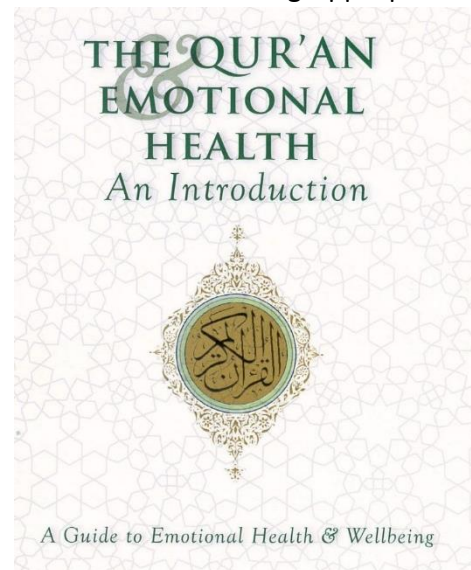


Background and product overview

Working in partnership with Suffolk Mind, national Mind has developed resources to better engage with local Muslim groups and meet their emotional needs in a culturally appropriate way. This is mainly done through the promotion of a booklet called '*The Qur'an & Emotional Health: An Introduction*', coproduced during a two year-long journey working with Islamic scholars, psychologists, Imams and practicing Muslims. The booklet is accompanied by a training packager called "*How Culture can Enhance Emotional Wellbeing*" for health & social care professionals as well as community organisations. Following precedents established in the Qur'an, these resources draw upon the rich heritage of Islamic psychology and modern knowledge of the human givens to meet needs in a culturally appropriate manner.



During the pilot phase we tested this approach in 9 local minds (Bedfordshire and Luton Mind, City and Hackney Mind, Dudley Mind, Mind in Bradford, Newport Mind, Rochdale & District Mind, Solent Mind, Suffolk Mind and York Mind). Their staff were trained and supported to deliver engagement events in their local communities. A total of over 500 people have been engaged in the process and had a chance to express their opinion on the booklet.

Feedback from local Muslim groups has been overwhelmingly positive, which makes us confident about the choice of rolling out this approach nationally. The model we are proposing is a franchise whereby local minds and other local organisations (both statutory



and CVS) purchase our training package and booklets hence becoming accredited to offer wellbeing support to local Muslim people, as well as acquiring the opportunity to generate further income by delivering training themselves.

What Problem does this Product Solve?

Vast amount of research conducted on the attitudes of people of Islamic faith toward mental health has consistently shown that Muslims historically have not engaged with mental health services in part due to their experience of services, which do not relate to their cultural framework and in part due to the lack of a language for mental distress in their communities.¹

It is also important to bear in mind that the Muslim community is experiencing severe social exclusion for a variety of reasons, including recent events internationally and locally relating to the war on terror and the rise of Islamophobia

Worryingly, a recent study has also found that social exclusion and depression play a role in increasing vulnerability to radicalisation.²

Abovementioned studies have also consistently concluded that there is an **urgent need for the development of a skilled workforce within both the statutory and voluntary sectors that is able to work therapeutically with Muslims in the context of their faith**³

Combining this information with the fact that Muslims are the second largest religious group and account for over 4% of the UK population (2.8 million out of 63.2 million based on 2011 Census), it becomes apparent that this issue cannot be ignored any longer.

Through its local mind and wider networks Mind is an ideal position to provide a solution to this issue by ensuring that Muslim people have access to local services capable of offering culturally appropriate support to promote good emotional wellbeing, reduce isolation and hence reduce risk of radicalisation

Strategic context

The training package "*How Culture can Enhance Emotional Wellbeing*" (C&EW) is intended for delivery across both England and Wales. It is recognised that the policy and funding context is different in the two nations however the product aims to respond to mental health needs that are very similar in both countries

Within Mind, the C&EW products support Mind's vision and the 2012-2016 'Unstoppable Together' strategy by supporting the delivery of Goal B (Empowering Choice) and Goal C (Improving Services and Support) and Goal E (Removing inequality of opportunity). By supporting Goal B, more people with mental health problems will be able to access 'timely and individual support' and be able to make their own choices about their recovery. C&EW supports Goal C by ensuring that the cultural needs of individuals are fully integrated in the provision of care hence offering a truly holistic and person-centred service, also capable of involving people in decisions about their care. Finally the C&EW product supports the delivery of Goal E by ensuring that Mind and the wider mental health sector is effectively

¹ See "A scoping paper on theoretical models, practice and related mental health concerns in Muslim Communities", S Maynard 2008 in Muslim mental Health Journal

² Professor Kamaldeep Bhui, "Might depression, psychosocial adversity, and limited social assets explain vulnerability to and resistance against violent radicalisation?" published in the journal PLOS ONE, October 2014

³ *Ibidem ref 1*

equipped to deliver culturally competent services able to cater for a group whose emotional and social needs are currently dangerously unmet.

Evidence of need and requirement for a product solution

Combining the fact that 1 in 4 people in the UK will experience a mental health problem, with the evidence available on the higher levels of poverty, unemployment and social exclusion suffered by Muslim communities (Bangladeshi and Pakistani in particular), we can conservatively estimate that at least 33% of the Muslim population in the UK (i.e. approximately 900,000 people) is currently in need of the emotional support that our products (booklet + C&EW training package) have the potential to provide. It is also important to highlight the fact that a vast majority of the Muslim population would not seek support from their GP on matters relating to mental health as mental

Currently there is a clear gap in the market in so far as the only support available to Muslim people is through the Mosque and the figure of the Imam. However, through our project we have gathered substantial evidence that Imams themselves don't feel equipped enough to support the emotional needs of their communities and have consistently called for more close links with local organisations that can provide that support and which Imams would feel confident referring people to.

Outside the Mosque, there are very few "Islamic counselling services" available⁴, mostly offered by individuals in an uncoordinated way and with no guarantees around the quality of the service and it's adherence to holistic, person-centred and recovery-focused approaches.

In addition, the most recent large scale survey of 1,400 young Muslims in the UK has shown that "mental health" is the second most identified concern, after "relationships"⁵, which reaffirms the importance of providing culturally competent emotional support.

It is clear that in this context the offer of a quality-assured, standardised and widely available Mind product has the potential to attract relevant levels of interest

Business model

C&EW is a Mind branded product that is developed nationally and delivered locally through the local Mind Network and other service providers that have received the C&EW training and become accredited by Mind to deliver wellbeing support for Muslim communities by using the resources developed by Mind.

⁴ The most reliable list to date is the one compiled by Stephen Maynard & Associates on the Islamic Counselling website www.islamiccounselling.info which includes only 11 entries across England and Wales

⁵ Malik R Shaikh A Suleyman M "Providing Faith Based Culturally Sensitive Support Services To Young British Muslims" The National Youth Agency, 2007



Health & social care professionals as well as local community organisations will be able to combine a basic “Cultural Competence module” (half day) with an additional 1-day “Community Development module” allowing them to enhance their capacity to engage effectively with BME and faith communities. Those working specifically with Muslim communities will also be able to add an additional “Working with The Qur’an & Emotional Health” module (2 extra days) enabling professionals to draw upon the rich heritage of Islamic psychology and modern knowledge to meet needs of Muslim people in a culturally appropriate manner. In all cases accredited organisations will have access to Mind C&EW resources to support effective service delivery.

Individuals will also have the option to undergo a final online examination to become accredited trainers enabled to deliver a version of a C&EW training themselves, hence generating income for their organisations.

They will also be included in a database of accredited services on the C&EW section of Mind’s website. In effect this network of trained practitioners will be the first large scale national response to the recommendations of many professionals and researchers that called for the creation of a network that would be “enabling the development of good practice in counselling and psychotherapeutic work within Muslim communities”⁶.

A full description of the training package can be found in [Annex 1](#)

On the back of the business case and the evidence collected by national Mind, accredited local providers will be able to market their service offer locally to CCGs in England and Health Boards in Wales.

Copies of the booklet can be purchased directly from Suffolk Mind (copyright holder). Cost varies between £3.95 and £1.83 per unit according to quantity.

The training package is formed by 4 different modules that can be purchased directly from national Mind (owner) for a price ranging from £595 (half day) to £1,495 (full day private sector commercial rate).

By becoming “C&EW Practitioners” individuals will be accredited as Mind trainers and will become part of the pool of trainer used to deliver the abovementioned training course.

⁶ See “A scoping paper on theoretical models, practice and related mental health concerns in Muslim Communities”, S Maynard 2008 in Muslim mental Health Journal

Customer segments

Primary customers

- Local Minds and other local service providers
- Local NHS trusts
- Clinical Commissioning Groups, as commissioners of mental health services in England
- Local Health Boards in Wales
- GPs as influencers and enablers of access to mental health services.

Beneficiaries (secondary customers)

- Muslim people at risk of developing serious mental health problems because of lack of awareness and lack of culturally competent services
- Muslim people with existing mental health problems currently experiencing poor quality of support because lack of culturally competent services
- Families, friends and wider community as they will develop better understanding of mental health and Islam, hence reducing levels of discrimination, stigma and isolation

Annex 1: Course Outline: How Culture Can Enhance Emotional Wellbeing



Training package: How Culture can Enhance Emotional Wellbeing

This course is made up of three core modules which can be attended as stand-alone training, or as part of Mind's Emotional Health Practitioner course. Each module addresses specific issues to equip you with improved cultural competency and personal awareness, a unique approach to community development and the knowledge and skills to make effective use of *The Qur'an & Emotional Health: An Introduction*, a unique resource which has been developed and tested to support mental health in an Islamic context. A fourth module can be accessed by those who completed the first three modules and wish to become Accredited Trainers.

Below is a short summary of the learning objectives for each module:

Cultural Competence – Module 1

This half-day course will give you an understanding of:

- ✓ How culture shapes the way we see ourselves and others
- ✓ How culture and mental health intersect
- ✓ Staying aware when addressing mental health in cultural contexts

Community Development – Module 2

By attending this ground-breaking one-day course you will:

- ✓ Gain valuable insights from a real life case study of effective community development
- ✓ Learn the 7 essential steps of all one-to-one and community interventions
- ✓ Understand the principles which safe-guard the needs of the communities you support
- ✓ Develop an Action Plan to get started with your own community interventions

Working with *The Qur'an & Emotional Health* - Module 3

This two-day module focuses on the approach to mental health contained in the booklet, *The Qur'an & Emotional Health: An Introduction*. As well as gaining a stronger foundation for supporting mental health in an Islamic context, you will gain practical skills and a new way of seeing how the challenges to mental health in a diverse society might be addressed more effectively.

Day One covers:

- ✓ Islam & Mental Health: A Brief History:
- ✓ Islamic & Modern Psychology
- ✓ The Psychology of the Qur'an: The Commanding, Accusatory & Peaceful Selves
- ✓ Divine Faculties: The Heart, Intellect & Spirit

Day Two - covers:

- ✓ Healing the Self: Supporting wellbeing with Islamic Practice
- ✓ The Qur'an & Hadith: Patterns which change the way we see
- ✓ Overcoming The Three Barriers to Meeting Needs
- ✓ Challenging Negative Thinking with *Alif-Lam-Mem*
- ✓ Working with Models of Reality: Jinn possession, Stigma & Islamophobia

Becoming an Emotional Health Practitioner – Module 4

Module 4 takes the form of a 20 minute presentation of one of the essential course elements, followed by an interview of approximately 40 minutes. Upon successful completion of this module, accredited Emotional Health Practitioners will receive additional materials to support them in delivering the ideas taught in the course, and have the opportunity to contribute to the future development of the project. They will also become part of Mind's network of Emotional Health Practitioners.

This training package is currently being rolled out as a pilot. This phase will be completed by April 2015, following which the training package will be refined based on learning gathered and will be marketed nationally as part of Mind's training offer from June 2015.

Interested parties will be able to purchase the entire training package (4 day training) or any individual module.

Pricing will be in line with national Mind's training fees starting from £449 (half-day discounted rate) to £1,495 (full day private sector commercial rate)

For more information, please write to equality@mind.org.uk or call 0208 2152 225