



HEARTS & MINDS

Putting passion into heart health in Nottingham

PRESS RELEASE (page 1 of 3)

A bright idea to win hearts and minds in the fight to improve Nottingham's heart health

Did you know that heart disease is the biggest single cause of death in Nottingham?

Or that some ethnic communities are more at risk than others?

According to NHS Nottingham City, heart related death rates are probably double in our South Asian and African Caribbean communities, compared to the general Nottingham population, and those populations are also three times more likely to develop diabetes.

The good news is, heart disease is treatable, and also very preventable, but do people know how to prevent it?

Organisations in Nottingham have got together to raise awareness of the issue with the aim of encouraging the city's many diverse ethnic communities to get involved in spreading the word.

The British Heart Foundation, Nottingham's African-Caribbean Health Network and Bright Ideas Nottingham have teamed up to hold a groundbreaking conference on Thursday 30th June called 'Hearts & Minds' – for anyone with an interest in heart health and black and minority ethnic communities including community groups, volunteers and local people.

Continues ...



HEARTS & MINDS

Putting passion into heart health in Nottingham

Page 2 of 3

The free conference will be held at the Nottingham Contemporary on Weekday Cross in the Lace Market, Nottingham from 10am to 3pm.

The event will be compered by the well-known journalist, producer and presenter Trish Adudu and Christine Belle, presenter with independent Nottingham radio station 97.5 Kemet FM who will also be broadcasting live from the event.

Guest speakers will include Dr Chris Packham, Nottingham's Director of Public Health from NHS Nottingham City; Ali Orhan, Project Manager – BME Communities at the British Heart Foundation; Dr David Gray, Consultant Cardiologist at Nottingham University Hospital; and Rose Thompson, Chair of the African-Caribbean Health Network, who will be demonstrating the British Heart Foundation's new Healthy Hearts Kit.

Dr Packham says:

"We've managed to reduce heart disease related deaths in Nottingham by 50% over the last 15 years, which is a great achievement, but there's still lots more we can do as a city.

Heart disease is more preventable than most serious medical rconditions but we need to make sure that people know how to prevent it.

One aim of the conference is to give people with close ties to their community, such as community groups and volunteers, the information and tools they need to go back and raise awareness. Plus, the conference will provide an opportunity for local people to share their ideas for improving heart health with health and community services."

Ali Orhan – Project Manager BME Communities at the British Heart Foundation says:

"The British Heart Foundation is committed to working with and empowering communities, families and individuals to help them minimise their risk of developing heart disease.

The Hearts & Minds community conference is one of many initiatives being developed by the British Heart Foundation in partnership with community organisations to help raise awareness amongst black and minority ethnic communities."

Continues ...



HEARTS & MINDS

Putting passion into heart health in Nottingham

Page 3 of 3

Lisa Robinson, Director of Bright Ideas Nottingham says:

"Ethnicity can play a big part in your health and it can also determine how you access healthcare services.

We want this conference to tackle these kinds of issues by bringing together health care providers such as NHS Nottingham City and communities themselves.

A lot of great work is already going on across Nottingham's diverse ethnic communities to improve heart health and we'll be sharing and learning from those success stories as well, with local people presenting and reporting on the work they've done."

The day will also include a light-hearted yet thought-provoking drama about the issues, performed by MonOlisa Productions, together with information about free training courses and funding opportunities for community groups interested in promoting heart health.

Rose Thompson, Chair of the African Caribbean Health Network concludes:

"Different communities may have different issues but heart health affects us all so it's vital we work together to improve it citywide.

The conference strap line is 'putting passion into heart health in Nottingham' and that's exactly what the conference aims to do, it's something that needs to be at the top of the agenda, not only in our health services but in our communities too.

The conference is being broadcast live on Nottingham radio station, 97.5 kemet fm. So we hope that if people can't be there in person, they will be able to tune in and follow the event."

The event is being supported by 97.5 kemet fm, the WEA (Workers' Educational Association) and TRIF (Tackling Racial Inequalities Fund).

To find out more about the conference or to book your place call Karen or Rebekah at Bright Ideas on 0115 837 9474 or email Karen@brightideasnottingham.co.uk

Hearts & Minds Conference

A casestudy highlighting the work already being done by community groups in Nottingham to tackle heart health in Black and Minority Ethnic communities

Community Researchers & Reporters

Bright Ideas (the Nottingham organisation behind the Hearts & Minds Conference) and the Workers' Educational Association (WEA) East Midlands (the region's leading voluntary sector provider of adult learning) have been training local people from the city's black and minority ethnic communities to become 'community action researchers and reporters'.

The aim of the training is to give local people the skills and experience they need to really make a difference in their communities, whilst gaining a greater insight into community views on issues such as heart health.

Ten people are on the training course at present, which is called 'Get On Up: Community Action Researchers and Reporters Programme'.

The course has involved local people working alongside Bright Ideas staff, so they can learn how to engage with local people and find out about the issues that affect them.

Lisa Robinson from Bright Ideas explains:

"Because our community researchers and reporters are local people and already well known in their communities, they are ideally placed to communicate with those communities. People often feel more comfortable talking to other community members, rather than talking to organisations or 'professionals' – especially when it comes to personal issues such as heart health.

As a result of the course, our community researchers and reporters have given us an amazing insight into how heart health is viewed in different ethnic communities in the city. For example, they've helped us find out what barriers people face when trying to access health information or health services together with what would motivate people to do more to look after their hearts."

The community researchers and reporters meet every Wednesday and Thursday at the John Folman Business Centre on Hungerhill Road in St Ann's as well as working in the community.

To tackle the issue of heart health in their communities, the community researchers and reporters developed and conducted their own community research survey.

They will be presenting the results of that survey at the Hearts & Minds Conference on the 30th June, to leading decision makers and service providers including Chris Packham, Nottingham's Director of Public Health at NHS Nottingham City and Ali Orhan, Project Manager – BME Communities at the British Heart Foundation.

By doing so, they will ensure that local people's views and experiences are not only heard, but that they will influence and help shape the way that heart health is dealt with in Nottingham in the future.

Shazia Khan from Bright Ideas and the 'Get On Up' programme co-ordinator says:

"I'm really excited to be part of such a vibrant group of individuals who are passionate about making changes in their communities. It's a privilege to be accompanying the community researchers and reporters to the conference to share the great work they've been doing with other local people and service providers like NHS Nottingham City."

Mel Lenehan, Regional Learning Manager for the WEA East Midlands says:

"It's really important to the WEA to ensure that we continue to make our courses relevant to all sections of the community. The 'Get On Up' project is just one of the ways that we respond to community need, by putting on courses that diverse communities can benefit from. Tackling inequalities in areas such as heart health is everyone's business and it's good to see that this course relates to a very real and pressing issue affecting black and minority ethnic communities here in Nottingham. I very much look forward to seeing the community researchers and reporters presentation on the 30th June."

As well as helping tackle heart health in Nottingham's Black and Minority Ethnic Communities, the 'Get On Up' course has also benefited the participants individually. For example, it's helped people back into work or further education and training, plus it's helped them to make new friends and develop new interests.

Community researcher and reporter Danielle Laeky says:

"The project has given me the confidence to create change in my community."

Fellow researchers and reporters also have lots to say about the training:

"It's been great to meet lots of new people and to learn about different subjects like intercultural working skills."

Bushrah Malik

"It's been a real revelation being a part of this group. I live alone and it's brought me out of myself and given me a new sense of freedom."

Tony Delamotta

"After today's session from Anna from Change Makers I am more aware of my health than before. I used to think heart health matters were for old people and overweight people! Now I know more about what I need to do to look after myself."

Parveen Begum

"I now have more information on how to get involved in the NHS. This course also gives you more confidence and new skills and support with exploring work opportunities."

Shamim Akhtar

"After coming to Bright Ideas and the WEA I am getting more aware about all the volunteering opportunities that are out there."

Kiran Sahlta

"I just like what Bright Ideas and the Community Action Researchers and Reporters course stands for – the positivity of it all."

Somia Mir

Bright Ideas and the WEA East Midlands will continue to train people as community researchers and reporters in the future so watch this space for more!

The course is being funded by the Department for Communities and Local Government's Tackling Race Inequalities Fund.

To find out more about the work being done by the community researchers and reporters on heart health, or for more details about the course itself, please call Shazia Khan from Bright Ideas on 0115 837 9474 or email shazia@brightideasnottingham.co.uk