

# Introduction

Regular physical activity ("PA") can reduce health risks.<sup>1</sup> In 2020/21, only 55.1% of Black individuals did more than 150mins of moderate PA a week in England, compared to 67.9% of White British individuals.<sup>2</sup> This figure of 'Black' individuals encompasses multiple culturally-different communities with varying reasons for inactivity.<sup>3</sup> As the West Midlands is home to 18.4% of all Jamaican nationals in England, this poster investigate the context of PA in Jamaica, in order to improve PH intervention for citizens in Birmingham with heritage and cultural links to Jamaica.

## Aims

- To improve engagement with PH interventions
- To reduce and prevent inactivity in citizens with heritage and cultural links to Jamaica living in Birmingham

## Objectives

- To understand rates and factors influencing inactivity in Jamaica
- To map and evaluate the relevant policies and PH interventions to promote PA in Jamaica
- To reflect on the implications for PA interventions direct at individuals with heritage and cultural links to Jamaica in Birmingham

## Methodology

Identified key sources: GOV.UK, Jamaican Gov website, Jamaican Information Service, websites of relevant ministries, Regional Health Zones websites, Web of Science

Searched key terms: "physical activity", "inactivity", "exercise"

Included: Jamaican populations, non-communicable disease (NCDs)

Excluded: other Caribbean countries, food only policy



# Physical Inactivity In Jamaica

## Key Statistics

	Jamaica 2016/17 <sup>5</sup>	West Midlands 2020/21 <sup>2</sup>
% inactive*	82%	46.9%
% overweight & obese †	54% <sup>6</sup>	68.6%

WOMEN are more affected by NCDs than men

In Jamaica, 84% are estimated to be dying because of inactivity<sup>6</sup>

## Barriers to ↑ PA In Jamaica

### Cultural perceptions:

- Women are empowered by a societal preference for bigger, confident women (locally termed 'Fluffy') and may feel less compelled to exercise<sup>7</sup>
- Avoidance of sweating (women)<sup>8</sup>
- PA is an individual's responsibility<sup>5</sup>
- Health myths e.g. diabetes can't be prevented if you're already at risk<sup>5</sup>

### Lack of accessible, active infrastructure:<sup>9</sup>

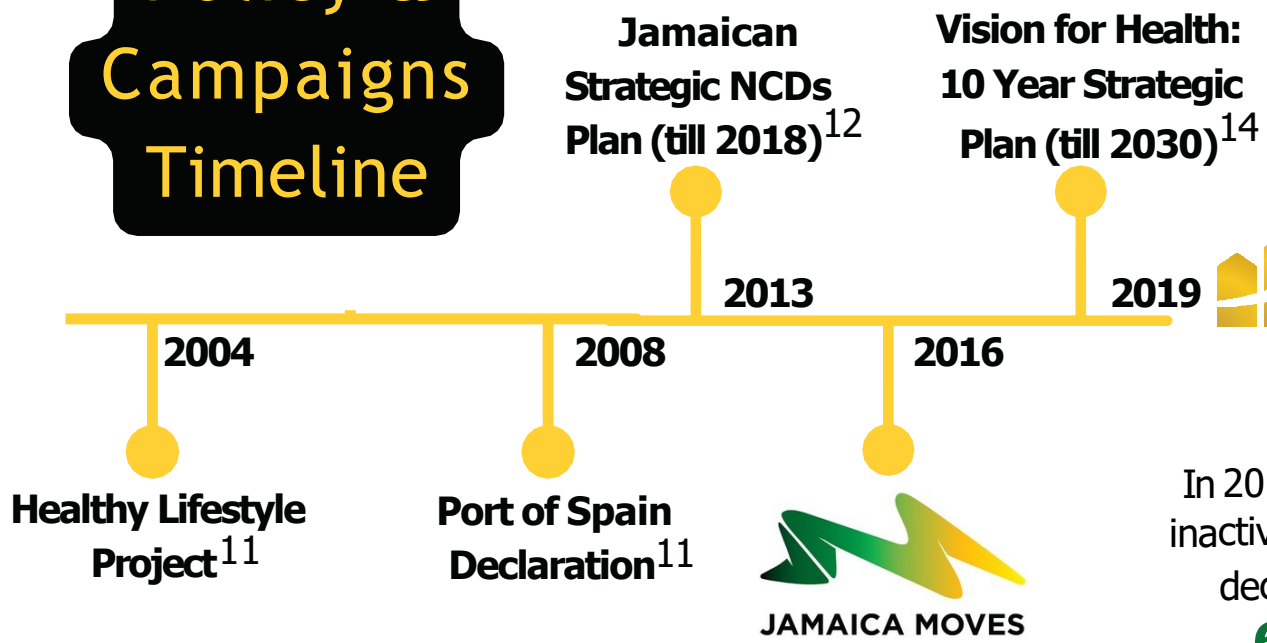
- political prioritisation of road development
- poor oversight of open space housing requirements
- risk of crime unfavourable for pedestrians
- unsafe cycling in traffic
- lack of shade as trees removed for roads
- low socioeconomic status lack political voice
- facilities far away or inaccessible
- lack of showering facilities at workplaces
- parks an unjustifiable expense/for tourists
- poor management in poor communities leads to pollution & squatters

### Poor systems:<sup>8 9</sup>

- PH does not have a statutory role/lack of health considerations in other departments
- Limited collaboration between sectors
- Experts as 'advisors', not decision-makers

Insufficient HCPs to teach individuals how to safely exercise with comorbidities<sup>10</sup>

## Policy & Campaigns Timeline

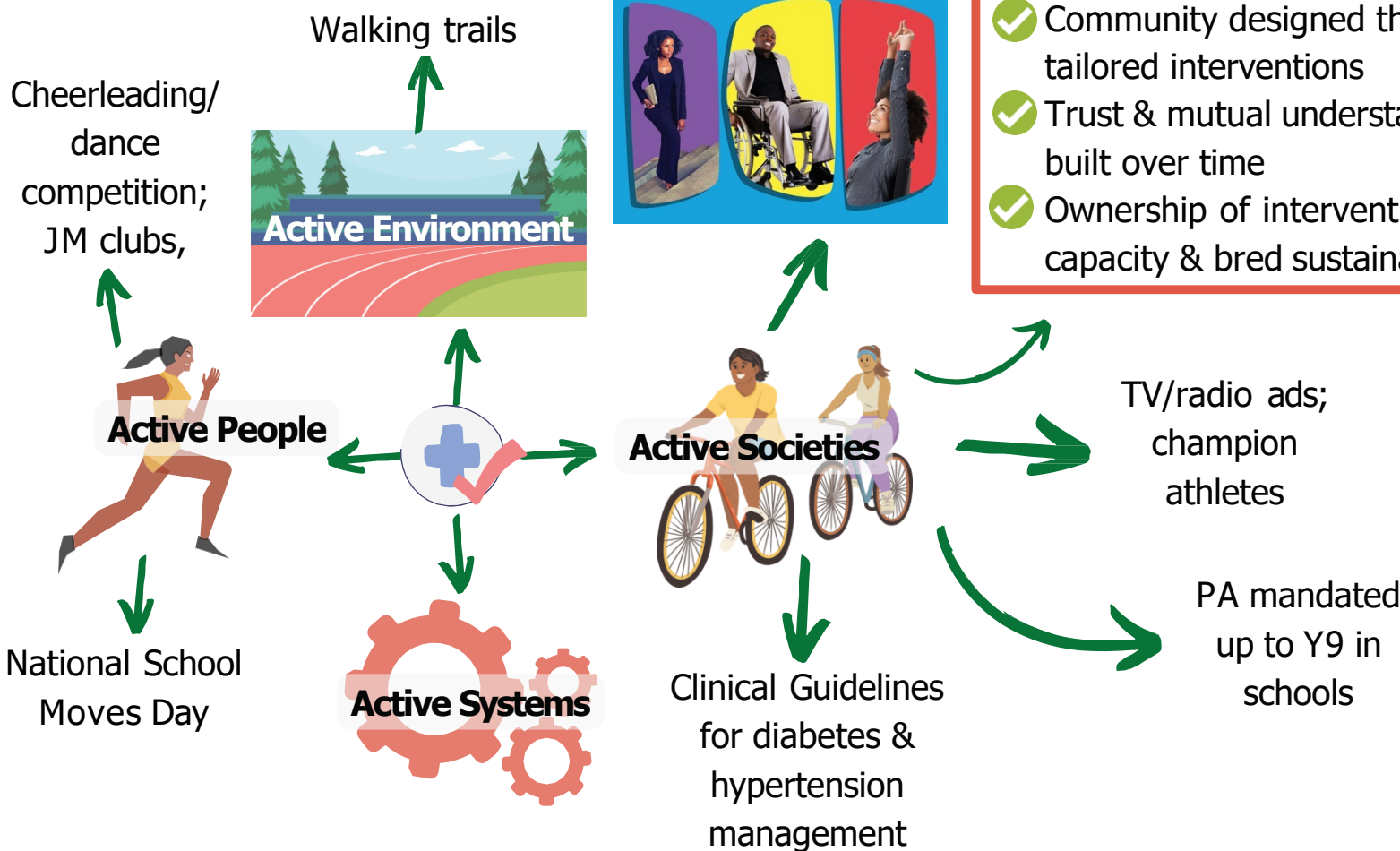


In 2018, the % of inactive Jamaicans decreased to 67.4%

## Public Opinion of PH Interventions<sup>16</sup>

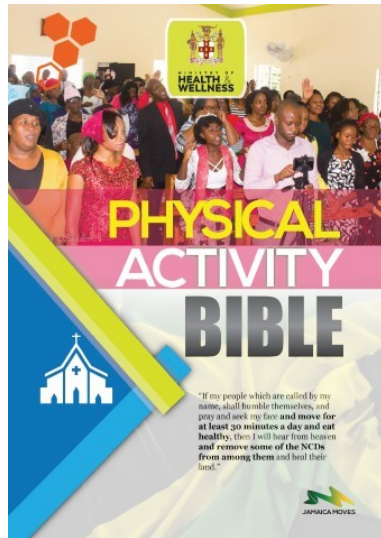
- 35% participation rate
- 144% said it positively impacted their lifestyle
- 51.6% said it had no impact on their lifestyle

## WHO Model of Interventions



## A Successful Case Study: A Rural Jamaican Church Intervention<sup>18</sup>

- Faith leaders were supported & led a health needs assessment
- Community designed their own tailored interventions
- Trust & mutual understanding built over time
- Ownership of intervention built capacity & bred sustainability



## CONCLUSION

Inactivity in Jamaica is characterised by its unique physical barriers and, cultural practices and beliefs that create social barriers that we must be sensitive to. For individuals with Jamaican heritage in Birmingham, there may be benefit in building on or **adapting** Jamaican interventions, such as **faith-based PA promotion**, taking into account context of migration to the UK. This is particularly, important for **Jamaican women**, who could be a **focus population** in Birmingham for PH interventions.

Our policies and interventions must **promote multi-sector collaboration** and **discussions with Jamaican communities**, to **build their capacity** to manage inactivity.

\*inactive = achieving <150mins moderate intensity PA/week  
† overweight/obese = BMI>25  
Please see supplement for references.