Yorkshire & Humber Region
ASC International Recruitment Fund

1st August 2024

Market Support and Training Package

Social Care Principles, Values & Ethics



Trainer / Consultant: Vivian Okeze – Tirado

https://vottraining.co.uk/

Yorkshire & Humber ASC International Recruitment

Practitioners, Managers and Leaders including Overseas Recruits



Vivian Okeze – Tirado

- **Award winning Social Worker, Practice Educator & Author. Head of VOT Training and Consultancy Services. Various roles: Adv SW Fostering, Adoption Panel, EDI Lead.**
- **April 2021 – Published first book Diversity Acrostic Poem– stirred up by George Floyd.**
- **Nov 2021 - National Gold winner of the Social Justice Advocate award & Overall Social Worker of the Year. July 2022, Finalist Black Talent Award (BTA) Birmingham.**
- ***Last March 2023, on World Social Work-Day, the second edition of my book:* D.I.V.E.R.S.I.T.Y.: – A Guide to Working with Diversity & Developing Culturally Sensitivity, was republished by London, Jessica Kingsley Publishers (JKP).**
- **Education - BA English Linguistics, (MBA) – Management, MSC Social Work, MA Practice Education, Professional Doctorate student in Advanced Social Work and Social Care.**

social WORKER OF THE YEAR AWARDS
SOCIAL JUSTICE ADVOCATE AWARD
GOLD
2021



social WORKER OF THE YEAR AWARDS
Overall Social Worker of the Year
2021

Session Outline



To increase understanding of social care principles, values, and ethics, to ensure compliance with the regulatory standards & safeguarding of clients.



To discuss practical skills to help health and social care staff to provide higher quality services to ensure client satisfaction



To reflect on working with diversity and developing cultural sensitivity in social care including the place of emotional intelligence.



To introduce the Diversity Acrostic Poem – A unique reflective framework for working with diversity and developing culturally competent & compassionate care.

Six Principles of the Care Act 2014 - Safeguarding

1. ***Empowerment*** *– Support and encourage service users to make their own decisions, informed consent.*
2. ***Prevention*** *– "Get ahead of the curve" – Take action before harm occurs*
3. ***Proportionality*** *– Respond in the least intrusive manner appropriate to the risk presented or perceived.*
4. ***Protection*** *– Support and representation of the most vulnerable.*
5. ***Partnership*** *– Collaboration with communities in preventing, detecting and reporting neglect.*
6. ***Accountability*** *– Be accountable, transparent, professional integrity.*

Social Care Values - The Basis (Care Act 2014)

- **Dignity and Respect -** You spend time listening to people to get to know them and their need. Respect rights and choices.
- **Compassion –** Attentive care, empathy, warm, kind, reliable.
- **Integrity -** You are honest, transparent & not afraid to admit when you have made a mistake. Know your limits, seek help.
- **Competence –** Quality care & support a range of realistic options and choices about the support available to them, calm & contained.
- **Confidentiality –** Service users should be treated confidentially, Ask for consent to share, explain safeguarding exceptions.
- **Inclusiveness –** Involve service users in their care plans. Adapting to their different needs. Tailored care plans.
- **Social Justice –** Equal and fair treatment. Anti-discriminatory Anti-oppressive practice.
- **Reflection on practice** – What did you do well, What didn't go so well? What would you change next time?

Compassionate
Collaborative
Dignified Care

Wellbeing Support
Quality care

Safeguarding

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Anti-discriminatory Practice - Equality Legislation

Discrimination in health and social care - This is when a person receiving care is treated differently, often worse, based on their age lifestyle, background, ability or the protected characteristics.

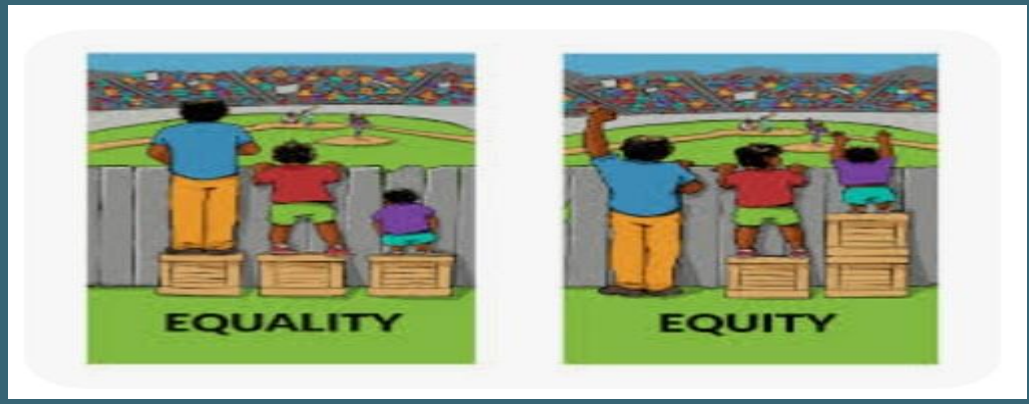
"Diversity and Inclusion must be embedded and mainstreamed as the responsibility of everyone regardless of role. This must include zero tolerance of discrimination." **– Health & Social Care Review 2022**

The Protected Characteristics should make no difference to the level or quality of service provided. Social Care staff must treat service users fairly and equitably, adapting care to meet their needs.

Equality Act 2010

The Nine Protected Characteristics:

Age, Gender, Sexual orientation, Pregnancy and maternity, Disability, Race, Religion or belief, Gender reassignment, Marriage and civil partnership, (Care experienced)



❖*Diversity - "The fact of many different types of things or people being included in something; a range of different things or people" - Cambridge Dictionary*

(Promoting diversity is a key aspect of making equality a reality)

❖Equality - *"The right of different groups of people to have similar social position and receive the same treatment." –* Cambridge Dictionary.

(Ensuring equal opportunity and protecting from discrimination is key in social care)

❖Equity – *"The quality of being fair and reasonable in a way that gives equal treatment to everyone." –* Collins dictionary.

(Giving people what they need to succeed)

❖Inclusion – There is a basic need for individuals and professionals to feel a sense of belonging

"A culture which makes everyone feel welcome."

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Why promote Diversity in Social Care?

Just as in every sphere of life, social care practice is diverse – diverse practitioners – diversity of thoughts and practices – serving diverse vulnerable service users. It requires diverse skills, talent, diversity of thoughts.

Promoting diversity is integral to social care. It is about Recognising, Valuing, Respecting, & Welcoming difference.

Promoting diversity activates equity and it is crucial for making equality a tangible reality leading to Social Change & Social Justice.

Working with Diverse Service Users - Providers Role

"Working with diversity is about recognizing, valuing and taking account of people's different backgrounds, knowledge, skills and experiences, and encouraging and using those differences to create a productive and effective workforce" - Advisory, Conciliation and Arbitration Service (ACAS).

Service providers have a duty to demonstrate compassionate leadership, create a supportive and inclusive workplace environment and culture. Value the wellbeing of their staff and enabling them to be motivated to stay and give their best.

Working with Diversity – Service Providers Role

Service providers have a duty to demonstrate compassionate leadership,

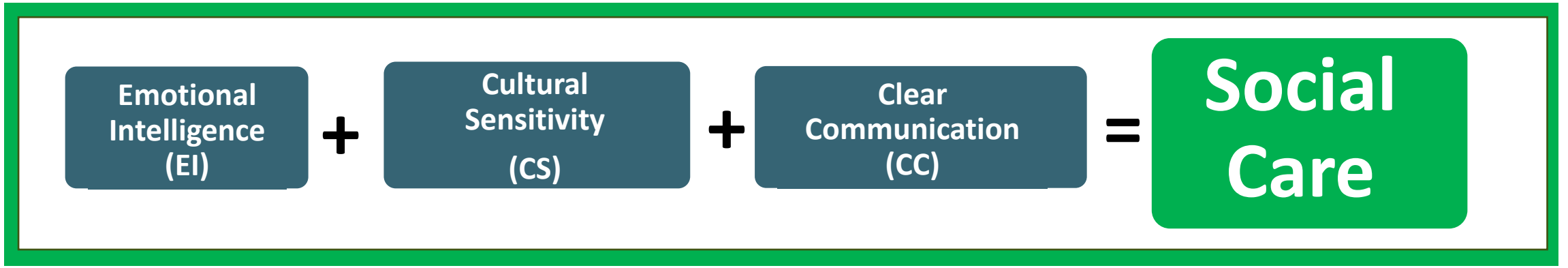
create a supportive and inclusive workplace environment and culture. Value the wellbeing of their staff and enable them to feel motivated.

HOW?

How would you like to be treated?

"How? Staff culture and beliefs versus client culture and beliefs. How do you balance? discrimination, stereotypes, prejudices. How do you support your staff to deal with?

Vivian's Social Care Equation:



The above equation encapsulates the core competencies and values essential for effective social care practice. By cultivating Emotional Intelligence and embracing Cultural Sensitivity, carers and caring organisations can better serve the diverse needs of individuals and communities, foster meaningful connections, and work towards a more just and inclusive society.

What is Emotional Intelligence (EI)?

Emotional Intelligence = Empathy - The ability to understand and manage one's emotions, as well as comprehend and influence the emotions of others.

Compassionate Care and Compassionate Leadership

fundamental for social care practice

What happens if you don't have it?

What is Cultural Sensitivity?

Cultural sensitivity is the awareness, appreciation, and respect for the values, norms, and beliefs of individuals or groups different from one's own. Being responsive to and demonstrating willingness to adjust one's behaviour to accommodate these differences. Tailoring your interventions to be culturally relevant and effective.

Being culturally sensitive simply means caring enough to see life through other people's eyes. I.e. hearing their side of the story, their perspective, their journey so far.

Staff Culture vs Service User Culture

*"**Culture** is an inherited system of **shared beliefs**, **customs**, and **behaviours**, used by members of society to cope with their world and with one another and transmitted from one generation to generation through learning"*- **Return to Social Work Learning Materials.**

What makes up a person's culture?

Language, food, dressing, religion, identity, music, values
Social behaviour, celebrations, history, upbringing etc.

Understanding culture is key. What the international staff brings vs what is prevalent in the UK and what the service users are used to or prefer.

Case Scenario 1 – Service provider

Case Scenario - You have just recruited an overseas residential care staff and assigned to one of your elderly male service users leaving at his home. However, he has just been discharged from the hospital and given a community alarm. The environmental assessment needs to be done, general wellbeing checks to support his recovery process. The service user expressed fear and anxiety around attending the hospital for a check-up. He has also confided to previous staff that he often feels suicidal but often asks them to keep it a secret.

- **Bearing this case in mind and similar cases like this, what is the role, duty and responsibility of the service provider ?**
- **What is the role of the care staff handling such cases?**
- **What induction /set of skills & values would you induct to your staff, for the above scenario?**

Case Scenario 2 – social care staff

You resumed your new role and were assigned an elderly female service user Mrs Blogs who lives at home and suffers from dementia. You are given the details of her daughter who lives nearby. How would you plan / prepare for intervention? In what order will you approach the steps below?

- Ring and familiarise with the daughter.
- Visit and introduce yourself.
- Read care plan and history.
- Discuss with Mrs B to understand her needs, wishes & feelings & consider how to meet needs
- Make important decisions for because she is elderly & has dementia.
- You meet and engage in conversation with Mrs Blogs. You intermittently send messages on your phone to your Manager to discuss subsequent shift with another service user.
- Engage in conversation with the service user, make eye contact and listen to her.
- You braid her hair because she says she likes your braided hair and asked you to do hers.
- Mrs Blogs refuses to take her medication and you are planning to force her to.
- Mrs Blogs gives you monetary gift at the end of your shift and you thank her and leave.

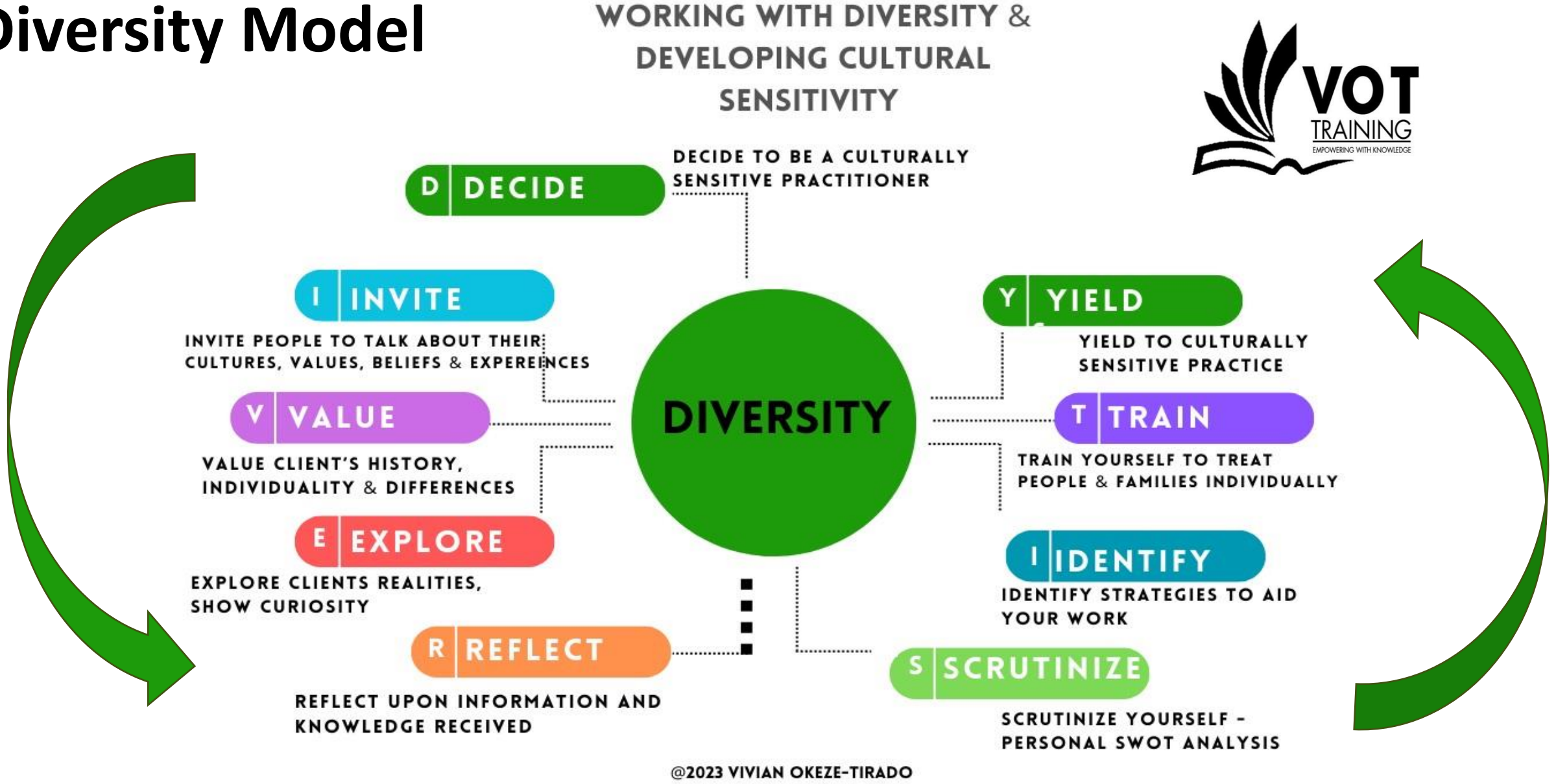
Diversity Acrostic Poem – A reflective practice tool

- How can I work with Diverse service users?
- How can I become culturally competent in my practice?

- Introducing the Diversity Acrostic Poem framework.

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Diversity Model



Diversity Acrostic Poem - Guide

D – Making a conscious decision - As a social care staff, there is need for conscious decision to prioritise working effectively with diverse service users. It should form a key tool in your professional toolbox.

I - Active listening, Service Users experts in their lives, be teachable, Use MI techniques,

V – Open minded, respect, recognise and value. Avoid demeaning people/ their experiences, psychological reduction.

E – Be curious, make sense, take active interest, A professionals' ability to show empathy is put to the test here

R – Reflect on the job - Take it away reflect on and challenge yourself. Schon, Gibbs.

S – Strength, Weaknesses, Opportunities Threat (SWOT) - Biases, prejudices, stereotypes

I – Available strategies - Engage with training, research, supervisions, fairness, balance power

T – Creative thinking, avoid one size fits all, one tape measure to measure all, practice in a fair & objective manner, balance power, connect with empathy, more robust interventions.

Y – Ladies & Gentlemen, having travelled from D to T, you must yield, embrace sensitive practice, integrate into day-to-day practice– Join advocates of social justice & Equity.

Summary – Inclusive Practices? Roles

Providers – Steer the boat in the right direction, enforce equal opportunity policies, regularly measure and report on diversity & Inclusion measures, hold Managers accountable for progress. Celebrate diversity, it is an asset to your organisation. Demonstrate compassionate leadership; be present, listen & learn new things, empathise.

Managers – Attend anti-bias & unconscious bias training, Implement strategies to attract & retain diverse workforce, mentor staff from disadvantaged backgrounds & help them succeed. Lead your team fairly & objectively, accommodate needs, show commitment to fairness & equity.

Social care Practitioners – Learn from service users about their different cultures, identities & experience to understand needs and give informed sensitive support. Advocate for the marginalised, ensure their voices are heard, provide equitable, planned & tailored interventions.

- Do you train your staff on key social care values and principles, and what barriers have you faced?

- What key takeaway from today's training or the Diversity Poem would you select as a key induction tool for your staff? What barriers do you anticipate?

Basic practice benchmarks for your staff

- Conduct an introductory social engagement activity with the teams to help staff feel welcome into your organisation.
- Provide good induction, ask your staff to contribute to the induction planning. Followed by frequent check-ins to see how they are adapting to change, environment & culture.
- Use clear communication of the agreed organisational objectives, vision, values, & expected behaviour. Ensure strong and consistent messaging from the leadership team.
- Ensure communication and feedback channels are made available so staff at all levels have ways to raise concerns or discuss anxieties.
- Demonstrate compassionate leadership - Value and promote the wellbeing of your staff by continuous dialogue over time so that staff feel appreciated and able to thrive.
- Nurture a learning organisation as opposed to a blaming one. Listen and understand the challenges of your staff particularly overseas recruits and empathise.
- Identify and deal with dissatisfaction proactively, through exploring and identifying the source and focusing on solutions.

Any Questions?



How can we support your social care staff to ensure all round success?

Okeze-Tirado, V. (2023) *D.I.V.E.R.S.I.T.Y.: Working with Diversity & Developing Cultural Sensitivity. London Jessica Kingsley Publishers.*

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