



Centre for Appearance Research

Supporting underserved
groups - ethnic and
cultural minority groups
with visible differences

Workshop by

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Research

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Workshop plan

- Welcome & introductions
- What is meant by 'underserved groups'
- Your experiences to date
- Brief overview of the literature
- CARDIE
- *Break*
- Learning from each other
- Moving forward



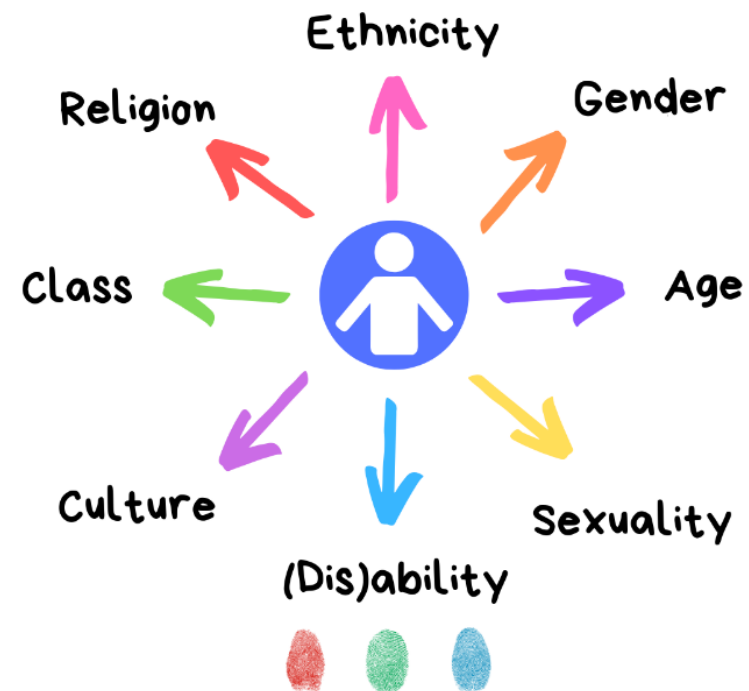
Areas of focus

- What do we currently know about the experiences of ethnic and cultural minority groups with visible differences?
- What can we learn from your experiences of supporting ethnic and cultural minority groups with visible differences?
- Do we need specific research about, or tailor support for, ethnic and cultural minority groups with visible differences?

Participation

- Interactive – share your thoughts/ideas
- 'Raise hand'
- Mute mic when not speaking
- Menti - Go to www.menti.com and use code **6520 0384**

What is an ‘underserved group’?



Your practice/experience to date



The literature

- **Health disparities** seen in most Western healthcare systems (see Nielsen & Krasnik, 2010 for a review).
- Causes of health disparities may include:
 - Lower levels of health literacy** among ethnic minorities (Berkman et al., 2011; National Centre for Education Statistics, 2006).
 - Broader social and structural determinants of health** including **low SES** and **systemic racism**.
E.g., PHE (2020) found factors related to **housing, income, transportation, occupation, structural racism, and previous negative healthcare experiences** all contributed to the increased risk of Covid-19 transmission, morbidity and mortality in minority groups.

The literature

- What is **“beautiful” varies with time, place, culture and faith** (Poran, 2002; Naqvi & Saul, 2012; Swami & Tovee, 2007).
- Psychology of appearance is **dominated by research with White, Western, middle-class groups** (Hughes et al., 2009). The WEIRD phenomenon (Henrich et al., 2010).
- **Methodological challenges** related to accessing diverse samples (Naqvi & Saul, 2012).
- Existing research suggests ethnic minority groups view and experience appearance (and visible difference) differently (and at times less favourably): Hughes et al. (2009); Rumsey et al. (2004); Reekie (2011) and Stock et al. (2016); Thompson et al. (2010)

The literature



Somali project

- The experiences of Somali people with visible facial differences
- Why visible facial differences?

Noticeable, clear language/minimise opportunities for mis-understanding

- Why Somali people?

Grouping 'minority groups' may be problematic,
more reports of disadvantage/inequality among
UK Somali community as compared to other groups



Somali project

- Qualitative – Thematic Analysis
- 8 interviews to date
- Community involvement
- Diverse and extensive recruitment strategy
- Reflections to date

KahDisa · 2m

What is the aim of the research study? I mean the real aim of it because they are just lying about its aim. They always do that.

↑ 2 ↓ Reply Share Report Save

boredafduded · 2m

I don't believe any Somali should participate. Eugenics has been, and continues, to be used to marginalize minorities. It has also been used to create stereotypes of ethnic groups.

↑ 1 ↓ Reply Share Report Save

mahmud_ · 2m · edited 2m

so Waqooyi

We're underrepresented in research because many of us refuse to participate in, much less conduct, scientific research.

↑ 0 ↓ Reply Share Report Save

Dry-Dependent1772 · 2m

This guy isn't even somali, don't do this they will use and abuse us as always f their research, how is this research going to help the people of somalia and somalia it self.

↑ 3 ↓ Reply Share Report Save

Forrale · 2m

Anything that's out of "norm" becomes a nickname 🤖. Nonetheless, very interesting research can't wait to read about it.

↑ 14 ↓ Reply Share Report Save

CARDIE

Centre for **A**ppearance **R**esearch **D**iversity **I**nclusivity and **E**quity

- A group of CAR members who work towards improving Diversity, Inclusivity and Equity across all our work at CAR
- Established 2019
- Open to the whole research centre
- Monthly meetings
- Break down into sub-groups to meet specific goals
- E.g., inclusive research guidelines, inclusive recruitment guidelines, skills and development training

CARDIE working group

- Monthly meetings
- Action-focused
- Specific tasks and goals
- Tangible change at CAR



CARDIE reading group

- Monthly meetings
- Reflection and learning
- Informal space
- Monthly topics with a focus on diversity, inclusivity and equity
- Topics are collaborative



CARDIE working group

- Collated and distributed resources and trainings related to diversity, equity and inclusion.
- Provided recommendations for the next CAR strategic plan to embed diversity, inclusion and equity at the heart of CAR's work.
- Written letters to the CEO of the British Psychological Society and the editor of the Psychologist on deconstructing racism and colonialism, and psychology's response to Black Lives Matter.
- Worked with the Graduate School to integrate Equality Diversity and Inclusion (EDI) training into postgraduate curriculums.
- Developed and launched an inclusive research guide, and an inclusive staff recruitment checklist.

CARDIE reading group

- Race and education
- Islam and body image
- Living outside the gender binary
- Women in the workplace
- Decolonisation
- Indigenous cultures and peoples
- Intersectional feminism
- Ageism
- Ableism
- Representation of gender in research



Inclusive research guidelines

- Increase accessibility of research to people of all backgrounds and abilities
- Ensuring we are working with communities in an appropriate and equitable way
- Recognising the contribution of public involvement members
- Ensuring dissemination of outputs is provided in accessible formats and is available to a wide range of audiences
- Considering all of the above from the very start and reflecting throughout the research process

Inclusive recruitment guidelines

- Diversifying the membership of the research centre
- Being open to different backgrounds and disciplines
- Including cultural competency and inclusive research practice in selection criteria
- Advertising in a range of places using diverse imagery and accessible language
- Attend unconscious bias and mitigating bias training
- Provide induction, information about the local area and explore if any adjustments need to be made.

Learning from your experiences

- A series of focus groups aimed at listening to the alopecia experiences of people from ethnic minority communities, underrepresented groups and people experiencing racial inequity.
- Working on the development of our first Equality, Diversity and Inclusion strategy and an action plan for the next 2/3 years.
- We have also been working on/thinking about new projects aimed at meeting the needs of different groups.
- There's still a lot more to be done moving forward.

**Equality, Diversity
and Inclusion**
alopecia uk



Learning from your experiences



Becoming an anti-racist organisation

Our initial response to Black Lives Matter



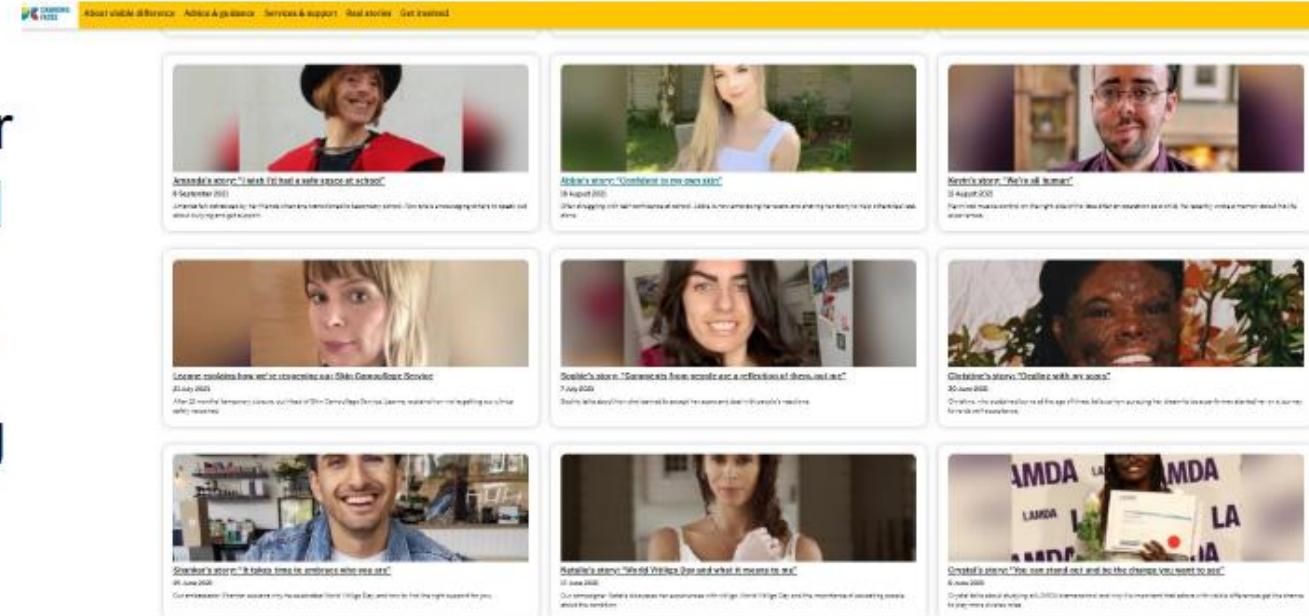
- Email to staff and volunteers, and public statement from CEO
- All staff meeting
- Campaigner meeting
- SMT/ Team conversations
- Engaging with wider sector work
- Ongoing agenda item at SMT meetings and Board of Trustees meetings
- Educating Ourselves Teams channel

A screenshot of a Slack channel conversation. The channel name is 'Educating Ourselves' and it has tabs for 'Posts', 'Files', and 'Wiki'. There is a 'Meet' button in the top right. The first message is from a user with initials 'SR' (Sonya Renee Taylor) dated 12/08 08:29. The message title is 'The Body is Not An Apology' and the text says: 'Sonya Renee Taylor is a queer black woman and self-love / fat activist from the US whose website and book by the same name are an excellent place for learning about "different" bodies - and is so relevant to the work that we do: https://thebodyisnotanapology.com/'. Below the text is a link preview for 'The Body Is Not An Apology' with the subtitle 'Radical Self-Love for Everybody and Every Body' and the URL 'thebodyisnotanapology.com'. The second message is from a user with initials 'RC' dated 12/08 10:11. The message text says: 'I think I listened to a podcast on this last year! https://brenebrown.com/podcast/brene-with-sonya-renee-taylor-on-the-body-is-not-an-apology/'. Below the text is a link preview for 'Brené with Sonya Renee Taylor on "The Body is Not an Apology"' with the subtitle 'In this episode Sonya Renee Taylor and I talk about body shame, radical self-love, and social justice. This conversation was a big unlocking for me - especially when it comes to understandin...' and the URL 'brenebrown.com'. At the bottom of the screenshot, there is a 'Reply' button.

Setting up an anti-racist project group



- Group made up of six volunteers from across the staff team
- Supported by an external facilitator
- Meeting every six weeks from April 2021 until the end of November.
- Work will also feed in to looking at longer term challenges like looking at how we recognise the intersectional challenges our community might experience, alongside looking at the reach and accessibility of our services.



Focus of anti-racist project group



The group are undertaking work to review three key areas:

- recruitment and policies
- representation – the group is looking at the language used when describing our services and campaigns and the imagery we use across our social channels and website.
- training for staff and volunteers

The group will then make recommendations on next steps to our **Board of Trustees**.



[About visible difference](#) [Advice & guidance](#) [Services & support](#) [Real stories](#) [Get involved](#)

Register your interest in a Skin Camouflage Service appointment

On this page you can complete a short form to register your interest in our Skin Camouflage Service and find out what other options are available.



Learning from your experiences

The
Katie
Piper
Foundation

Learning from your experiences

- Breakout rooms
 - Chance to share experiences and learn from each other
- What has your organisation done?
- What has your organisation not done, and why?
- What is your organisation thinking about doing/planning?
- Any other relevant thoughts, ideas, experiences, insights?

Moving forward

- Lack of representation within charities (Inclusive Boards, 2016) – recruit diverse staff/volunteers/ambassador (Khan, 2014)
- Celebrate/campaign around various cultural events (Khan, 2014)
- Target/adapt support (Mosdøl, Lidal, Straumann, & Vist, 2017)
- Consult with communities to inform support (Fish, Papaloukas, Jaspal, & Williamson, 2016)

Moving forward



Thank you!

- Comments? Questions?
- Feedback (link will be sent via email)



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