

Ethnicity – no easy answer?

Jackie Webb
Diabetes Specialist Nurse Manager
Heart of England Foundation Trust



'Those preparing health education materials for ethnic minorities need to have a sound understanding of the history, culture and development of the ethnic minority community they serve.'

(Sir Liam Donaldson writing in *Health Education Journal* 1988; 47:137-40.)

Issues

- ▶ Challenging
- ▶ Disadvantaged communities
- ▶ Most socially and economically deprived
- ▶ Less likely to access appropriate care
- ▶ Significant barriers to accessing care
- ▶ Increasing numbers of refugees and asylum seekers

Minority Ethnic Groups in the UK

- ▶ 7.9% of UK population
- ▶ Half of total population Asian or British Asian
- ▶ Indians largest 22%
- ▶ Pakistani's next largest 16%

Locally

- ▶ Birmingham 19.5% Asian or British Asian
Small Heath 65.95%
Washwood Heath 57%
- ▶ Pakistanis largest group 50% & 40% consecutively



Local ethnic minority groups

- ▶ South Asian
- ▶ Black African and Caribbean
- ▶ Somalian
- ▶ Eastern European
- ▶ Arabic

Diabetes and the Disadvantaged

- ▶ Difficult to reach via mainstream channels
- ▶ May face inequalities in accessing healthcare
- ▶ First language may not be English
- ▶ May have literacy difficulties
- ▶ Their cultures, religious beliefs and lifestyles affect health care delivery and management

Diabetes UK (2006)

Barriers

- ▶ Cultural beliefs
- ▶ Language
- ▶ Low educational level
- ▶ Difficulties accessing health care
- ▶ Deprivation

Attitudes

- ▶ Cultural beliefs modify illness perceptions
- ▶ Anecdotal evidence
- ▶ Concordance – treatment & attendance
- ▶ Expectations

Management ?

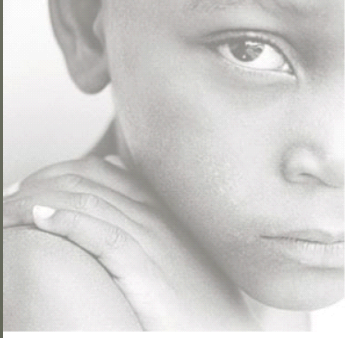
- ▶ Difficult & challenging at best of times
- ▶ Find out what works for different ethnic groups
- ▶ Visual messages for Pakistani & Bangladeshi population
- ▶ Story telling / soap opera's / Bollywood
- ▶ Centre education / intervention around food

Management cont.....

- ▶ Culturally specific / language specific awareness events
- ▶ Be aware of fasting & feasting & other festivals & their significance / importance to the community
- ▶ Keep message / intervention simple
- ▶ Asylum seekers / Refugees - peripatetic

How do we address these issues?

- ▶ Provide literature in own language
- ▶ Video's / CD Rom / DVD'S
- ▶ Awareness events for patients & public
- ▶ Participate in community events – be seen!
- ▶ Health care professional education
- ▶ Culturally specific events
- ▶ Challenge traditionally held practices / beliefs - contraception, breastfeeding, religious and other festivals



JIMCAHA 10KA FEBRAAYO 2006




10KA SUBAXNIMO - 1DA GELINKA DAMBE

DRAFT

CABITAAN WAA LA HELAYAA •




NANSEN
PRIMARY SCHOOL
NASEBY ROAD,
SALTLEY

BARAARUJINTA
SOMAALIDA

NANSEN
PRIMARY SCHOOL
NASEBY ROAD,
SALTLEY

BARAARUJINTA
SOMAALIDA

گرببتي هওয়ার پورے کلینک

حاملہ ہونے سے پہلے کا کلینک

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

آپ کے جسم اور دماغ کے درمیان رابطہ قائم کرنا ضروری ہے۔

ATTENTION: Sure Start Staff

Why do women with diabetes need to plan their pregnancies?

Giving basic education relating to diabetes



Why breastfeeding is important



Education will be via powerpoint and handouts by a Diabetes Specialist Nurse



Taking extra care during and before pregnancy

If you would like to know the answers to these questions and to find out more about:

- What is diabetes
- How does diabetes affect pregnancy and the foetus?
- Why should breastfeeding be encouraged?
- What is Gestational Diabetes?



Come to the educational update session:
MONDAY 3RD APRIL 9.30 - 1PM
 @ Sure Start Centre, Anthony Road, Saltley

Women with diabetes should ensure that they improve their chances of getting pregnant and having a successful pregnancy by getting educated advice.

Come along - we can help! Heart of England NHS

