



HARD TO REACH?

Insight into a culturally relevant health intervention within the
BAME community



Shola Oladipo

Food for Purpose

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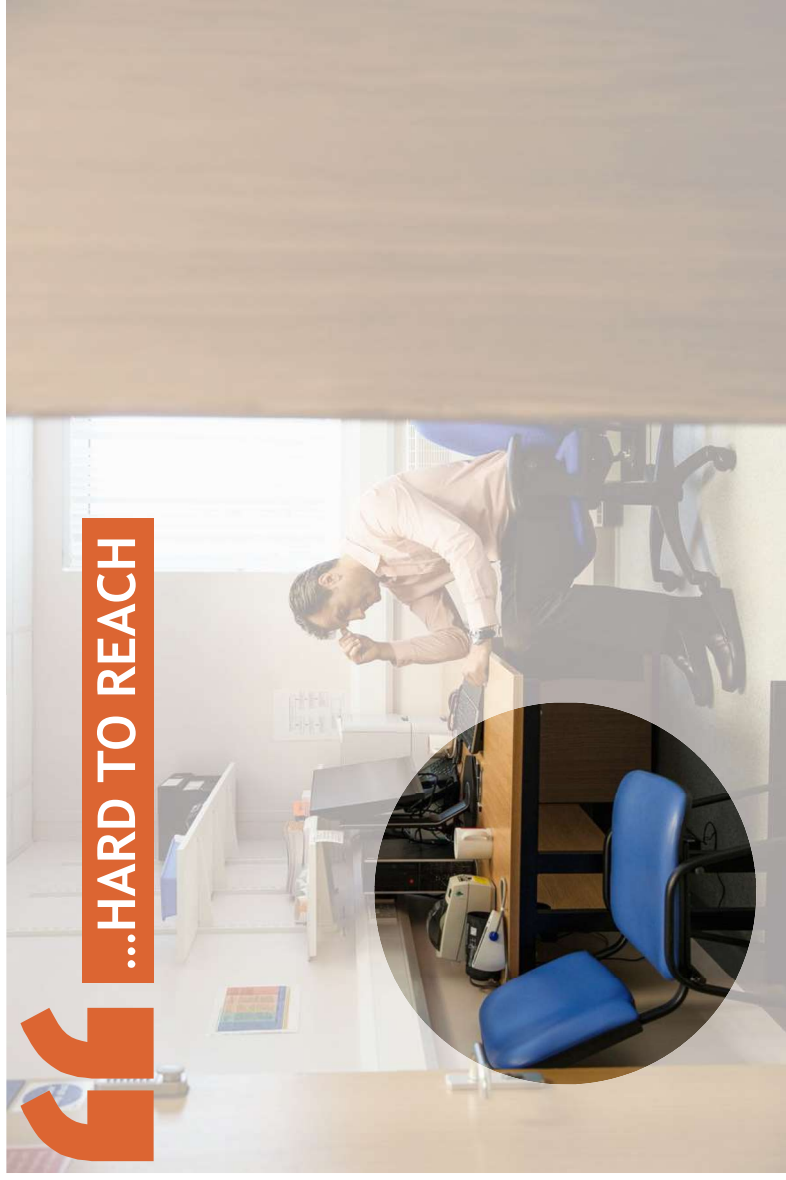
Introduction

- *CEO – Food for Purpose*
- *Registered Dietitian*
- *Church Leader*
- *PHD student researcher & lecturer
Coventry University*
- *Sugar Smart Ambassador*





...HARD TO REACH



Flanagan & Hancock (2010)

- Vulnerable
- Transient
- Marginalised
- Refusers
- Hidden
- Forgotten populations
- Special populations
- Disadvantaged

Obesity

Type 2 Diabetes

Hypertension

Some cancers

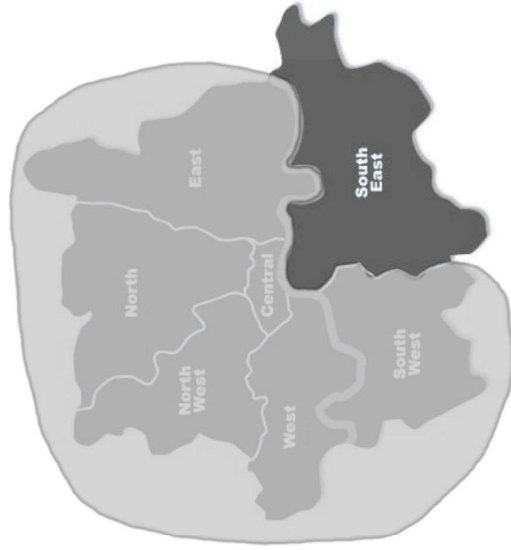
**BLACK PEOPLE
ARE MORE
LIKELY TO BE
LIVING WITH**



**Healthy
Church
Initiative**

As an insider...

- Large number of Black people
- Roger (2013) ...outside of Africa, Southwark has the highest number of Black African churches ...
- Better at reaching so called hard to reach...



↑ 50%

Pentecostal
capital of Europe

Response to ill health in Black church may provoke

Prayer

Fear & mistrust

Denial

Mixed priorities



Research also shows that:

Leaders are influential

Stable entity across black history

Positionality – reaching people

Faith based health is a feasible option for addressing health in BAME groups



Healthy
Church
Initiative

80%

HEALTH SHOULD
BE AT THE
PULPIT



Flanagan & Hancock (2010)

- Respectful
- Sensitive
- Establish trust
- Flexible
- Partnership working
- Harnessing service user involvement



The Healthy Church Initiative – brings HEALTH & FAITH together



Bible based – not Bible biased

Scientifically Sound

Culturally relevant



Week 01 - Activity



Physical Exercise Has Some Value... | Timothy 4:8
 Strongify thyself by exercise, for the body profiteth little, if it be not used. - *Timothy 4:8*
 Use, use, use your body, for it is the temple of the Holy Spirit. - *1 Corinthians 6:19*

We all need to move more! Research shows that people who exercise regularly have a higher level of mental health and a lower risk of chronic disease. One of the reasons for this is low activity levels. Sedentary living is far too common – and it's thought to be the 4th leading risk factor for chronic disease – being more than 5 minutes per week.

When it comes to healthy living, being more active is just as important as changing your eating habits. Physical activity can help you to eat well and to eat well to be more physically active.

What is physical activity?
 Physical activity is using energy by moving your body. It can be anything from walking to running, work (e.g. gardening and sweeping), vacuuming or going for a run. The activities should be done regularly to help you improve your overall health and strength exercises.

Scan the QR Code for a video outlining the activities in this chapter!



Weekly Target

If you are new to exercising start with only 10 minutes a day

If you are more active, try doing 30 minutes daily five times a week. Use the 10 to 10 method

Check the exercise video for simple examples of things you can do!

Prayer

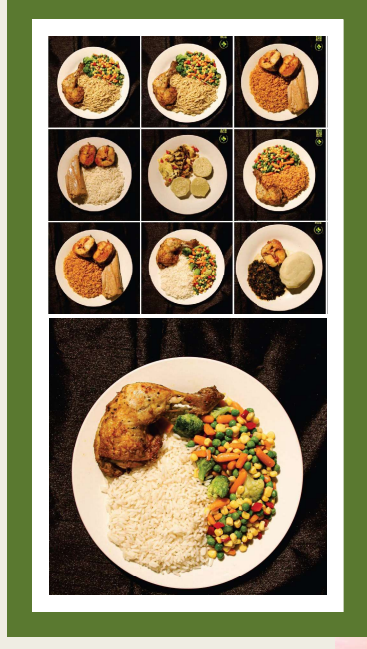
Father, I thank you that I am here for a purpose. I know that you are calling me and I want to answer. Help me to stay on track with your plan. I pray that you will guide me in all that I do. Amen.

Personal Reflections

WORKBOOK

6 videos available online...

Online resources...



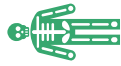
- Videos – easy to follow and understand
- Relevant
- Practical



Healthy Choice Initiative



You said we did!



Results collation

Presentation of
certificates

Agree HCI
objectives –

Further training
for HC

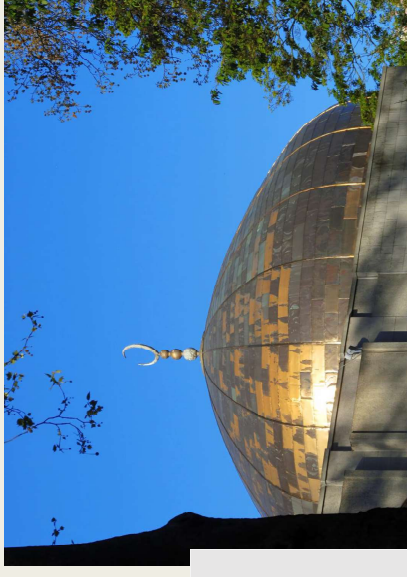
Contact at 6, 12,
18, 24 months

Sharing experiences and results with public health and local council

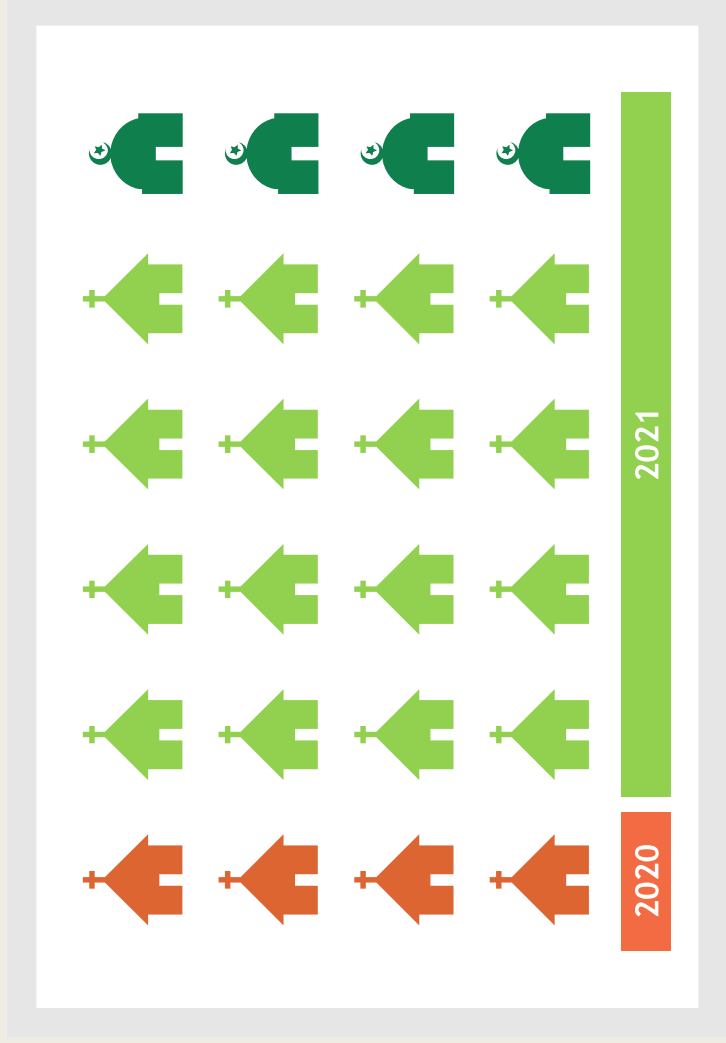
Beyond 6 weeks...



Islamic community ...



FUTURE...



If a packet of your favourite biscuits was on the top shelf and you really wanted one, would you stand on tippy toes repeatedly struggling and repeating the words hard to reach? Or would you simply get a step up and carefully reach them – ensuring not one got broken?

Hard to reach?

Questions

www.foodforpurpose.org
admin@foodforpurpose.org
0207 101 3170

