

Ethnic Minority Health and Fitness

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With the 2012 Olympics getting closer, fitness becomes more 'top of mind' so, we have taken the opportunity to share information on the physical activities of ethnic minorities living in the UK.



19% of the Olympic host boroughs population is Muslim, compared to 8.5% of the wider London population and only 4% across the whole of the UK.

There is also a higher percentage who are Buddhist, Hindu and Jewish compared to the whole of the UK. Around **160 different languages** are spoken in the five Olympic host boroughs of Greenwich, Hackney, Newham, Tower Hamlets and Waltham Forest.

The Olympic Deliver Authority stipulated that diversity was central to London winning the 2012 bid and by choosing London boroughs with dense populations of ethnic minorities, it could help **reduce inequality and discrimination** whilst **promoting equality and opportunity** for all, when the eyes of the world will be on London.

If you would like to know more about reaching these and the many other ethnic groups online, give us a call and find out how we can help you target this ever-growing audience.



The DoH recommend that we take at **least 30 minutes** moderate activity, 5 or more times a week, to reduce the risk of serious health problems such as **cardiovascular disease** and Type 2 **diabetes**. Members of the ethnic community in the UK are much less likely to meet these recommended levels.

According to **The Active People Survey** (2005-6) the least active ethnic groups who do not engage in regular sport or activity are the Bangladeshi and Pakistani communities with **13.2%** and **15.6%** respectively, compared to 21% of the general population.

Over half of all ethnic minorities do little or no sport or activity, although **21.4%** of EMG's are members of sports clubs but again this is less than the general population at **25%**.



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The most active group amongst men was the Mixed Black African with **35%** followed by mixed Black Caribbean with 34.1%. The least active were Bangladeshi men with 18.5%. Amongst women the most active were non-British White females, **26.1%** and the least active being Bangladeshi women, 7.3%.

Barriers to entry for ethnic minorities have been identified from many studies, these include-

- a lack of facilities as ethnic minorities tend to live in deprived areas
- a lack of culturally accessible facilities (e.g. women only sessions for Muslims)
- a lack of awareness of facilities due to 'western' based literature

57% of ethnic minority groups are excluded from participation on the grounds of poverty

People who are physically active reduce risks of developing major chronic diseases such as coronary heart disease, stroke, type 2 diabetes by up to **50%** and reduce the risk of premature death by **20-30%**.

So if you would like some more information on our audiences which include **South Asian, Eastern European, Chinese, Black Africa, Black Caribbean, Latin American, South African** and **Mainland Europe**; please contact us on **0207 125 007**



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