

Summer 2006

Editor: Juliet Enever

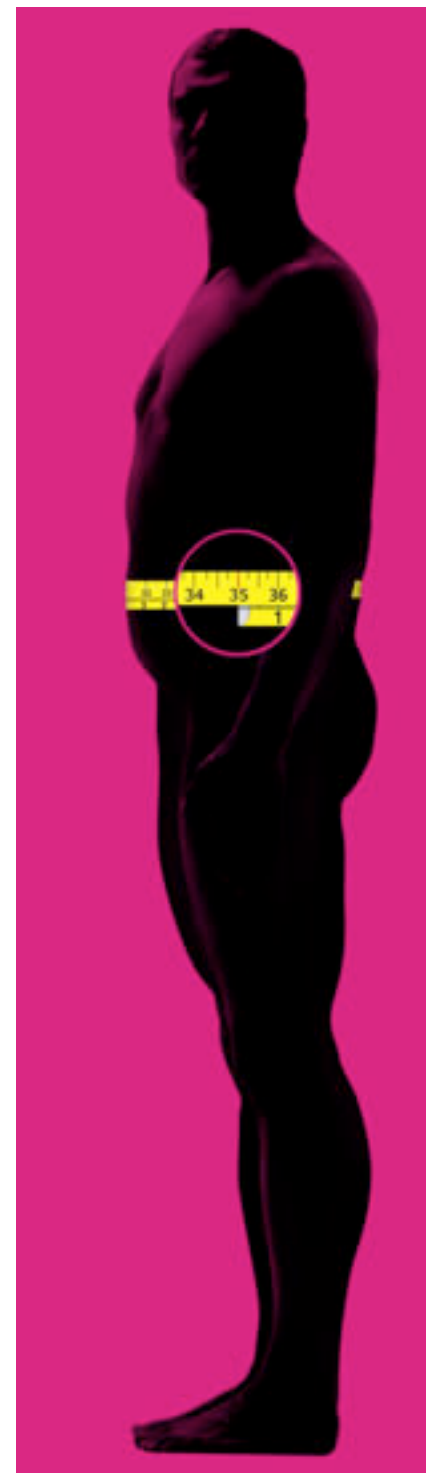
“If you are a South Asian man and your waist is wider than 35 inches you could need a test for diabetes”

In the UK, the prevalence of Type 2 diabetes is six times more in South Asian communities and three-four times more in Black African Caribbean communities, than in the white population. Type 2 diabetes can develop in people aged 25 years and over in black and minority ethnic (BME) communities and people aged 40 years and over in the white population.

Research has shown that people diagnosed with Type 2 diabetes have often already had the condition for 9-12 years without being aware of it. Worse still, they are sometimes already suffering from one of the complications at diagnosis.

To help address this, Diabetes UK will be running an awareness campaign in September this year. It was devised following research undertaken by MORI which indicated the lack of awareness that people have of the risk factors for developing Type 2 diabetes, including those who are actually at risk. The campaign is aimed at the main population, but because the research showed that whilst the Black and African-Caribbean and South Asian population are more likely to develop the condition they often have an even lower awareness of the risk factors than the white population, it is vital that we reach out to these communities.

Continued on page 2



'Measure Up' Advertising Campaign

By making sure that we diagnose people with Type 2 diabetes early we can help reduce the likelihood of developing complications such as coronary heart disease, renal disease, blindness, stroke and foot disease.

Diabetes UK's **Measure up** campaign aims to encourage people with **two or more** of the following risk factors to go and get a test for Type 2 diabetes:

- **Being overweight**
- **Being over 40 years old**
- **Having diabetes in the family**
- **Being of Black or South Asian origin**

A very easy way for people to find out if their weight is a risk factor is to measure their waist. *Measure up*, will therefore highlight waist measurement as a key indicator of being at risk from diabetes.

The risk begins at a waist measurement of 35 inches for South Asian men compared to 37 inches for White and African-Caribbean men, and 31.5 inches for all women. As there is a difference in the 'at risk' waist measurements for South Asian men, we will be producing a special promotional poster aimed at the South Asian communities, together with materials in the major five South Asian languages. There will also be advertising in some of the key South Asian and Black publications.



'Measure up' campaign: Encouraging people with two or more risk factors to take a test for diabetes

This will be the largest and most effective campaign that Diabetes UK has ever run. Activities will include advertising at bus shelters and in the national press, stories in the media, posters at GP surgeries and in Pharmacies and information on relevant websites.

Diabetes UK hopes that the campaign will also raise awareness of diabetes generally and make the general public more aware of the condition. The campaign has been supported with an educational grant from sanofi aventis.

Contents

Information about diabetes

- 1-2 Advertising Awareness Campaign
- 1-3 **NEW** Black and African-Caribbean DVD
- 5 Toolkit CD Rom

Regulars

- 4/6/7 News
- 9 Health queries – Dear Roopinder

Features

- 8 Apnee Sehat DVD
- 10 How to become a member
- 11 Scottish BME diabetes education
- 12 Bollywood Balls

Lenny Henry welcomes launch of African Caribbean diabetes DVD

“Having diabetes sufferers in my family, I know how important it is to be aware of the risks associated with the condition. This DVD is really important because it tells Afro Caribbean people what they need to know about living with Diabetes” said Lenny Henry of the new Diabetes UK DVD available from July.

Managing & Understanding Diabetes in the African Caribbean Community has been produced by Rocket Productions (from University of Central England) in conjunction with Diabetes UK. It is a diabetes awareness film for the African-Caribbean community and features people with diabetes from the community and healthcare professionals from the Heart of Birmingham tPCT.

It will be available free of charge (just need to pay postage and packaging) in English and Patois, on both DVD and video format. You can order your copy by sending an email to wmidlands@diabetes.org.uk or phoning Diabetes UK West Midlands on 01922 614500. The DVD is to be launched at an African-Caribbean diabetes awareness day on 23rd September (For further details please contact the Diabetes UK West Midlands office).

In the UK, the prevalence of Type 2 diabetes is three-four times more in Black African



Comedian- Lenny Henry

Caribbean communities than in the white population.

Type 2 diabetes can develop in people aged 25 years and over in Black and Minority Ethnic (BME) communities and people aged 40 years and over in the white population.

The DVD offers practical advice about food, exercise and how to manage your diabetes. Dietitian, Sylvia Gilbert offers 3 top tips: “Be sure to have regular meals, Starchy foods should be in every meal e.g. jacket potato, pasta and yams or green bananas for the evening meal and cut down on sweet and sugary foods.”

Edith Watson who has had diabetes for many years tells of how she used to have fried plantain, fried corn fritters and fried salt fish fritters. She says now she can still live, but just has to cut out the frying and roast, grill and steam instead.

Beverley Cunningham, a Diabetes Specialist Nurse in the DVD, urges people with symptoms of feeling tired, feeling very thirsty, losing weight, passing a lot of urine, (water) especially at night, difficulty in seeing clearly and itching or skin rashes (including thrush), to consult their doctor immediately and arrange a test for diabetes.

Jain walkers donate £20,000 to Diabetes UK

“I had a dream.....once upon a time.....to walk to Palitana again, just for fun, with fun-loving friends, walking in twos and threes, from dawn till dusk, in the scorching heat of Gujarat, talking and singing, enjoying the countryside, the flora and the fauna, tasting the local delicatessen along the way, and making fun of each other, bonding with one another all the way” says Jenu Dodhia on the Oshwal Walkers website, a group who recently completed an impressive 270 kilometre sponsored walk in the mountainous region of Gujrat, India.

Following the sponsored walk, the Oshwal Walkers from the London Jain community presented a cheque of £20,000 to Diabetes UK. The eight walkers who participated in the sponsored walk were Kantilal Jesang Haria, Jayantilal Velji Dodhia, Shashi Premchand Lalji Haria, Rajnikant Bharmal Shah, Ashok Zaverchand Gudka, Laxmichand Hemraj Shah, Prabhulal Rayshi Malde (Shah) and Niresh Dhanraj Shah.

Scattered with hundreds of temples, the area is known for its religious significance and the eight walkers took nine days in total to complete the walk.

All travel expenses to and from India, as well as all the expenses during the walk were met personally by each walker.

Jenu Dodhia, past treasurer of The Oshwal Association of the UK, said: "The idea behind the walk was to enjoy the countryside, walk with friends and raise money for charity at the same time. a cure for diabetes."



The Oshwal Walkers on the Gujrat sponsored walk

There is a high incidence of diabetes in the South Asian population and two of our members have the condition, so Diabetes UK seemed an obvious choice. We want to raise the profile of this silent, hidden disease and help find a cure for diabetes.”

Douglas Smallwood, Chief Executive of Diabetes UK, said: "This is a fantastic achievement. Diabetes is a real issue for the Jain community and we will be making the very best use of their generous donation."

www.jainalliance.co.uk www.oshwalwalkers.org



The Oshwal Walkers present the cheque to Diabetes UK

New CD-ROM – Patient Education for South Asians



Healthy Options for South Asian cookery

The latest project being worked up by Diabetes UK, is a new CD-Rom specifically tailored to help people from the South Asian community to manage their diabetes.

The CD-Rom is an educational tool that allows people to learn more about diabetes and the management of the condition. It has chapters on 'Healthy eating' and 'physical exercise' and also takes you through a graphic journey of the difference between how the body works for people with diabetes, and people without. Every care has been taken to ensure that the information within the tool is culturally specific and sensitive to meet the needs of people from South Asian community.

One of the reasons why it was decided to produce information in this format is because research has shown that even though there is a higher prevalence of diabetes amongst

the South Asian community, there still remains to be little awareness about what it is.

The benefits about producing an education tool on CD-Rom is that people can learn about diabetes in a creative, interactive way, all within the privacy of their own homes.

Healthcare Professionals and community/religious leaders are able to use it to run Diabetes Awareness Events to compliment the BME Toolkit 'How to raise awareness of diabetes and Diabetes UK to your community' which was launched last year.

The CD-Rom will be produced end of 2006 and will keep you posted about its developments.

For further information, please contact Jenne Dixit on 020 7284 1110 or email jenne.dixit@diabetes.org.uk

Diabetes UK to attend July Crawley Mela



Diabetes UK are proud to announce its presence at the Crawley Mela to be held in The Hawth, Crawley on the 28 - 30 July.

The Mela is an extravaganza of multi-cultural entertainment and is completely free to attend. Last year's event consisted of three days of fun and excitement, an explosion of traditional Indian and international cultures, dancing, music, food, art, fashion, and crafts, together with a wide range of family-oriented amusements and activities. This year the Mela boasts a more diverse and enticing weekend than ever!

If you would like further information on the 2006 Crawley Mela please visit <http://www.crawleymela.org/>

Higher diabetes health risks in the South Asian community

People with diabetes from the South Asian community are faring less well in managing blood glucose levels leaving them at higher risk of serious complications. Research published earlier this year in the journal *Diabetic Medicine* shows that during a five year period, blood glucose levels (HbA1c) in South Asians with Type 2 diabetes had significantly worsened compared to white patients.

The study of 1,767 patients at Victoria Hospital, Glasgow showed that at diagnosis, average HbA1c levels for South Asians and white patients were similar at 7.43% and 7.27%. After five years, average HbA1c levels were recorded to be 8.74% for South Asians and 8.09% for white people. The recommended HbA1c level for people with diabetes is 6.5% or below. Furthermore, a reduction of HbA1c by 1% has shown to reduce the risk of developing complications such as blindness, kidney disease and amputations by 37% (UKPDS).

Douglas Smallwood, Chief Executive of Diabetes UK said, "Diabetes can lead to devastating health problems including heart disease, stroke, kidney failure, blindness and amputations. with community leaders and people from ethnic minority



groups to identify their needs. We believe that providing information specifically aimed at our diverse communities and their healthcare professionals play a vital role in raising awareness of the condition can be effectively managed.

Professor Naveed Sattar from the University of Glasgow who led the study said, "Our research suggests the need for healthcare professionals to be particularly aggressive in diabetes management and related risk factors in South Asian Patients. We also confirm that South Asians develop diabetes around a decade earlier than their white counterparts and at lower levels of obesity. In other words, South Asians in general have more reasons to maintain a healthy body weight in order to prevent developing diabetes in the first place."

Cheaper calls to Customer Services

Diabetes UK Customer Services have a new lo-call number –

0845 123 2399 – which means it is now cheaper to get in touch over the phone. For example, BT calls from landlines anywhere in the UK will cost 4p per minute peak rate and considerably less at other times. Calls from other service providers or from mobiles may cost more. If you prefer, you can still call the main Diabetes UK number on 020 7424 1000 and select Customer Services.

Are you being served?

We have always been committed to providing a high level of service – and you can now be sure of what to expect because the charity has recently launched new Customer Service standards. These will also help us to access and improve the way it works. For details of the standards and how to give feedback (good or bad) on your experiences of Diabetes UK, visit www.diabetes.org.uk or call 0845 123 2399.

Raising awareness of diabetes at the Notting Hill Carnival



Diabetes UK has been named charity of the year for the Notting Hill Carnival 2006. The relationship is aimed at raising awareness of diabetes.

The organisers are very aware that, together with sickle cell, diabetes is a major concern for Black and African-Caribbean community. In fact its prevalence is three-four times higher than in the white population so the organisers are

keen to promote awareness of the condition at this event.

The Notting Hill Carnival has been taking place in London, on the last weekend in August, since 1966. The arrival of Trinidadians in Great Britain, remembering their great Carnivals back home, provided the spark which ignited Notting Hill Carnival. It has now evolved to become a huge multi-cultural arts festival, attended

by up to two million people.

In recent years the Notting Hill Carnival has grown and grown, reflecting the multicultural nature of our society, with groups participating from Afghanistan, Kurdistan, Bangladesh, the Philippines, Bulgaria, Russia, Brazil and many other places as well as from all parts of the Caribbean, Africa, Central and South America and the UK.

NEW BME SHARED PRACTICE WEB PAGES

Diabetes UK has launched a new section on its Shared Practice Pages dedicated to sharing examples of diabetes services that aim to meet the needs of people from Black and Minority Ethnic Communities. The care topic, entitled Black and Minority Ethnic Communities, also contains information about relevant Diabetes UK publications and resources, links to other useful examples and information, and Diabetes UK's Diversity Statement. Visit at:

www.diabetes.org.uk/sharedpractice

Help this resource to grow, tell us about your good examples of practice. An online submission form is available or you can contact Stella Valerkou at

goodpractice@diabetes.org.uk
0207 424 1102

Apnee Sehat DVD



Sharing Practice....

Examples of diabetes services across different fields of diabetes care...other useful resources and links

Apnee Sehat (Our Health)

A lifestyle DVD for South Asian families has been developed by South Warwickshire Primary Care Trust (PCT) and was launched at The House of Commons on 8th March.

Championed by Dr Shirine Boardman, Consultant in diabetes in Warwick Hospital, and supported by Asian dietitian Tahira Sarwar, the *Apnee Sehat* (Our Health) DVD, features acceptable healthy dishes and includes both vegetarian and gourmet cooking by Chef Yakoub Ali. It also includes ways of increasing exercise.

The project raises awareness of the risks of obesity, developing diabetes and heart disease within the South Asian community. It uses a variety of visually effective resources to deliver important health messages, including the DVD and text free posters amongst others.

The local Gurdwara was used as the setting for undertaking some of the activities.

This was viewed as a natural venue for delivering and receiving information and messages about healthy living. The cooks at the Gurdwara worked with local dietitians to adapt recipes, and events such as community walks.

The DVD features culturally appropriate tips on healthy living and ways of increasing exercise. These were, in the main, received positively within the community.

Community members felt it was useful to have a variety of resources and activities reinforcing the health messages, with some taking on a role of inspiring others to make changes.

Apnee Sehat highlights the risks of diabetes and heart disease, as well as tackling common questions such as:

- Why do vegetarians get heart disease?
- How can women work to effect change in lifestyle in their homes?

It also features an extensive resources section designed to assist healthcare workers in the community which includes: Advice on working with Asian communities; Slide atlas on healthy eating; Health benefits of spices; packed lunch ideas for Asian children.

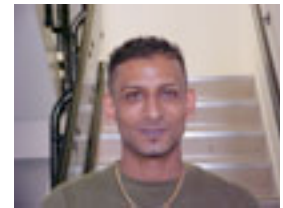
The free DVD can be ordered by community leaders, religious leaders and healthcare professionals by calling 01737 815 237 or emailing apneesehat@swarkpct.nhs.uk For a longer description see: www.diabetes.org.uk/sharedpractice www.apneesehat.com

Staff Profiles



Bill Hartnett – Head of Public Affairs and Press

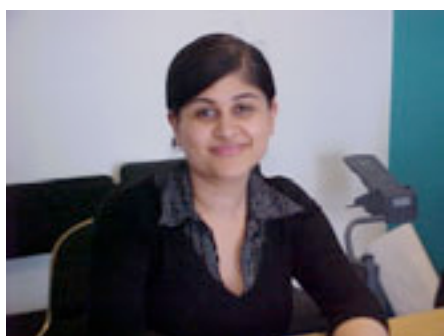
Bill joined Diabetes UK eight years ago. He is now responsible for raising the profile of diabetes and the issues related to it with the Government and the media.



Punit Maru – Customer Services

Punit joined Customer services nearly a year ago. In his job he answers queries over the phone and processes membership and donation payments. Recently he has also started to help out at events such as the Health Awareness day at the Swaminarayan Mandir in Neasden, London.

Dear Roopinder



Supplement Question

Dear Roopinder

My sister recommended a product called DBC to treat my diabetes. When I read the information leaflet inside the box it says that I should cut down on my diabetes medication and stop eating rice and potatoes. My nurse says that this is dangerous. I'm worried, what should I do?

Your nurse is right. It is dangerous to change the amount or stop taking your diabetes medication without guidance from your nurse or doctor. Not taking your diabetes medication can cause your blood glucose (sugar) levels to go very high and this can make you feel very unwell and lead to other long term diabetes related problems such as blindness. It is not recommended that you take products such as DBC as there is not

enough strong evidence to say that supplements like this are safe for people with diabetes.

Diabetes UK is concerned about DBC and other supplements similar to this that give wrong advice to people with diabetes. The Medicines and Healthcare products Regulatory Agency (MHRA) are also concerned about DBC and are going through a process to have it removed from the market.

As far as rice and potatoes are concerned you should try and eat regular meals based on foods such as bread, chapatis, potatoes and rice. Foods like these will help you to control your blood glucose levels. If you need more advice about your diet, ask your doctor to refer you to a registered dietitian.

Chinese Diabetes Information

Hi There

It was great to hear about your Chinese Diabetes Awareness Day held in Manchester last year. I'm glad it went well. As a nurse who works closely with the Chinese community, I am always looking for material aimed at this community, could you tell me what material Diabetes UK has available?

On a separate note, can I offer some advice to healthcare professionals or people looking to plan awareness events for the Chinese community? I always find that people tend to use Chinese New Year to target people about awareness of health issues. I have received lots of feedback from people who I work with, saying that as New Year is a happy time and they would rather not hear about the possibility of going blind or worse at this time of year. Instead they would prefer events to be planned outside of this special time. Hope you don't mind me sharing my thoughts.

Thank you for your tip. We always welcome comments and suggestions from people about how we can improve the lives for people with diabetes from the Chinese community.

Diabetes UK have a range of leaflets in Chinese including the following *leaflets*: What is diabetes?, How Diabetes UK can help you, Hypoglycaemia, Managing Diabetes, Healthy Lifestyle, fasting and diabetes, Diabetic complications, Cardiovascular disease and kidney disease, Your eyes and diabetes, Nerve damage and diabetes, Pregnancy and diabetes, Treating your diabetes: insulin and tablets and a *tape* entitled What diabetes care to expect. These can be ordered free from our catalogue or from

Diabetes - You're not alone

On average, every five minutes, someone in the UK is diagnosed with diabetes. In particular, people from Black African-Caribbean and South Asian communities are at a higher risk of developing diabetes, as are those over 25 who are overweight or have a family history of diabetes. The condition is increasingly common – by 2010, an estimated three million of us will be diagnosed with diabetes.

Join Diabetes UK Enjoy these benefits:

- Our bi-monthly members' magazine, *Balance*
- Our confidential Diabetes UK Careline
- A range of dietary, exercise and diabetes booklets
- 350 support groups across the UK
- News of the latest diabetes research
- Specially-designed insurance and financial products

Join today. visit
www.diabetes.org.uk/join
or call free on
0800 138 5605

or text the word 'diabetes'
along with your address to
85080* to receive further
information



Chalo Chalo!

Why not join Diabetes UK's 'Walk in The Park' at Gunnersbury Park Mela, Ealing, London?

- £5 minimum donation per person on the day
- 2-3 miles or whatever you can manage!
- T-shirts provided for all walkers
- Walks start at 11am, 1pm and 3pm

For further details contact Diabetes UK
London Region
Tel: 020 7424 1116.
Email: london@diabetes.org.uk

BME diabetes education programme in Edinburgh Church Hall



Lothian BME diabetes programme

An education programme has been introduced by Lothian Health Board for patients with diabetes from Black and Minority Ethnic (BME) communities. These patients are referred by their GP, nurse or allied health professional (such as dietitian or podiatrist) to an education service/ medication review which is co-ordinated by a bi-lingual pharmacist.

Research has shown that patients from diverse communities do not access health care services as well as the white population and are less likely to have certain medications prescribed, such as lipid lowering therapy. Strong work ethic and extended family commitments also make it difficult for patients to attend clinics in community or hospital settings.

With the rapid rise of diabetes and obesity, and the problems of accessing these

hard to reach groups, a diabetic screening was developed. This was to be delivered in an outreach setting to people from BME communities who were thought to be at risk of diabetes.

To offer outreach, a diabetic screening clinic for men and women from BME communities was set up once a month in a Church hall in Edinburgh. The group's clientele includes South Asian, Turkish and Malaysian people. The clinic setting was predetermined as the men and women meet separately, on a weekly basis, to have lunch and play cards or dominoes.

Therefore, attendance at the clinic was guaranteed. The clinic has been well received. Many of the clientele were aware of the prevalence of diabetes and were keen to have their blood glucose, cholesterol, weight, waist circumference and blood pressure checked.

A bi-lingual pharmacist, diabetic nurse specialist and dietician are involved in running the clinic and offer advice on a variety of diabetes related matters.

It is hoped that once word spreads of the screening is available, new people will attend.

So far 20 women and 30 men have been screened for diabetes and cardiovascular risk.

The bi-lingual pharmacist who oversees the project is on the advisory council for diabetes and on the Scottish Parliament cross party group for diabetes.

The local Diabetes UK Edinburgh voluntary group have been very supportive of the BME project and gave £3,000 recently to buy an HbA1c machine. For further details please email: lubnakerr@talk21.com

3D in Scotland

3D - Diabetes, Diagnosis, and Discussion will roll out in Scotland in September 2006. 3D trains people living with diabetes to facilitate meetings to help people recently diagnosed with diabetes to discuss their feelings and experiences. If you would like to enrol to be take part in the 3D course further information can be obtained by calling the Scotland Office on 0141 332 2700 or email: scotland@diabetes.org.uk

Bollywood Balls in Birmingham and Leicester



'Tis the season for Bollywood.
First up we have the:

**Birmingham Bollywood Ball on
Friday 29 September at
The Holte Suite, Villa Park,
Birmingham.**

“A spicy charity ball for all,
featuring champagne reception,
Indian banquet, live music, raffle
prizes, Bollywood dancers and
more.”

It is a black-tie event and costs
£60 per person/£600 per table of
ten. For more information contact
Diabetes UK West Midlands
Tel: 01922 614 500 or Email:
wmidlands@diabetes.org.uk

and soon after we have the:

**Leicester Bollywood Ball
on Friday 27 October at
The Empire Banqueting
Hall, Leicester.**

“Join us for a dazzling night
at The Empire Banqueting
Hall in Leicester.
Enjoy a three course silver
service meal, listen to live
bollywood and bhangra
music, watch professional
dancers and have a boogie
yourself! There will also be
a raffle and auction to raise
funds for Diabetes UK.”

Tickets £50. Call Diabetes
UK East Midlands office on
0115 950 7147

Diabetes information in other languages

We have a database of diabetes information produced
in other languages that we don't currently produce.
Here is the link:

<http://www.diabetes.org.uk/health/patient/cymru.htm>

www.diabetes-resources.org.uk

Language - Turkish (What is diabetes and Managing
diabetes)

Information is downloadable via website or can be
ordered via emailing Anna.

Useful contacts for people with diabetes from Black, African Caribbean, South Asian and Chinese communities

Jain Alliance
c/o Globe E A
23 Springfield Road
Harrow
Middlesex
HA1 1QF
www.jainallianceco.uk

Apnee Sehat
Tel: 01737 815 237
www.apneesehat.com

*If you would like to have
your organisation listed
here, please email us your
details to:*
diabeteslifestyle@diabetes.org.uk