



# CEDI in Focus: Integrating Culture into Equality, Diversity, and Inclusion in Primary Care Research

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# Agenda

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INTRODUCTION



UNDERSTANDING  
CEDI



CULTURAL  
PERSPECTIVES & BIAS  
AWARENESS



DEVELOPING A CEDI  
ACTION STATEMENT



FINAL TIPS &  
TAKEAWAYS

# About Diversity Resource International (DRI)

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Community  
Development



Community  
Research



Leadership and  
Enterprise



Training and  
Education





EDI, what does it mean for you?

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I think it's a good idea... we're just struggling to find a balance at the minute

It's about respecting everyone that works around you and working together.

**There is more which unites us than divides us, and that most people want to live in a society where everyone is respected and has the capacity to live a life which is valuable and valued.**

Some people are just waiting for someone to make a mistake or say something that they disagree with to jump on it straight away.

It is a tick box situation now just to cover companies' backs.

It's like a snowflake culture now where you can't say anything without people getting offended.

# EDI Definition

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❑ **Equality:** Treating people fairly in a way that reflects their needs, ensuring they have equal opportunity to achieve their desired outcomes, and eliminating discrimination.

**Diversity:** Valuing individuals for the different perspectives they have to offer and maximising the range of voices who can contribute.

**Inclusion:** Ensuring that everybody has a voice and a means to participate, which may involve making reasonable adjustments to our usual processes.



# EDI – Present & Moving Forward

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- ∅ HR practices
- ∅ Unconscious bias training
- ∅ HR policies
- ∅ Staff Networks

- v Cultural Awareness
- v Cultural Competency Training
- v Building Inclusive Cultures
- v EDI to be grounded in everyday tasks
- v EDI that is actionable



# What About “Culture”?

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- ❑ **Definition of Culture:** "The ideas, customs, and social behaviour of a particular people or society."
- ❑ Culture is a dynamic concept encompassing language, values, beliefs, and practices that shape an individual's or group's worldview.
- ❑ **Organisational and Research Culture:**
  - Involves the norms, values, and practices within an organisation or research setting that influence how people interact and how decisions are made.
  - Organisational culture can impact diversity and inclusion, such as through recruitment practices, research methodologies, and stakeholder engagement





# Culture and our own biases

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*As we consider culture within the CEDI framework, it's important to acknowledge that our cultural backgrounds and experiences shape how we perceive and engage with diversity and inclusion. Being aware of our own cultural perspectives and potential biases allows us to interact more thoughtfully and equitably with others, both in our research and organisational practices*



# Questions

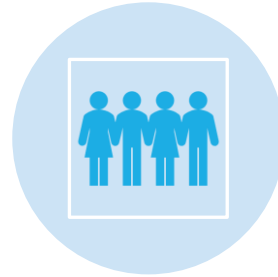
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# EDI examples

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Leadership commitment  
and accountability



Inclusive recruitment  
practices



Employee resource  
groups (also known as  
'Staff network groups')



EDI built into  
organisational culture

# Introducing the EMBaRK Framework

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Empowering Migrant Bridges: Active Research and Knowledge (EMBaRK)

A co-designed framework that guides collaborative research with vulnerable communities

Boat journey metaphor: Preparation, trust, adaptability and continuous evaluation

Co-production model: Researchers and communities as equal collaborators

Key steps: Building trust, mutual respect, sharing resources

# Co-creating our EDI Statement

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- ❑ Collaboratively create a unified CEDI statement that reflects our shared vision for cultural inclusivity.
- ❑ Develop a statement that can guide both individual and group practices.
- ❑ Ensure the statement includes actionable commitments to culture, equality, diversity, and inclusion.



# Guiding Questions for Group Discussion

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- ❑ What values and commitments do we want to include in our CEDI statement?
- ❑ How can we ensure the statement reflects both individual and collective responsibility?
- ❑ What practical actions can we commit to that promote cultural inclusivity in our work?



# Final tips & takeaways

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By being intentional & attentive in our thinking and learning, we can challenge our own assumptions & biases.

Accept that YOU, and everyone else, have biases.

1. Have open conversations
2. Be open and curious
3. Nurture & inform
4. Be an ally
5. Actively advocate
6. Incorporate EDI into the culture not just your policies!



# Thank you

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# Select EDI Resources

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- ❑ [Why we need more inclusive research](#)
- ❑ [Achieving diversity in Research](#)
- ❑ [Gender inequality in the UK](#)
- ❑ [NIHR EDI Toolkit](#)
- ❑ [Diversity and Inclusion Best Practice Guides and FAQs](#)
- ❑ [Increasing the diversity of people taking part in research](#)
- ❑ [Unconscious Bias Training Module](#)
- ❑ [Guidance to improve inclusion of adults with learning disabilities in research](#)
- ❑ [Researching emotionally sensitive subjects](#)
- ❑ [Finding a Balance How to ensure Equality, Diversity and Inclusion is for everyone](#)