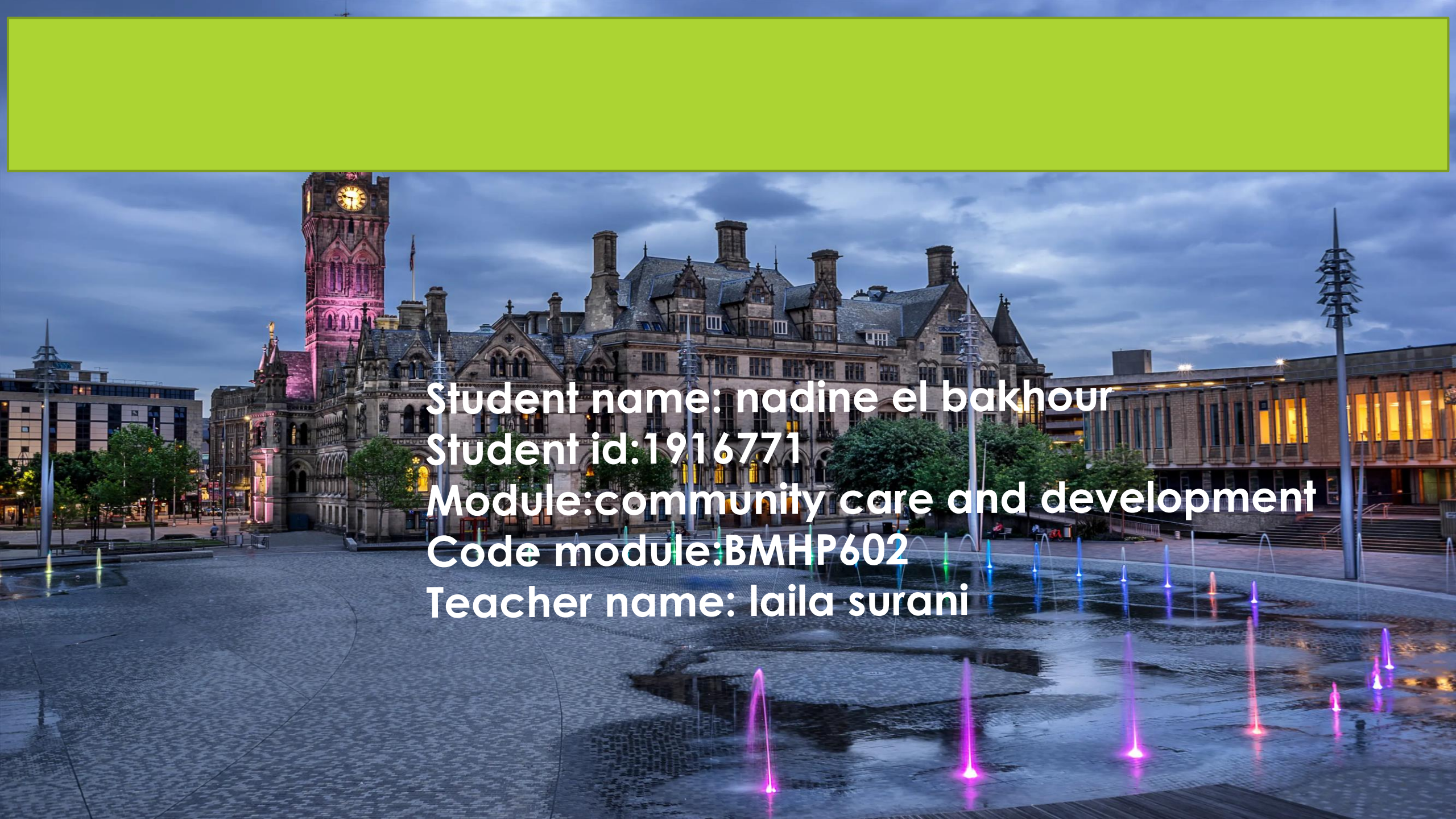




Student name: nadine el bakhour

Student id:1916771

Module:community care and development

Code module:BMHP602

Teacher name: laila surani

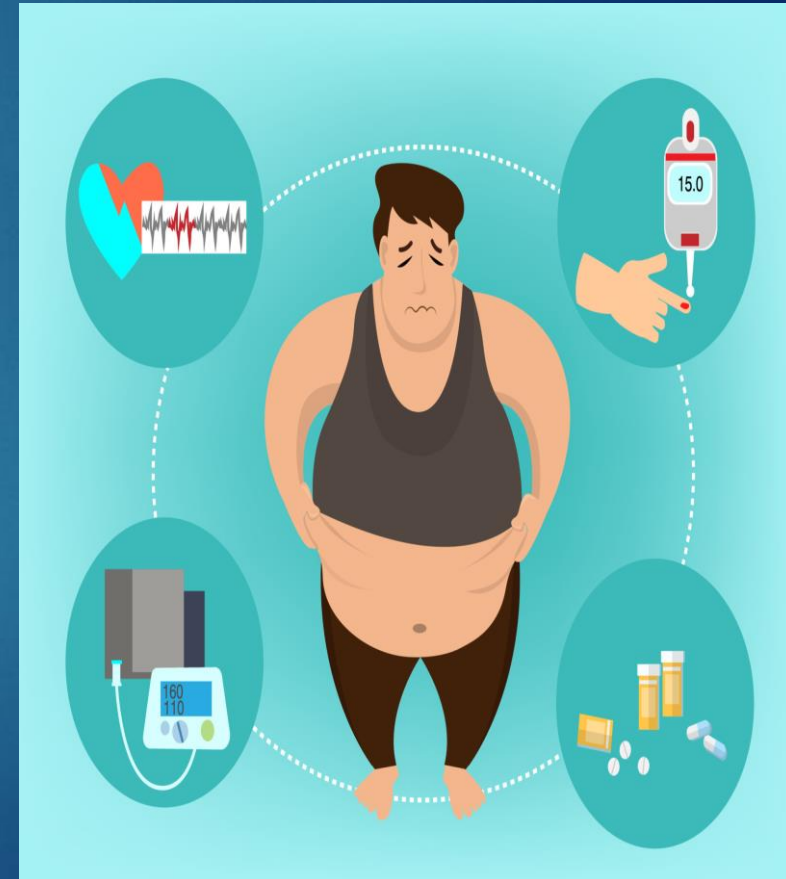
# PURPOSE



- Assess the health and social care needs of an existing community in the UK- Bradford
- Review the location, diversity, and changing demographics of modern society as well as current legislation and policy that is likely to impact the support and growth of the community

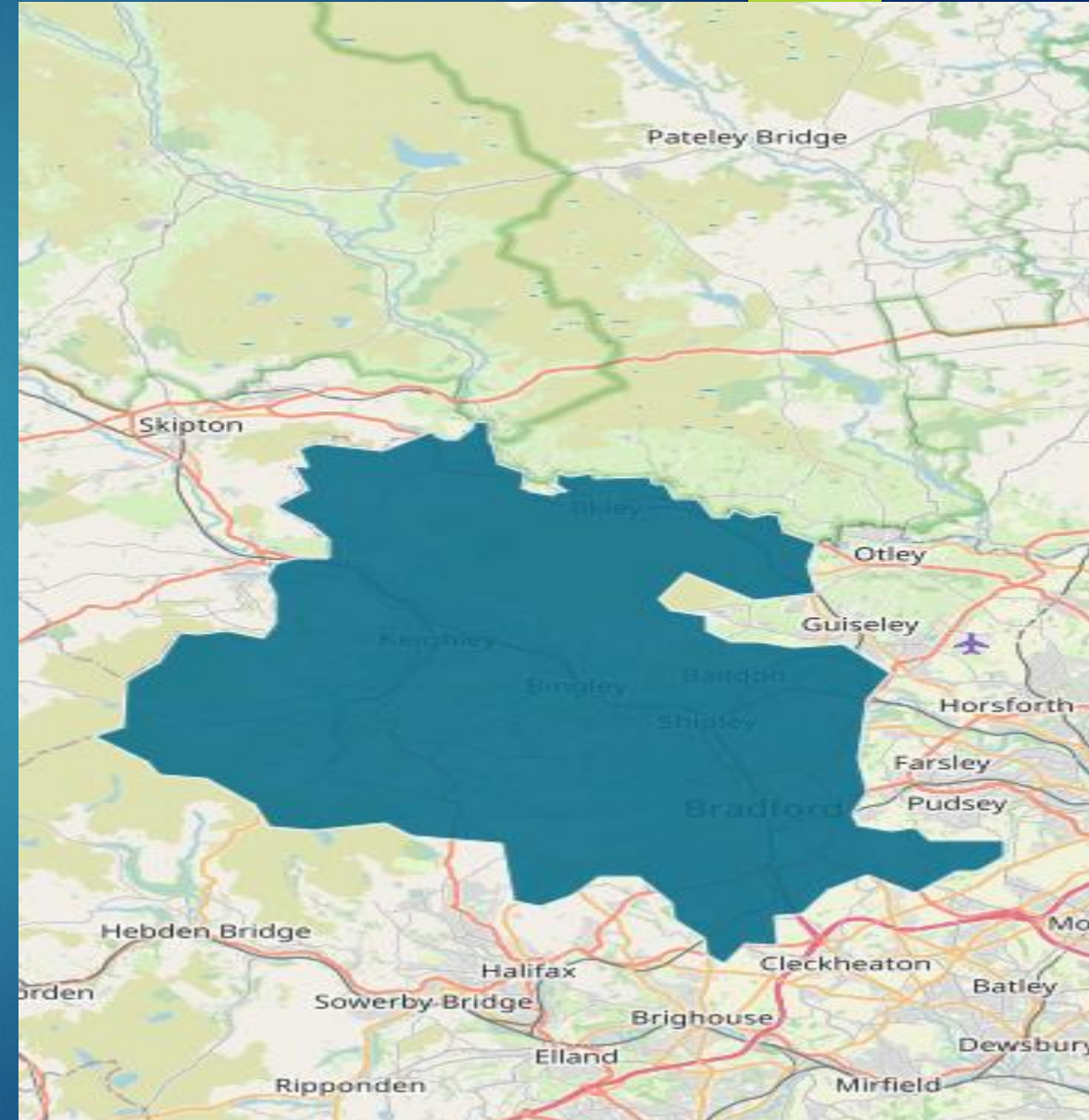
# INTRODUCTION

- Obesity is one of the health and social care issues which affect a larger population in the world.
- According to WHO (2022), more than one billion people are obese and among these, 650 million are adults while 340 million are adolescents and about 39 million are children.
- Statistics on obesity indicate that about 4.72 million people die every year due to obesity.
- The same statistics show that the prevalence of obesity had tripled to 13 % between 1995 and 2016.
- At Bradford, 69.7% people are obese which is more than the national statistics which is at 64% (BradFord Council, 2016) .



# DEMOGRAPHICS IN BRADFORD

- ❖ As of 2021 statistics, there were about 546,400 people living in Bradford (Bradford Council, 2023).
- ❖ Bradford is ethnically diverse with the whites being the largest portion of people who live in the area. They represent 61% of the total population.
- ❖ In the area, the life expectancy is averagely 79 years.
- ❖ In regard to religion, the population is represented by different religions. Christians account for 33%, the Muslims 30% while others including Hindu, Sikh among others represent 34% (Varbes, 2023).



# PREVALENT HEALTH ISSUES AND HEALTH RISKS

- ▶ Obesity is linked to different health issues and risks including;
  - ▶ Mental health such as stress and depression
  - ▶ Chronic diseases like diabetes and heart diseases
  - ▶ Increased mortality rates which is premature deaths.
  - ▶ Health inequalities as it mostly affect people with poor diets.



# EXISTING MEANS OF COMMUNICATION

- ▶ Within Bradford, communication is carried out using a range of channels.
- ▶ The health and social care providers share the health and social care related information through the community groups.
- ▶ Also, the community centres, voluntary groups and faith based organisations significantly contribute to the community through the support networks, thus, sharing the information within the community through different forms like distribution of flyers.

# EXISTING MEANS OF COMMUNICATION CONT'D

- ▶ Externally, the local health care services like the clinics and hospitals work together with community groups through partnership to access care information.
- ▶ For example, partnership with NHS help in communication to address the community needs for instance, through organized events like Child Obesity Trailblazer programme.
- ▶ Therefore, communication is done through meetings with the relevant stakeholders.



# USE OF DIGITAL MEDIA AND TECHNOLOGIES FOR COMMUNITY DEVELOPMENT

- ▶ Digital media and technology has revolutionized communication in regard to health.
- ▶ In Bradford, there are different digital media and social media that is used to communicate health information in the community.
- ▶ This include; websites more so the NHS website.
- ▶ Social media platforms such as Facebook and Twitter.



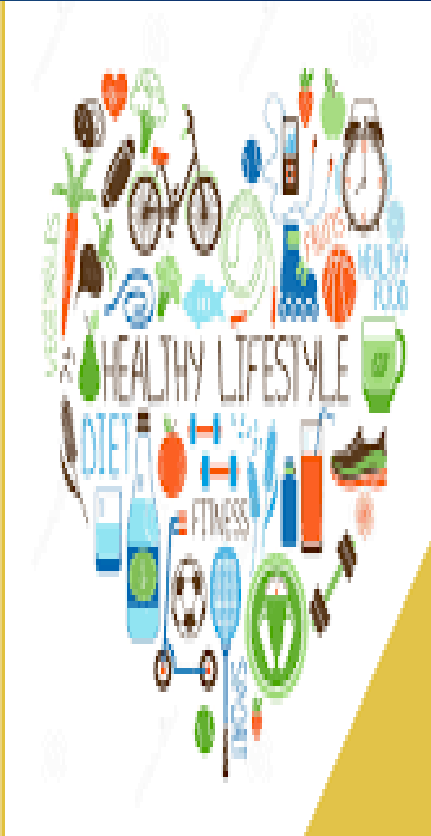
## CURRENT LEGISLATION AND POLICY

- The Health and Social care Act is in place to help ensure people's health needs are catered for (Blüher, 2019). .
- There is also the Equality Act that help promote equality in access and provision of care, thus, ensuring no discrimination.
- There is also the Care Act that ensures that people receive social care support under the social care reforms.
- The public health initiatives are also in place where the government promotes campaigns to address issues causes of obesity and how it can be avoided.

- With Obesity being among the major causes of death, it is important that it is addressed.
  - At Bradford, health promotion and education should be encouraged to educate people on how to avoid obesity.
  - The health care providers should also collaborate with other stakeholders such as the government to offer support to the effected people.
- It's not only about diet,  
It's a lifestyle change!



It's not only about diet,  
It's a lifestyle change!



# CONCLUSION

- Obesity rate is high within the Bradford Community and in the globe at large.
- The issue needs to be addressed so that other related issues such as health issues and risks would be prevented and avoided .
- To address the issue, health education and awareness should be promoted.
- Also, the affected people should be supported and this can only be possible through collaboration between different stakeholders such as the community, government and healthcare providers in Bradford.

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A photograph of a city street scene. In the background, a tall, ornate clock tower rises above the rooftops. The street is lined with buildings, including a modern one with large windows on the right and older stone buildings on the left. A few people are walking on the sidewalk, and a car is visible in the distance. A large, white rectangular box is superimposed over the center of the image, containing the text 'Thank you!' in a black, cursive font.

*Thank  
you!*