

January, 2009

This is the first of two instalments of our health section which focuses on important health issues for the South Asian community such as Smoking, Diabetes, Alcohol Abuse and Heart Disease.



Diabetes

British Asians are at least **50%** more likely to fall a victim to heart disease than people from European origin

20% of British Asians have developed Type 2 diabetes, compared to **3%** of the UK general population.

People from South Asian communities are up to **six times** more likely to develop Type 2 diabetes than the White UK population.

Source – Biomedicine.org



Smoking

Lung cancer is the **most common** form of cancer among South Asians men and its incidence is on the **increase**.

South Asians have an **increased risk** of oral cancer from smoking and chewing tobacco Source – Journal of the Royal Society of Medicine

Smoking rates for men range from **20%** for Indian men to **40%** for Bangladeshi men compared to the national average of **24%**

Only 2% of Bangladeshi women smoke but **16%** chew Paan, which is associated with **high levels** of oral cancer. Source – Cancer Research

Indoor Media Ltd

Riverside House
47 The Lynch
Uxbridge
Middlesex
UB8 2TQ

+44 (0) 20 7125 0007
www.indoormedia.co.uk

Some of our satisfied clients:

..T..Mobile..



Mercedes-Benz

Lycamobile



IG MARKETS



Health Part 1

specialists in ethnic marketing
indoormedia

Alcohol Abuse

Alcohol related morbidity rates for some of the British South Asian communities are **higher** than for the general population Source – Oxford Journals

The number of people drinking themselves to death has by their mid-50's has **tripled** over the last seven years and Asian men appear to be the most at risk of fatal liver disease caused by alcohol abuse.

Asian men are **dying younger** from liver disease with the average age of death being **47**, while the age for white men and women is **56**.

Asian men were also **four times** more likely to die from alcoholic liver disease Source – British Medical Journal Study



Heart Disease

80% of the over 55 South Asian community would not call 999 first if they experienced chest pain, even though they are the group that is at **highest risk**. Source- British Heart Foundation

CHD death rate among South Asian women is around **50% higher** than the UK average women Source – British Heart Foundation

Indian Asians are expected to account for **40%** of the total global cardiovascular disease by 2020. Source – BBC

Indoor Media can target South Asian, Black African, Black Caribbean, Eastern European, South East Asian and many more ethnic groups.

If they are out there we will find them for you!

You will be surprised to know how much we know about EMG's. To find out more call:

020 7125 0007



Indoor Media Ltd
Riverside House
47 The Lynch
Uxbridge
Middlesex
UB8 2TQ

+44 (0) 20 7125 0007
www.indoormedia.co.uk

Some of our satisfied clients:



Your email address details were sourced from direct contact with our staff. If you do not wish to receive any future newsletters please reply from your email address with REMOVE in the subject line.

Please send any questions and comments to natalie@indoormedia.co.uk