



ISLAMIC AWARENESS

We deliver consulting and training support in all sectors enabling organisations to engage with Muslim communities and staff more effectively. The support is always tailored for the specific need and is appropriate for all levels of staff.

The focus is on identifying simple, pragmatic, easily deliverable quick wins which are sustainable and cost-effective.

Previous clients have included large and small organisations from a variety of sectors, e.g. police authorities, government bodies, schools, voluntary sector providers.

Services we provide are:

Basic Islamic Awareness presentation

Approximately 2.5 hours. Up to 15 candidates per session.

The session is interactive and provides a safe learning environment for candidates to ask questions which they may feel uncomfortable asking otherwise. This training enables staff to feel more confident in understanding Islam and its adherents, enabling them to work more effectively and efficiently.

The presentation includes:

- What is Islam, articles of Faith
- Islamic Extremism, what are the key issues and drivers, case study
- Situational scenarios; e.g. for police officers, guidance for entering Muslims' houses such as concerns about dogs, shaking male/female hands, etc. Each session is tailored for the group being trained
- Exploration of typical scenarios



Bespoke workshops and seminars;

E.g. for a UK Drug Workers Forum, a workshop was held on improving services for ethnic minorities. This dealt with drug related issues and the barriers ethnic minorities faced in accessing services, the stigma attached to drugs and drug related crimes and strategies for organisations to engage better with specific (mostly Muslim) ethnic communities

Branding work enabling organisations to reach out to Muslim clients/communities

E.g. for an organisation which had set up a drug referral unit specifically for a Pakistani Muslim community. It was receiving very few referrals and even the referrals they were having were not staying for the duration of the treatment. The work included changing the branding of the organisation, and re-organising the staffing, location and service provision.

Consultancy enabling organisations to attract retain Muslim clients/staff.

E.g.

- work with various clients on uncovering issues relating to Muslim staff which were causing them to underperform.
- work with a school to devise a new interactive way of teaching faith related topics in Religious Education. This also empowered 2 new and very disengaged Muslim pupils by encouraging them to lead on some of the topics. One of the topics was Hajj and these students led on describing what happens and when. Other students participated in making a large model of Mecca and Medina with highlighted areas describing what happens there and when; each step was numbered and accompanied by teachers' notes and additional material such as video clips. The students also dressed up like they were doing the pilgrimage. This transformed a staid RE curriculum.