



Institute launches Diabetes Sport4Life project in Waltham Forest October to November 2017

The Institute of Black Culture Media & Sports, (IBCM&S) recently won an award from Sports England to start a new initiative called Sport4Life, in the London Borough of Waltham Forest. This initiative targets mainly African Caribbean people within the 35 and 65 age range. Activities **begin October 15, and end November 30, 2017.**

Sport4Life first programme is titled: 'Diabetes Challenge', because statistics show that people of African Caribbean descent, are extremely vulnerable to diabetes type 2; reasons for which vary from: a lack of awareness of factual causes, to nutrition and lack of exercise.

Institute Director Claudine Boothe states "We're really excited about Sport4Life and its potential. IBCM&S is very grateful to Church leaders in Waltham Forest, who are eager to educate and mobilise their congregations to prevent what could become an epidemic within the borough. Faith groups are well equipped to mobilise "hard to reach communities", with an effective programme of activities to challenge health issues. Sport England's assistance is a timely intervention; and the institute is determined to use it to prevent diabetes type 2, affecting future generations".

The specially designed health and well being sessions support those who are facing challenges with Diabetes Type 2; or are seeking ways to prevent it. Sport4Life offers: free Zumba with qualified instructor Eugenie Burton of Designed2Live, Swimming lessons from Better Feel Good facilitators at Leytonstone Leisure Centre; and free Diabetes Seminars in local community venues.

Other Sport4Life special benefits includes: opportunities for participants who would like to train as a Zumba coach - Level 2; or a Swimming coach - Level 2 for FREE. This could serve as a first or second income stream to someone. Participants with mobility issues may be able to receive transport support to get to sessions. And volunteers will receive relevant expenses.

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Sports4Life fully supports Councillor Yemi Osho – Worshipful Mayor's Diabetes Awareness Campaign.

The timing of this Sport4Life projects, coincides nicely with The Worshipful Mayor of Waltham Forest, Councillor Yemi Osho's own Diabetes Challenge Project. Councillor Osho who was a health professional, said "Diabetes type 2, is the fastest growing health threat facing our nation... It is therefore imperative that all stakeholders rise to the challenge and work collectively to halt the tide through preventative measures..."

To find out more information or interview Claudine Boothe, Chair of IBCM&S, please email sport4life@ibcms.uk; or call 020 3086 8522.

- Sport4Life activities runs from 15th October to 30th November takes place at specific locations in the London Borough of Waltham Forest and is specially created to focus on those aged 30 to 65 and over.
- Zumba sessions are run by Designed2Live on Monday's and Wednesdays (7-8pm) at Leyton Youth Sports Ground, Crawley Road E10 6RJ.
- Swimming sessions take place at Better Feel Good, Leytonstone Leisure Centre, Cathall Road E11 4LA; designated days will run Morning (8-9am), Afternoon (12noon - 1pm) and Evening session (8-9pm). Please call 020 3086 8522.
- Diabetes Seminar at Queens Road Community Centre on 15th October and Emmanuel Church on 4th November.
- Waltham Forest Sport4Life Diabetes Challenge marks **World Diabetes Day on 14th November** at NTA Community Church Hall, 214 Langthorne Road, London E11 4HS.
- People can register online at www.ibcms.uk/sport4life-registration, email sport4life@ibcms.uk or call 020 3086 8522 between 10am - 1pm week days.
- Waltham Forest Sport4Life is in full support of the Mayor of Waltham Forest Councillor Yemi Osho's charitable theme for 2017 -18 - Diabetes.

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