Cultural Ambassador Programme

Addressing Unconscious Bias in Formal Processes

Presenters: Chris Hill, RCN Senior Officer, Cambridge and Bedford
Emma Barnes, Assistant HR Business Partner, Black Country Partnership NHS Foundation Trust
Phil Cole, RCN Rep/Staff Side Lead Black Country Partnership NHS Foundation Trust
Understanding Unconscious Bias

https://www.youtube.com/watch?v=dVp9Z5k0dEE
Can you think of a time when you have made a rapid judgement about someone that you later found to be incorrect?
What is Unconscious Bias?

**Unconscious bias** refers to a bias that we are *unaware of*, and which happens outside of our control. It is a bias that happens automatically and is triggered by our brain making quick judgments and assessments of people and situations, influenced by our **background, cultural environment** and **personal experiences**.

Unconscious bias's are **prejudicial thoughts** and **behaviours** that we may be unaware of.
Types of Unconscious Bias?

150+ types

- Halo Effect
- Horns Effect
- Perception Bias
- Affinity Bias
- Beauty Bias
- Gender Bias
- Confirmation Bias
- Conformity Bias
- Contrast Effect
Types of Unconscious Bias

➢ We tend to be more disposed to be biased against people who are unlike us and show more favour to those who are more like us (homophily)

➢ We tend not to have insight into our bias (confirmation)

➢ Situations where people are under emotional or cognitive stress are more likely to create the conditions for behaviour driven by bias (Stereotype and In/out group)
Unconscious Bias and the Impact in the Workplace

➢ Recruitment and selection processes
➢ Disciplinary and Grievance Processes
➢ Staff development and recognition
➢ Influence leadership styles and approach
➢ Less diverse workforce
➢ Team formation
➢ Work allocation
➢ Feedback and performance management
➢ Organisational culture
How can we Overcome Unconscious Bias?

✓ Training
✓ Raise awareness of unconscious bias
✓ Take time when making decisions
✓ Be aware of unconscious bias
✓ Confront stereotypes and recognise yours
✓ Focus on positive behaviour not negative stereotypes
✓ Implement Policies that limit the influences of individuals characteristics and preferences
✓ Trust your ‘Canary’
✓ Diversity, Equality and Inclusion for all
Cultural Ambassador (CA) Programme

➢ The CA Programme and Journey

➢ The Business Case

➢ What is the role of a CA?

➢ Measurement and Evaluation of Programme
CA Programme in Practice

Black Country Partnership NHS Foundation Trust & Cambridge Community Services
Black Country Partnership NHS Foundation Trust

- Pilot commenced from October 2017 to October 2018
- 4 employees were trained as CA’s by the RCN Leads in May 2017 and 2 HR Leads and the Trusts Staff Side Lead
- CA’s are part of Disciplinary Investigations and Hearing and Grievance processes (all stages)
- ‘In House’ informal HR process training for CA’s
- Opportunities for shadowing prior to going ‘live’
- HR ‘Gatekeepers’ are responsible for the allocation of CA’s to casework
- Updated policy and SOP
- A further 5 CA’s were trained in March 2018
- Regular Leads and CA meetings locally and regionally
- Partnership working with RCN and other local NHS Trusts
- Communication Strategy
Success Drivers at BCPFT?

- Human Resources Leads
- Executive Team Buy In
- Regional RCN Leads
- Cultural Ambassador Programme & CA’s
- Equality and Diversity Lead
- Staff Side Lead

Midlands and East Partnership Conference 4th April 2019
- Barriers
- Key achievements at BCPFT
- Benefits of CA Programme
- Next steps
Cultural Ambassadors
Recently four members of staff undertook Cultural Ambassador training alongside the Royal College of Nursing. Here's what they had to say about their experience:

"The Cultural Ambassadors training was beyond my expectations. It was an engaging three days which not only challenged my personal perceptions on bias but also equipped me with the knowledge to observe and identify situations where there may be bias and inequality in our investigative and disciplinary processes.

The course was attended by many participants from varying backgrounds and professions and this added to the diversity of ideas that flowed throughout. I am looking forward to being part of the pilot programme and also where the programme moves on to from there on."

Godwill Tsvamuno
Behaviour Support Team Lead

Cultural Ambassadors
Recently four members of staff undertook Cultural Ambassador training alongside the Royal College of Nursing. Here’s what they had to say about their experience:

"Fantastic training was really insightful with some great course material to help with its delivery.

We have set up a group with all new Cultural Ambassador’s which has been a real support to us all going forward into this new role.

Looking forward to putting skills into practice to make a difference to our processes in line with this agenda."

Melvena Anderson
General Manager - Planned Care
Thank you 😊
Any questions?