't of knew what to do without them they have brought my son on so much and even **helped** out with his school which he will attend in nursery along with getting the tests and assessments needed.  
Olivia Donakey



"We're **so grateful** for your **help**, we couldn't get our pay back without your **support** and **helping**. **Sincerely grateful.**" —Chinese workers



## WHAT OUR PARTNERS HAVE SAID

### One Wirral CIC:

*“WMO's contributions have been **indispensable** to our program's success, making them an essential and **influential partner** in public health initiatives. We highly recommend Wirral Multicultural Organisation for their **passionate dedication** and understanding of the **diverse** Wirral community”.*

### Maternity Voices:

*“In my experience working with Aline, I have been **consistently impressed** by her attention to detail, her empathetic approach when engaging with **diverse communities**, and her ability to adapt to evolving project requirements. Her **proactive approach** and **innovative thinking** have been **invaluable in ensuring** that the voices of those supported by Wirral Multicultural Organisation are heard and respected”.*

### Dr Abhi Mantgani MBBS, LRCP LRCS, FRCGP, Senior Executive Partner, Miriam Primary Care Group:

*“WMO was the first community to commence work with us and we have conducted multiple vaccination sessions at their site in Birkenhead delivering over 1,500 injections. The WMO **worked very effectively** as partners with our team to deliver a **person-centred service** with translators, key workers involved in the process. The outcome has been a **very high uptake** of the Covid vaccination with improved outcomes. WMO has also **supported our practice** with Covid test kits during times of short stocks”.*



**Linda Luscombe Assistant Practice Lead Hoylake & Meols Medical centre:**

*"I have personally worked closely with Aline and the team and have seen first-hand **the professionalism, compassion, care, respect**, and long hours they put into ensuring all people are **helped and advocated** for. This is an **invaluable service** to not only our GP Practice and patients but the wider community".*

**Bev Morgan, CEO Koala North West:**

*"The partnership with WMO has **really enabled** us to reach vulnerable families that **benefitted significantly** from the information and **support** they received from their Parent Champion".*

## **WHAT OUR PARTNERS HAVE SAID**

**Stephen Chaderton, Resettlement Programme Manager, Wirral Council:**

*"The **role WMO** have played have seen hundreds of new arrivals to Wirral, **supported to access vital health care** and have identified and intervened where needed to safeguard numerous people at risk to prevent crisis".*

# WHAT WE HAVE ACHIEVED



## Little World Nursery

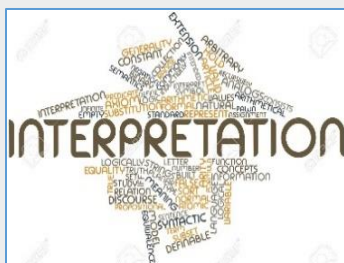
**198** Families supported

**255** days of nursery sessions provided



## Centre Visits

**2319** Visitors to the centre to socialise & celebrate cultural events



## T & I Service

**651** Telephone interpretation

**4960** Face 2 face appointments accepted

**442** non primary care appointments

**49** Languages supported



## Health Link Service

**9877** Episodes

**1325** Episodes for diabetes

**1334** Episodes for patients over the age of 65

# WHAT WE HAVE ACHIEVED



## EM Substance misuse service

**Jan 2023 – October 2023:**

- 258** people have been spoken to and information provided about EMSM
- 9** people supported to access treatment
- 70** people requested support from WMO
- 50** alcohol audits carried out



## EM Health and Wellbeing Service

**2191** while the target number was **319**

- People referred to Ethnic Minority Mainstream Services
- 1511** we were targeted 150
- 360** Asylum seekers GP registrations
- 150** HC2 applied for



## Volunteers supporting WMO

**1045** Hours of Volunteering

### Volunteer roles:

- Administration
- Reception
- Assistant treasurer
- Event volunteer



## Community Development Service

**2304** Episodes for support with:

- Benefit
- Housing
- Social care
- Education

# Health Link Service

Aims to improve the health and wellbeing of Minority Ethnic groups in Wirral via a Health Link Service, by providing support with making GP appointments; encouraging participation with screening, vaccinations, health information sessions.



Health Link staff, adapted their ways of working very quickly, during lockdown and some of these practices are still true of today. They make many calls to service users, to reduce isolation and offer their support.

# TRANSLATION & INTERPRETATION SERVICES

Translation and Interpretation service is commissioned to provide Translation & Interpretation, verbal and written if necessary for people from an ethnic minority background, who cannot communicate easily in English and require translation & interpretation support during primary health care appointments.



# ETHNIC MINORITY HEALTH & WELLBEING SERVICE

Health and Well-Being Service provides support for Asylum Seekers in 2 hotels, as well as organising food vouchers, liaising with many professionals to ensure the needs of service users are met, including vaccinations.



WMO is part of a consortium, with One Wirral CIC as the lead. Some staff have been trained to deliver Health-Checks for this project. We have concentrated on asylum seekers in the 2 hotels, as well as offering the screening on days, service users are already in the centre

# ETHNIC MINORITY SUBSTANCE MISUSE SERVICE

WMO is collaborating with Merseyside Police, Wirral Metropolitan College, local Youth Services and specialist drug services to co-produce a range of bespoke, culturally sensitive, translated drug education and awareness resources.

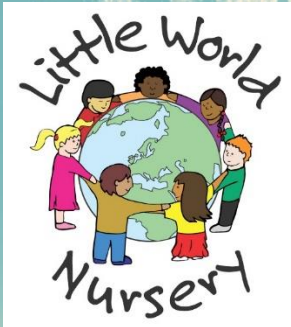


# COMMUNITY DEVELOPMENT SERVICE

The team support service users with many different issues, ranging from applying UC and other benefits, PIP, Blue Badge, housing issues, opening a bank account and much more. Interpreters are sourced if required.







Little World Day-nursery provides a high quality, stimulated provision. Staff are trained to provide health care, such as the WellComm assessment. The manager/SENCO liaise with Physio Therapy, as well as Cystic Fibrosis nurse, Health Visitor from the 0-19 team.



# LITTLE LUNGS PARENT CHAMPIONS

Little Lungs Parent Champion project provides information and translated materials about Respiratory Syncytial Virus (RSV) and other respiratory conditions. The follow-on project was not only aimed to provide information, it also encouraged parents to become champions. This project is due to finish August 2023.



# REFUGEES & ASYLUM SEEKERS SUPPORT

This year has been a busy time for our team to support Asylum Seekers in both hotels.

We have helped with GP registration, booking appointments, applying with HC2 online, booking dentist and opticians appointments.

To achieve the best for service users, we have worked in partnership with SERCO, Infection Control, Sexual Health Team, 0 - 19's team, Early Years' team, TB nurses, Community midwives, out patient department in Arrowe Park, Public Health team, Resettlement team. As well as staff from Heart4Refugees, Wirral Change, St Luke's and Hope Churches and Together Wirral Church.



# GROUP ACTIVITIES

## Group activities

Every Tuesday we have a coffee morning. Interpreters and health advocates are always present. Speakers are regularly invited to share up to date health and well-being information. We celebrate many Cultural events, to encourage community cohesion and reduce loneliness.



During Alcohol awareness week, we invited many people old and young to taste mock-tails.



Healthy cooking and eating activity, to introduce substituting salt and oil for other herbs and spices, and “one cal” spray. Participants really enjoyed the food they cooked YUMMY.



# COMMUNITY GROUPS ACTIVITIES

WMO works in partnership with local groups such as The Wirral Chinese Cultural Association: They deliver the following activities

- Chinese luncheon club – Second Wednesday of the month, Chinese cultural dance group – every Monday afternoon Chinese school, Saturdays in term time

- Activities provided by community groups
  - Tai chi – 3 times per week
  - Polish school 1x per week
  - Punjabi school 1x per week



# INTERNATIONAL WOMEN'S DAY CELEBRATION



We honoured women from around the globe. May you continue to inspire others and “Embrace Equity”.

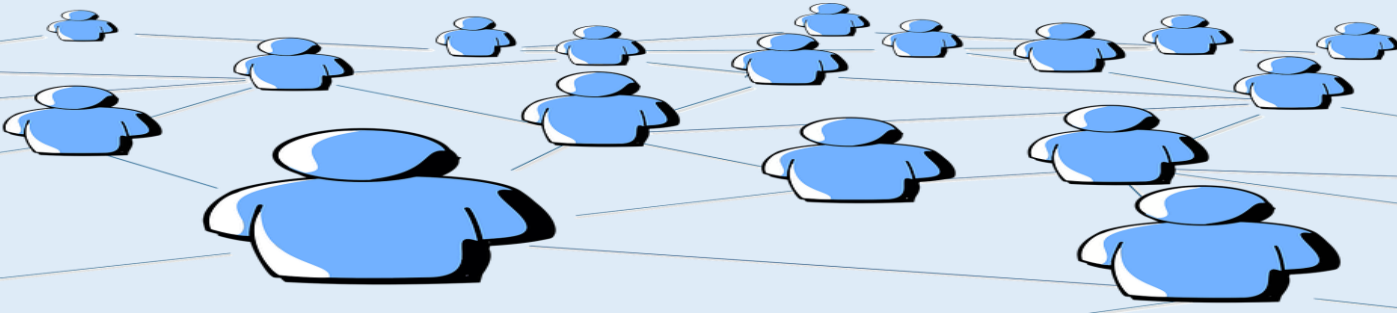


**WE CELEBRATE  
DIVERSITY**





# WMO'S COMMUNICATIONS



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[www.wmo.org.uk](http://www.wmo.org.uk)



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