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Caribbean Health Exhibition

Findings





INTRODUCTION

The Caribbean Health Exhibition was hosted by The Black Heritage Support Service. BHSS was commissioned as engagement partners by Public health and Birmingham City Council to engage the community with the report and embed interventions that will help to reduce health inequalities.

The exhibition was sold out with 250 people in attendance.

The exhibition had two aims:

Offer the community access to Healthcare Professionals

Raise awareness about available health screenings



70% of Adults from Black ethnic groups exercise less than once a week.

One of the reasons is due to a stressful and busy lifestyle.

We kicked off CHE with local Personal Trainers 'Twinsane' to encourage daily exercise and re-examine peoples beliefs about what exercise looks like.

Aim 1 - Access to healthcare Professionals

A portrait of Dr. Zoe Williams, a Black woman with curly hair, wearing a headband and a red top. She is smiling and looking towards the camera.

Dr Zoe Williams
ITV's Resident Dr

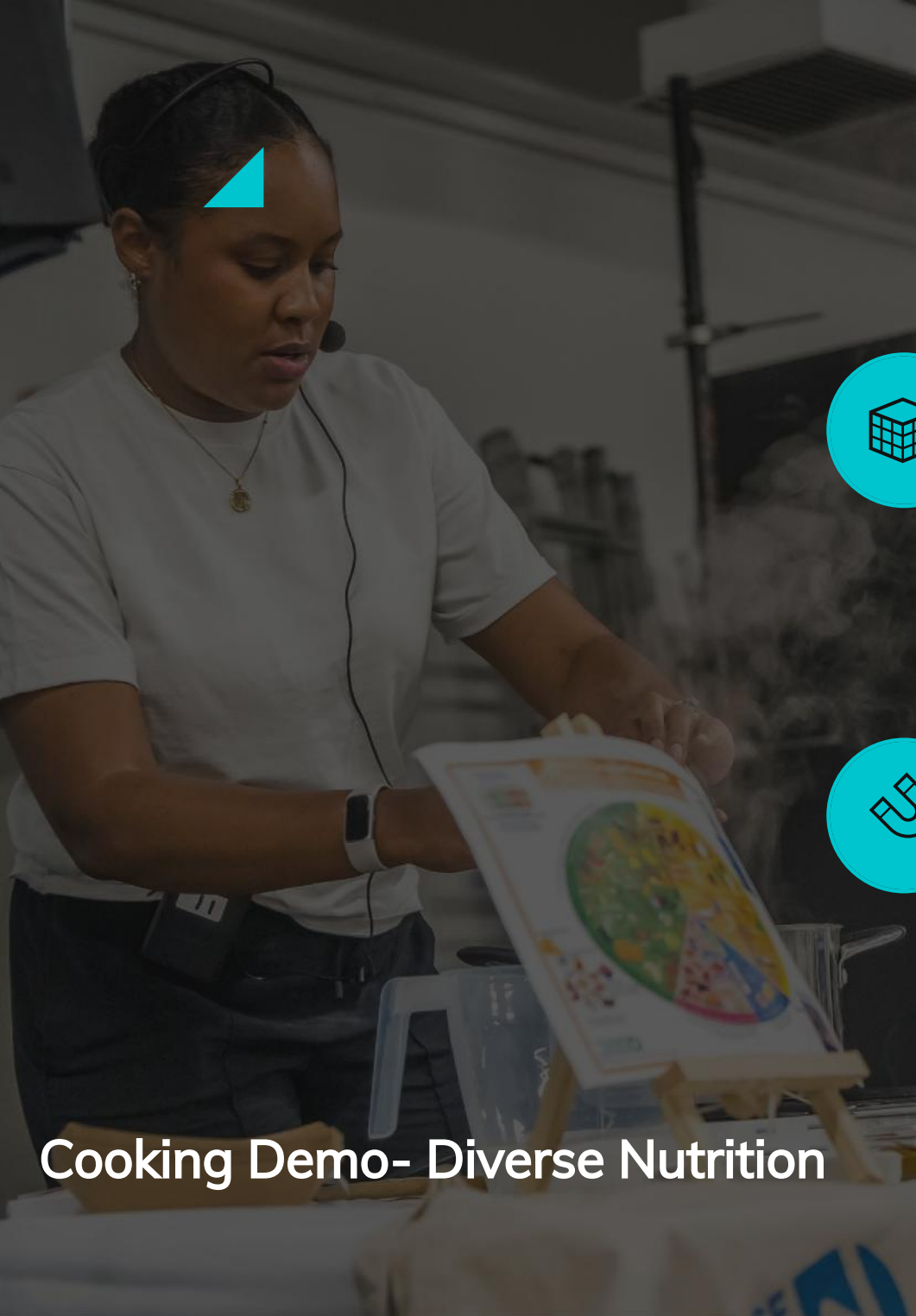
We ensured attendees had access to a Q&A with the UK's only Caribbean GP that appears on national TV.

Over one third of our attendees fed back that they attended to gain access to Dr Zoe.

After the session, over one third fed back that the session with Dr Zoe was the highlight of the event.

30% of the attendees who responded to our post survey said their highlight of the event was the cooking demo.

The mental health appointments offered were fully booked. The Psychiatrist and Mental Health Nurse saw a total of 7 attendees who signed up for a follow-up.



Cooking Demo- Diverse Nutrition

The Caribbean community are 3x more likely to develop high blood pressure. This is concerning because high blood pressure can lead to a stroke or heart attack.

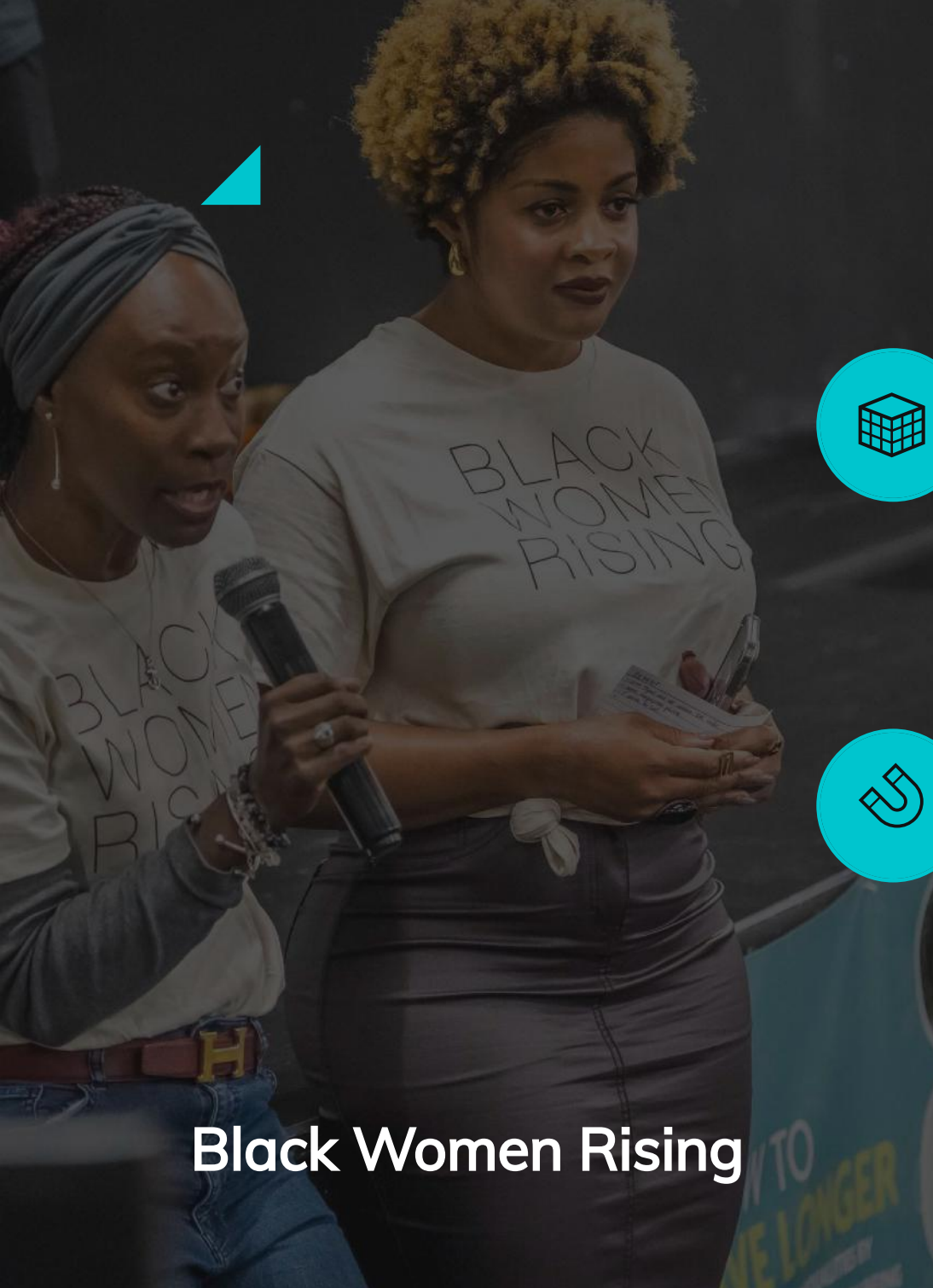


British Science Journalist found that high blood pressure in Black communities is caused by poor diet, stress and poor lifestyles.



We commissioned Diverse Nutrition to demo a healthy cooking session live in front of an audience. During the demo Nutritionist Ashleigh Simpson educated our audience about salt content and how to increase fibre in Caribbean food.

Diverse Nutrition also created the UK's first African and Caribbean food guidance wheel.



Black Women Rising

Black women are more likely to die from all breast cancer. Reasons range from

- Late diagnosis
- Medical Racism.
- Missed Screening Appointments

The Black Women Rising cancer support project is the flagship programme of The Leanne Pero Foundation, a registered UK charity offering vital help, information and practical advice for people of colour who have been diagnosed with cancer. Two of their ambassadors joined us to talk about their experiences living with cancer.



We partnered with 8 NHS and 6 local organisations who made attendees aware of screening or diagnostic services available in the local area.

Prostate Cancer UK

Cuppa Squad

Lung Health Check Department NHS

Ovacome - Ovarian Cancer

Neurodiverse

Lung Cancer Research

Black Women Rising

Diabetes Awareness

Melanin Moods Mental Health Services

Birmingham Hospice

We Go Outside Too

British Caribbean Doctors Association

City Hospital Medical Team

Black Heritage Advocacy Service

Aim 2 - Information about screenings

Activities



Our activities ranged from Virtual reality to physical activities. We designed the exhibition to be inclusive of people with varied learning styles.





We designed a Digital Health Tour that allowed people to preview the book 'Mind the Gap'.

Mind the Gap demonstrates how disease displays itself on Black and Brown skin. Attendees used their phones to scan the QR Codes and as a result it displayed images or pages with life saving resource. This included Sickle Cell, Auto-immune Diseases and Menopause.

100% of our exhibitors said they would work with us again.





4 Attendees fed back that they visited their GP following CHE due to high blood pressure readings conducted at the event.

Our Advocacy Service accepted 15 new clients.





We engaged the community with a panel discussion to open up a authentic conversation about why there is a lack of trust between the Black community and the NHS.

CARIBBEAN HEALTH EXHIBITION

Event insights

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137 people filled out a survey following the exhibition

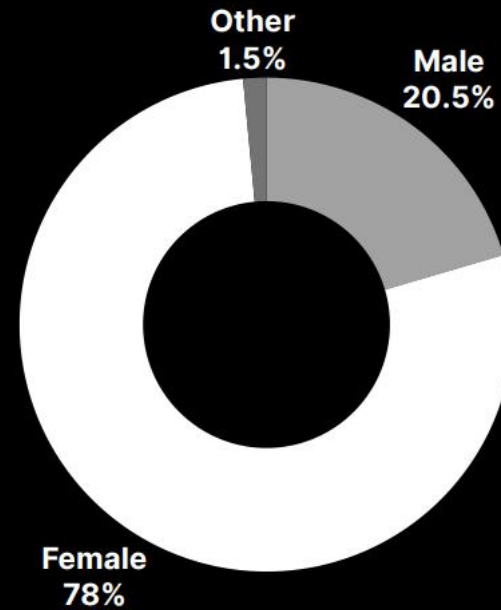
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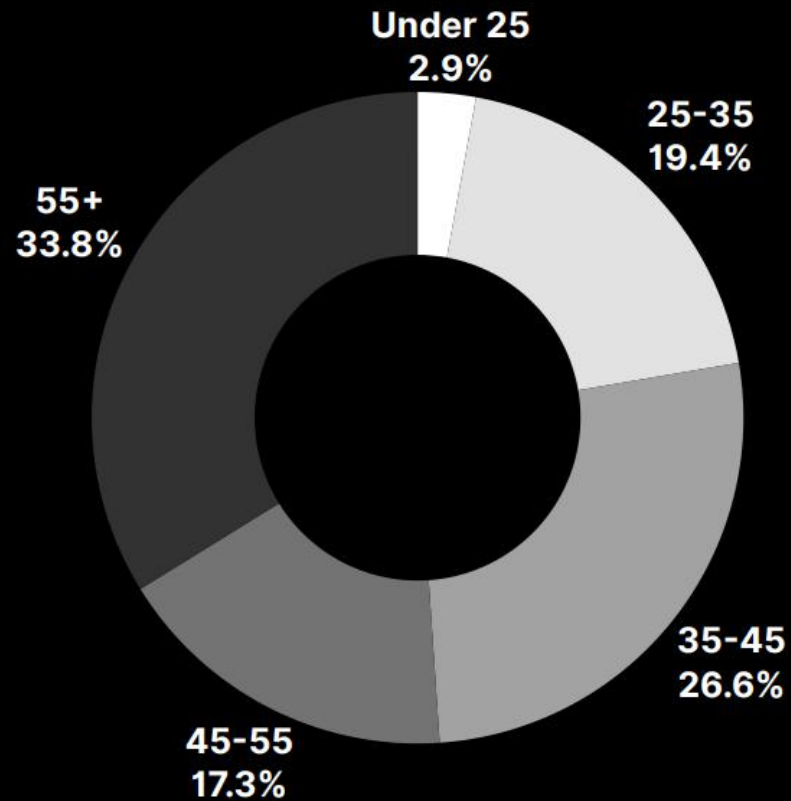
They are predominantly female (78%)



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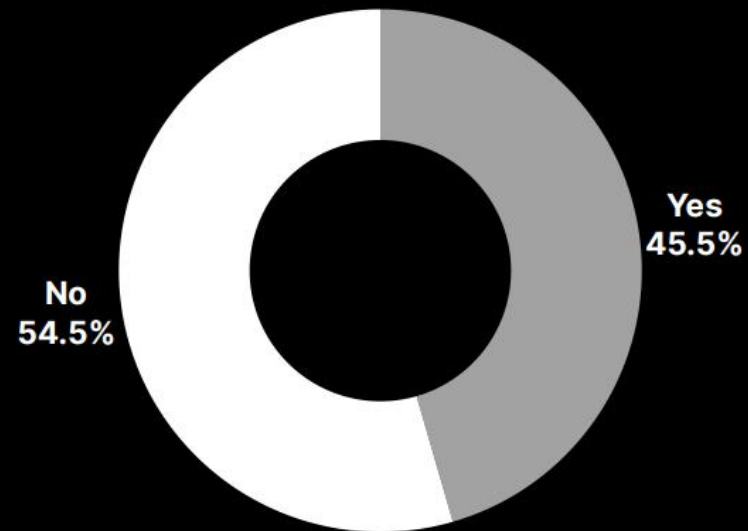
Three quarters (78%) are aged 35 or above



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Around half (46%) have pre existing health conditions



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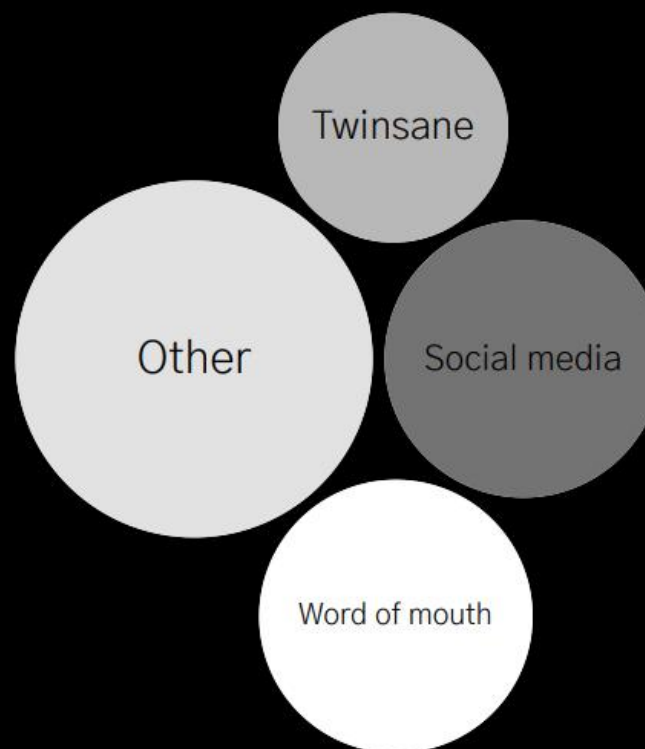
We also asked people how they heard about the event and how useful they found it for managing their health in future



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Word of mouth and social media were the most popular ways people heard about the event



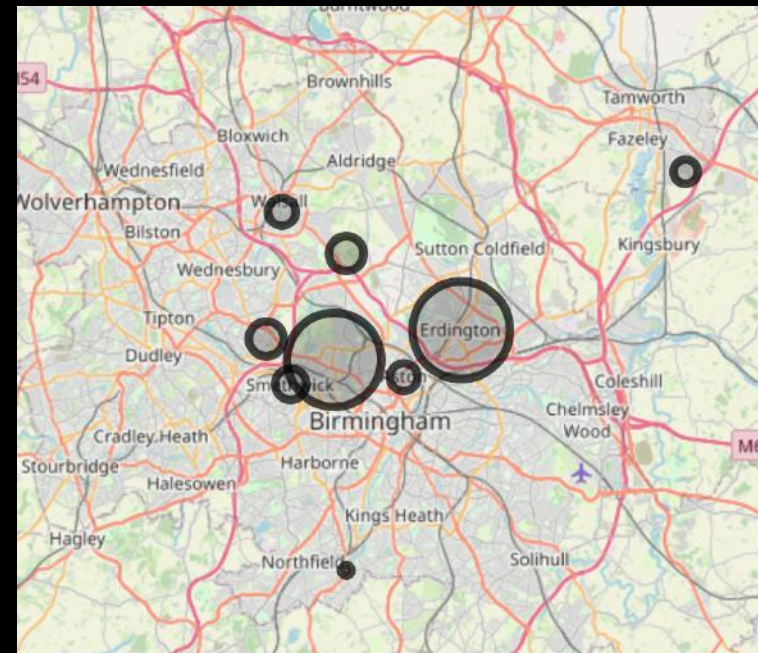
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And most live in Handsworth or Erdington

Half of respondents
were from these areas

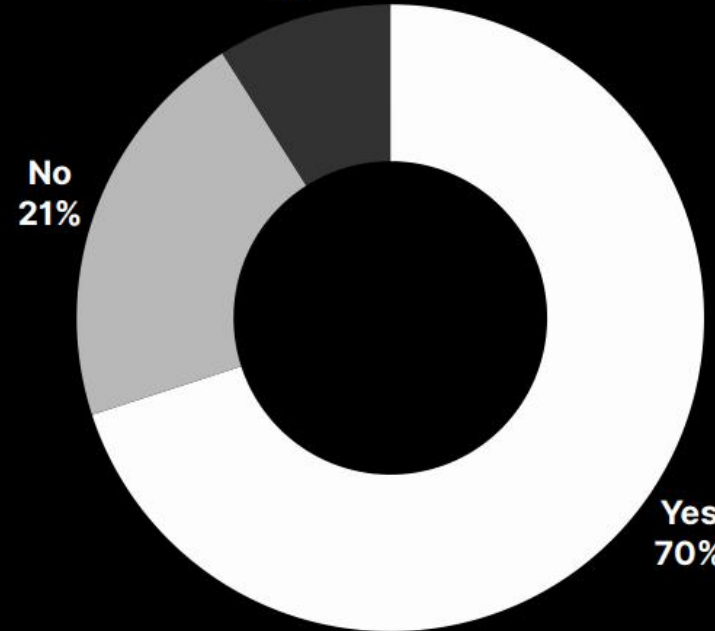
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Encouragingly, most respondents (70%) now feel more confident about going to screenings and managing their health

Do you feel more confident about going to screenings and managing your health?

I feel the same as I did before the event
9%



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BHSS.CO.UK

For information about health and future events run by the
Black Heritage Support Service, visit
bhss.co.uk

THANK YOU!

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