

local bangladeshi association

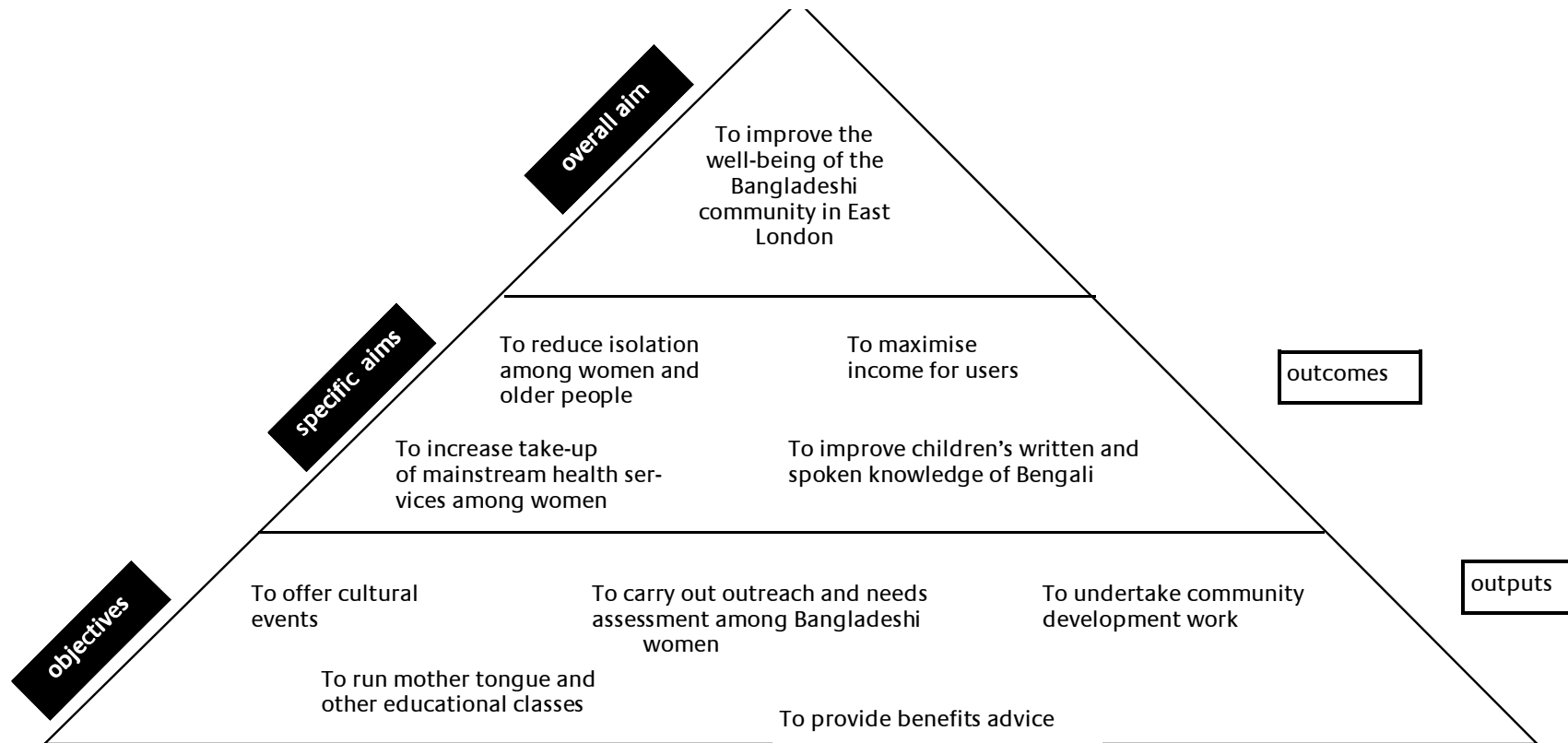
The Bangladeshi Association is based in an area of East London with a large Bangladeshi population. There are also high levels of poverty and social exclusion. Although children from the Bangladeshi community speak English and attend local schools, many of their grandparents do not speak English and do not often leave their homes. Some are isolated and do not attend mainstream health and other services. The same is also true of many young mothers, who are isolated and not confident in dealing with mainstream services.

The Bangladeshi Association runs a number of services from their centre, including advice sessions with experts invited to the centre. A regular advice session around benefits aims to ensure that people know about and can claim the benefits to which they are entitled.

They also have a regular weekly programme of educational classes for women and men, including fitness classes and some employment-centred courses such as dressmaking. On Saturdays, they run a school for Bangladeshi children and teach Bengali and provide cultural activities.

However, the Bangladeshi Association realised that women often did not attend the events they held at the centre, or the bigger cultural activities organised at important festivals during the year. They therefore started an outreach service to make contact with women and older people and to assess their needs. The outreach service includes offering a service to accompany people to health and other mainstream services, to increase uptake of these services.

local bangladeshi association using the CES planning triangle[©]



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Outcomes

Specific aims	Outcomes
To reduce isolation among women and older people	<ul style="list-style-type: none">• Women are less isolated• Older people are less isolated
To maximise income for users	<ul style="list-style-type: none">• Increased benefit income among those using the advice service• People attending the centre increase their earnings from work
To increase take-up of mainstream health services among women	<ul style="list-style-type: none">• Increased knowledge of health services• Increased confidence and motivation to take up health services• More women from the Bangladeshi community attend mainstream health services
To improve children's written and spoken Bengali	<ul style="list-style-type: none">• More children speak Bengali• More children write in Bengali

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Outcomes and indicators

Outcomes	Indicators
Women are less isolated	<ul style="list-style-type: none"> • Number of women attending the activities at the centre • Number of women attending mainstream services or activities • Number of women saying they feel less isolated
Increased benefit income	<ul style="list-style-type: none"> • Number of new benefit entitlements identified • Number of people making new benefits claims • Number of successful benefits claims • Amount of extra income generated
More children speak Bengali	<ul style="list-style-type: none"> • Extent to which children speak to each other in Bengali • Extent to which children communicate at home in Bengali • Level of tested spoken Bengali
More children write in Bengali	<ul style="list-style-type: none"> • Number of children with some written Bengali • Level of tested written Bengali

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Objectives, outputs and output indicators

Objectives	Outputs	Indicators
To offer cultural events	<ul style="list-style-type: none"> • Cultural events 	<ul style="list-style-type: none"> • Number of events held • Type of events held • Number and profile of people attending
To carry out outreach and needs assessment among Bangladeshi women	<ul style="list-style-type: none"> • Outreach visits • Needs assessment 	<ul style="list-style-type: none"> • Number of outreach visits • Number of women visited • Number of needs assessments carried out
To provide benefits advice	<ul style="list-style-type: none"> • Advice sessions • Leaflets 	<ul style="list-style-type: none"> • Number and method of advice sessions • Number and profile of women receiving advice • Level of user satisfaction • Number and type of leaflets given out