

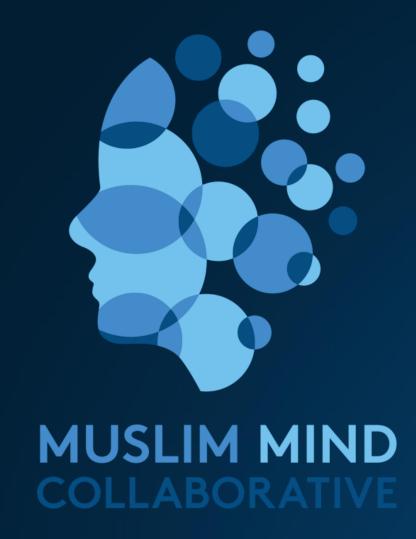




**MUSLIM MIND COLLABORATIVE** 

# IMPACT REPORT 2024

PIONEERING CHANGE IN MENTAL HEALTH EQUITY



### MUSLIM MIND COLLABORATIVE

#### PIONEERING CHANGE IN MENTAL HEALTH EQUITY

The Muslim Mind Collaborative (MMC), established in 2021 by the Better Community Business Network (BCBN), is dedicated to addressing the mental health and well-being needs of British Muslim communities. In collaboration with Mind in the City, Hackney, and Waltham Forest, MMC bridges the gap between faith-based perspectives and mainstream mental health services.

As a membership platform for mental health service providers and professionals, MMC fosters collaboration, builds capacity, and drives advocacy for impactful policy changes. Its mission combines academic research, education, and community engagement to improve mental health outcomes and ensure culturally sensitive support for Muslims across the UK.



# **ACHIEVEMENTS**

#### **AT A GLANCE**

Over the past years, the Muslim Mind Collaborative has made significant strides in advancing mental health awareness and support for Muslim communities. From launching key initiatives to delivering impactful training, our journey reflects our commitment to fostering change and inclusivity in mental health care.

### **Expanding Our Reach:** Launched the MMC website and platform, connecting **50 member** services across the sector to foster collaboration and knowledge sharing.

**Highlighting Key Research:** Promoted the Hidden Survivors Report, which revealed that 90% of Muslim service users prioritise faith and cultural sensitivity in mental health care, reinforcing MMC's commitment to culturally competent services.

Facilitating Dialogue: Hosted Time to Talk Day, creating an open forum to discuss and support faith-sensitive approaches to mental health care.

**Collaborative Impact:** Partnered with member services to co-design impactful resources and campaigns, including the Kidscape Anti-Bullying Campaign, addressing bullying through inclusive strategies.

Launching the Muslim in Mind Podcast: Raising Awareness of Mental Health Challenges, featuring insights from service providers and experts addressing the unique needs of Muslim communities.



of service users said it was important for mental health support services to be **FAITH AND CULTURALLY SENSITIVE** 

#### HIDDEN SURVIVORS

UNCOVERING THE MENTALHEALTH STRUGGLES OF YOUNG BRITISH MUSLIMS







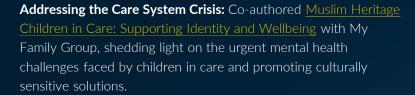


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**Engaging Public Health:** Partnered with the NHS Muslim Network to discuss Mental Health and Islamophobia fostering dialogue on inclusive approaches to care.

Empowering Schools: Launched the Value Every Mind school programme, developing faith and culture-sensitive resources, equipping over 70 Place2Be practitioners with the tools to support

Valuing Every Mind Roundtable: Hosted a high-impact session on Mental Health in Schools at the Festival of Education, reaching thousands of educators and advocating for inclusive mental health practices.

Thought Leadership in Education: Published an article in Schools Week titled The 'Muslim problem' is actually an opportunity for schools', encouraging schools to adopt a positive, inclusive approach to Muslim students.

Workplace Advocacy: Participated in the This Can Happen Global Faith and Mental Health Conference, championing faith inclusivity in professional spaces.



Professionals, academics, and policy makers will join together to explore an area of statistical and intersectional significance.

As British Muslim children represent such a considerable proportion of our school health implications in British schools and Muslim communi what should the wider educational mental health and faith community be doing to ensure parity of support and well-being?

Findings from our events will go or to inform a dynamic, be available to all primary and secondary schools in the UK, as well as wider learning in the sector.

**Guest Speakers** 



Wednesday 1st March | 11am - 12:30pm

ions facilitated by Muslim Youth Helpline, Markfield's Institute for Higher Education, Schools Should Be & Barnardo's

Register now to be part of this dialogue: bit.ly/RdnTble

Also, don't forget to complete and share our accompanying survey for primary and secondary schools on mental health and faith literacy: surveymonkey.com/r/mmced





#### Identifying Islamophobic Bullying

#### What is bullying?

Bullying is repeated, harmful behaviour that is intended to make someone feel upset, uncomfortable and unsafe

mind in the City, Hackney and Waltham Forest

and Waltham Forest

#### What is Islamophobic bullying?

When this bullying targets Muslims because of their faith, or makes reference to Islamic identity or culture, it becomes Islamophobic bullying, and it is as unacceptable as any other type of bullying. Due to the Equality Act 2010, which lists faith as a protected characteristic, Islamophobia is also legally defined as a hate crime.

#### Why does Islamophobia occur?

Often, when Islam or Muslims are in the news, they become topics of interest and conversation. Because of this, a lot of mistruths circulate which can lead to people holding false and negative views concerning Muslims, their practice, beliefs and culture.

Unfortunately, this can be mirrored by children and young people depending on what they have seen or heard via the internet, family or friends. These misconceptions and prejudices can find their way into the classroom, playground, or online, and can cause harm.

#### What does Islamophobic bullying look like?

Stereotyping: when people assume all Muslims have certain characteristics this is Islamophobic; there are over 1.5 billion Muslims in the world - about 23% of the world's population are Muslim and they consist of many different races, cultures, languages and

Islamophobic slurs, comments or name calling: when people use negative or aggressive language to refer to Islamic belief, practices or culture. This could be face to face, or online. Difference should be celebrated as it is what makes our schools such great places to be.

Discriminating: This can be intentionally leaving someone out or alienating them on account of their Islamic faith. Our schools are strongest when we think and act inclusively

#### What you can do about it

If you have experienced this, or have been targeted in any way because of your faith, it is important to get help from a trusted adult. You can also receive private and confidential













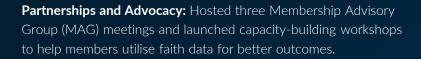












**Resources and Training:** Developed culturally sensitive resources, delivered a webinar on third-sector challenges, and trained 120+ Local Mind staff on "Islam, Muslims, and Mental Health" to enhance cultural competence.

Awareness and Engagement: Led campaigns during Islamophobia Awareness Month and The Great Big Green Week, participated in AMHP panels on Islamophobia, and launched the Muslim Women

**Staying Connected:** Published **6** newsletters, sharing updates and achievements with 600+ subscribers.







WORKING TOGETHER TO CHANGE MINDS





### **EDUCATION**

We work for the improvement of the faith literacy in mental health service by sharing ideas, recommendations, insight and opportunities

## **OBJECTIVES**



**FUNDING** 

# 60+

member organisations engaged in MMC's network

20

organisations on average attended each of our quarterly member meetings, with a total of 3 meetings held last year

3

leading partnerships formed to deliver impactful workshops and webinars

1

capacity-building workshop series launched, empowering grassroots organisations in data collection, impact

### **EDUCATIONAL IMPACT**

"ADVANCING INCLUSIVE MENTAL HEALTH THROUGH FAITH-SENSITIVE EDUCATION AND ADVOCACY"

**AMHP Webinar:** MMC contributed as a panel speaker on "Islamophobia and Mental Health", focusing on the critical need for faith-sensitive mental health care and equitable funding for Muslim-led organisations.

Islamophobia and Bullying in Schools: In partnership with Kidscape, Educate Against Islamophobia and Queen Mary University, MMC equipped educators with practical strategies to tackle Islamophobic bullying in schools, fostering safer and more inclusive environments for students.

**Workshop on National Challenges:** MMC, in collaboration with Nottingham Trent University, hosted a workshop exploring the <u>impact of national challenges</u>, such as riots, on mental health services for Muslim communities, and how organisations can respond effectively during crises.

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### THE GREAT BIG GREEN WEEK









#### **CAMPAIGN HIGHLIGHTS**

MMC led a campaign that highlighted the intersection of environmental wellbeing and mental health. During the campaign, we spotlighted Muslim climate activists and their faith-inspired eco-journeys, showcasing how Islamic teachings encourage environmental stewardship. We shared inspiring stories that demonstrated the profound impact of nature on mental health and healing. This campaign not only celebrated the activism of Muslim communities but also encouraged them to embrace ecofriendly practices as integral to their faith and overall mental wellbeing.

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#### **CASE STUDY:**

### ISLAMOPHOBIA AWARENESS MONTH



It's vital to address
Islamophobia in mental health
discussions. The MMC team
has helped increase
understanding and awareness
of how Islamophobia impacts
Muslim communities. Thank
you for your expertise and
support.

A Senior Equity Innovation Officer at Mind UK





During IAM, MMC launched a strong advocacy campaign to combat racism and unconscious bias, highlighting the impact of Islamophobia on mental health.

#### **KEY ACTIONS:**

Guidelines for Change: MMC provided actionable recommendations to schools, workplaces, and universities to tackle Islamophobia, urging organisations to go beyond standard EDI policies and create truly inclusive environments.

Accessible Resources: Developed online tools and resources to empower individuals and organisations in addressing Islamophobia and fostering inclusivity.

**Q&A for Mind Staff:** MMC delivered a recorded session for Mind staff, raising awareness of Islamophobia's effects on mental health and equipping staff to better support Muslim communities.

### TRAINING FOR MIND UK MENTAL HEALTH PROFESSIONALS

In partnership with Mind CHWF, MMC trained over 120 Local Mind staff on "Islam, Muslims, and Mental Health," enhancing cultural competence and client care. The training empowered staff to better understand Muslim clients' needs, deliver respectful support, and foster inclusive environments.

#### **IMPACT:**

- 100% of participants reported gaining relevant knowledge.
- Increased confidence in providing culturally sensitive care.

"I feel much better equipped to ask questions and show more compassion."

- Local Mind Staff Member

120-Staff Members

Attended

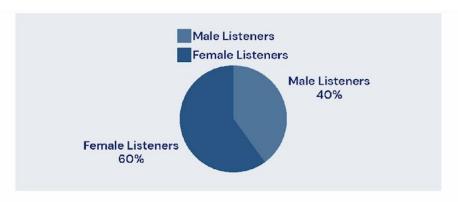
**Training** sessions

Satisfaction

### **PODCAST**

### MUSLIM WOMEN TALK RAMADAN

Hosted by MMC, highlighting the unique intersection of <u>faith</u> and mental health, offered Muslim women a safe space to share their experiences during Ramadan. By exploring themes of spirituality, community, and self-care, the series promoted emotional resilience, normalised mental health conversations within the Muslim community, and fostered a sense of belonging. Aligned with MMC's mission to integrate faith-based perspectives into mental health, the podcast amplified Muslim women's voices, encouraged wellbeing practices, and helped combat stigma around mental health, ensuring culturally sensitive support for listeners.



**Demographics:** Majority listeners aged 25-55, with other age categories following, showcasing a diverse age range of engagement.



**Worldwide Audience:** Predominantly from the US and UK, demonstrating the universal appeal of our topics, with listeners from Africa, Asia, Europe, and beyond.

### 8000

Total Listeners Worldwide with a total number of 4 episodes

### Apple Spotlight

Featured in Apple's Spotlight Ramadan series.

### Radio Interviews

Highlighted on 5 Live and BBC Scotland.

### **PODCAST**

### MUSLIM WOMEN TALK RAMADAN

GIVING A PLATFORM TO MUSLIM WOMEN, AND SHOWCASING THEIR INCREDIBLE DIVERSITY AND CONTRIBUTIONS



FARZANA RAHMAN Founder of Desi Doll company, leading Islamic toys manufacturer



DR KIRAN RAHIM Paediatrician, Health influencer, Founder of Children not Numbers charity



BARONESS SAYEEDA WARSI Politician, businesswoman, author

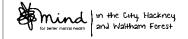


HENRIETTA SZOVATI Leadership coach



NADIYA HUSSAIN Celebrity Chef, author

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### **PODCAST**

### **MUSLIM WOMEN** TALK RAMADAN

THE IDEAS ARE SPECIFICALLY WELCOMING BEYOND THE CORE **CONNECTING WITH PEOPLE MORE WIDELY** 

Shelina, just listened to your podcast and I loved it. I disagree with baroness warsi that you should say nice things about women behind their back - I think it's really important to say it to their face as well as to others. So, I'm telling you now that I think you were brilliant! I loved your easy style that took us straight to what really matters. Your daughters were delightful. I'm now a fan girl of Henrietta. I had tears in my eyes for you when you spoke about your parents. I learnt from it and I found it very relatable as a Jewish woman in terms of how you find spiritual space amongst all the doing. I hope you are having a good Ramadan and finding new ways to be.

09:08

Xx

Hey Shelina...

I just want to say a big thank you!!

I have thoroughly enjoyed your podcast, and I have learnt so much, particularly through the lens of my own faith and what it means to fast, pray and love one another (including self!)

FROM WOMEN OF **OTHER FAITHS AND NONE** 



I really enjoyed listening to the pod this morning, @loveinheadscarf, especially the conversations with your daughters (and @SayeedaWarsi!). I'll be checking out further episodes (although I couldn't find this one on Spotify). Good luck with the series.

Shelina Janmohamed @loveinheadscarf · Mar 13 Replying to @garybunt and @SayeedaWarsi You'll thoroughly enjoy it I hope, and the 30 min episode will fly by. Can't wait to hear what you make of it!

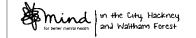
**FROM** MEN



**CRAFTED TO BE INCLUSIVE AND AUDIENCES, AND FEEDBACK SHOWS THEY ARE INDEED** 



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### MUSLIM WOMEN TALK RAMADAN

RESPONSES FROM MUSLIM
WOMEN TO MUSLIM WOMEN
TALK RAMADAN

Shan Abdur Rauf
I have loved listening to
both episodes esp
want to thank you for
involving your two
daughters Shelina Zahra
Janmohamed as they are
our women of the future
and to give them a voice
now is fantastic..v well put
together and just the right
length and variety.
Henrietta Szovati
wonderful listening to you.
Can't wait till next week.

→ Forwarded Just listened to the 2nd episode. I love how honest it is and the guotes at the beginning. So Ramadan BFF, this programme is so different from traditional Ramadan programmes which normally tend to lecture or retell events from the days of the Prophet and companions. → Forwarded Looking forward to the next. It's light and informative, without feeling overwhelming. Would be great to get perspectives from how Muslim women outside the uk mark or experience this month ➢ Forwarded Just listened to the rest in the car, and then the first part with your kids as my Hannah was in the car. It cracked a few smiles from her (this is quite notable given that we're in the gruelling last hour of our fast!) → Forwarded Just listened.. everything resonated so much. Thanks for sharing! My kids and I really enjoyed this and look fwd to the next one! Wishing you a erful month inshallah!Ramadhan Mubarak 😘 07:24 // Shelina Zahra Janmohamed my 8 year old daughter Ps-your ramadan loved listening to your series was daughters. She is absolutely inspired to keep fasts incredible. I feel like on the weekends and it really changed 'being' more kind, my ramadan for the inshaAllah. Duas and better 💗 thank you blessings to you and your family. I am definitely looking forward to listening to more of your podcasts that traverse females of all ages and walks of life.x



### **EDUCATION**





### **POLICY**

We identify and support a funding gap agenda and opportunities



**FUNDING** 

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The recent surge in anti-Muslim hatred, with incidents increasing by 365% since October 2023, underscores the urgent need to combat Islamophobia. <sup>5</sup>

This sharp rise has led to a tripling of anti-Muslim incidents in the past few months. <sup>6</sup> Such hostile environments not only marginalise Muslim communities but also have severe mental health repercussions.



Over 70 % of Muslims struggling with mental health issues have also experienced Islamophobia, exacerbating conditions like chronic stress, anxiety, and depression. <sup>7</sup>



### **POLICY**

#### ADVOCATING FOR FAITH AND CULTURAL EQUITY IN MENTAL HEALTH

Building on its foundational work, MMC is an advocate for addressing systemic inequalities, supporting calls to action urging the government to prioritise Muslim mental health. In response to concerns around Islamophobia and its impact on wellbeing, MMC published the policy brief Mental Health in UK Muslim Communities – A Call to Action. This brief underscored the urgent need for culturally and faith-sensitive care, calling on policymakers to eliminate disparities and improve access to services for Muslim communities.

#### **SECTOR-WIDE IMPACT**

The policy brief has been embraced across the mental health sector, serving as an important resource for organisations aiming to adopt inclusive practices. It continues to inspire a sector-wide shift toward addressing systemic disparities and enhancing culturally sensitive mental health support for Muslim communities.

**Young Muslims** who make up **nearly half** of the British Muslim population face significant challenges that adversely affect their **mental well-being**.









Since October 7, 2023, 1 in 3 British Muslims have expressed unease or discomfort about their safety. 60% believe that anti-Muslim hate in British society has increased over the past year.







We build upon research and relevant policy narratives and recommendations to enhance advocacy and mental health service improvement

### **FUNDING**

#### BRIDGING THE GAP: EMPOWERING GRASSROOTS THROUGH FUNDING

MMC is committed to addressing funding gaps and supporting grassroots organisations in their mission to improve mental health outcomes. This year, we made significant strides in identifying key financial needs and providing resources to bridge those gaps.

**Securing Resources for Growth:** Partnered with Mind to secure funding for a Project Coordinator role and critical training sessions for Local Minds, ensuring sustained support for our initiatives.

**Collaborating for Greater Access:** Held discussions with Member organisations to explore how they can better support grassroots organisations and improve funding access.

**Funding Guidance for Members:** Invited All Ways Network to deliver a presentation at a quarterly member meeting, providing practical insights on funding applications and expert advice tailored to grassroots organisations.

**Sharing Funding Opportunities:** Regularly advertised funding opportunities in our newsletters, reaching 600+ subscribers, to keep members informed and empowered to apply for financial support.

# WHAT'S NEXT

### **LOOKING AHEAD**

#### **Expanding MMC's Impact**

MMC is committed to growing its reach, strengthening collaborations, and ensuring mental health care is inclusive and equitable for all.

- Capacity Building: Evaluate capacity-building efforts for members to shape our fiveyear strategy and host workshops to enhance data collection on faith-based initiatives for third-sector organisations.
- Strategic Partnerships: Developing specialist support with members to address unique mental health needs.
- Advocacy & Campaigns: Spotlighting key partnerships and launching initiatives to tackle emerging challenges.
- Evaluation & Strategy: Conducting a sector-wide review to shape our five-year strategy.
- Good Practice Case Studies: Showcasing member successes to promote learning and innovation.

#### What's Next?

- Series 2: Muslim Women Talk Ramadan Podcast Feminine Power
- 'Value Every Mind' Educational Platform (in partnership with Muslim Aid) delivering mental health workshops in UK schools.





### IN PARTNERSHIP WITH

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### CONTACT