



EEiC

Interactive tools

Making the case - guide

Presenters guide to the Making the Case PowerPoint slides

Introduction

Findings from the EEiC project, plus other research and practice experience, tell us that many key actors within the commissioning arena do not view tackling ethnic inequalities as a top priority. These people may question the importance of the agenda, or see it as a luxury that cannot be afforded.

There is a tendency for some commissioners to view this area as the responsibility of provider organisations, or to question whether it is right to give 'special' attention to particular groups. Many commissioners also lack confidence, skills and knowledge to adequately describe, understand and address the causes of poor service access, experiences and outcomes. At the same time, individuals committed to addressing ethnic inequality, from within or outside the organisation can be isolated and struggle to influence the commissioning agenda.

Making progress towards better services for minority ethnic people requires a wide range of stakeholders to make a more consistent and convincing case for why this work is important, and how it can support other core commissioning priorities, including quality and efficiency, rather than complicate or undermine other work. Individuals who are committed to this agenda need to identify opportunities to argue for why understanding and addressing ethnic inequalities should be part-and-parcel of commissioning work. These opportunities may arise in a variety of settings, both formal and informal.

These PowerPoint templates are designed to be adapted for your local context. They should help you make a strong case: for considering ethnicity when commissioning health services; bolstering attention in service redesign; securing funding for additional services; or even setting policy and guidance.

It will be helpful to identify contexts where such a presentation may be helpful and impactful. For instance, you might be able to book a slot on the agenda of senior team meetings or partnership boards, or request time to speak to a group of GPs at their practice, or a consortia of third sector organisations. It will be useful to discuss with like-minded colleagues what the objectives of the presentation should be.

People who trialled these presentations told us it would be helpful to have a longer and a shorter version. The presentations also include background notes for presenters.

Depending on the audience and your objective, you will then need to consider which parts of the presentation are important and where changes/improvements might be needed. You may want to alter some of the language and ensure that the presentation has a local focus.

This tool is a flexible template, designed to be modified to present the need to consider minority ethnic health issues to colleagues and board members.

Feel free to modify the PowerPoint files to add local data, remove unnecessary sections and customise the priorities and terms for your organisation.

You may also find it useful to read the [Frequently Raised Objections tool](#), so that you are ready for issues that may be raised.

Many resources can help you access local evidence and examples to customise the presentation: including Public Health analysis; data from your local Trusts; your JSNA; information from user satisfaction surveys; local research studies; insight work, and information collected by third sector organisations that work with minority ethnic communities. Examples from our EEiC project and other on-line resources such as <http://needlibrary.info/> can provide useful supporting information.