

Carbs & Cals

WORLD FOODS

by Salma Mehar, Dr Joan St John,
Chris Cheyette & Yello Balolia

Embargoed until
4 March 2019

PRESS RELEASE

Health outcomes set to improve for people living with diabetes from BAME communities across the UK, due to unique new book.

The team behind the #1 bestselling Carbs & Cals health books have created the first carb awareness guide targeted specifically at Black, Asian and Minority Ethnic (BAME) communities. The new book is expected to improve health outcomes, as it uses the same tried-and-tested visual method pioneered by Carbs & Cals, which has revolutionised carb counting for people with diabetes over the last 10 years.

Launched at the Diabetes UK Professional Conference (6-8 March, Liverpool), the book brings much needed guidance to individuals from African, Arabic, Caribbean and South Asian communities, who have 4-6 times more risk of developing type 2 diabetes than those from white backgrounds, and can develop the condition from a much earlier age. The resource is also a welcomed tool for healthcare professionals, who have previously had very limited information about the diets of people from these communities.

Uncontrolled diabetes can lead to a number of health problems, affecting almost every organ in the body and potentially leading to heart disease, stroke, impaired vision, renal (kidney) failure and amputation of the feet due to nerve damage caused by excessively high levels of blood glucose. In the UK, there are over half a million people from BAME communities living with diabetes, who have an increased risk of developing these complications. With an estimated 10% of the entire national healthcare budget being spent on diabetes, the epidemic is a major challenge for the UK government and the NHS.

The good news is that with carefully controlled blood glucose levels, the risks can be greatly reduced. The brand new Carbs & Cals WORLD FOODS book helps people from BAME communities to manage their diet and minimise the risk of serious health complications.

"Lifestyle and dietary management is fundamental to the treatment of diabetes," says co-author and Diabetes Specialist Dietitian Salma Mehar. "Typical diets of BAME communities often contain up to 60% carbohydrate. Helping them understand how carbs impact their blood glucose, and how to alter portion sizes and food choices, is key to taking control of their diet and diabetes."



The book's detailed introduction covers a range of topics that are vital for understanding and managing diabetes, including explanations of blood glucose and diabetes, the amount and type of carbs (and other nutrients) to consume, glycaemic index, culturally relevant food swap ideas and a guide to weight loss. And that's just for starters! The bulk of the book hosts 750 photos of food & drinks regularly consumed by African, Arabic, Caribbean and South Asian communities.

As well as being useful to people with diabetes at home, this resource assists healthcare professionals in having meaningful conversations with those they are treating. The common language of pictures avoids misunderstandings of food names, portion sizes and the effect these have on blood sugar. The book is sponsored by the North West London Collaboration of CCGs and officially supported by Diabetes UK, proudly carrying their logo on the front cover.

Co-author Dr Joan St John, a GP with a special interest in diabetes, explains, "The new book uses the highly-visual Carbs & Cals format, ensuring all information is practical and easy to implement. Ultimately, the goal is to empower people with diabetes from BAME communities to manage their condition and realise that, with the right information, their blood glucose levels can be greatly improved through diet."

Notes to editor:

Carbs & Cals WORLD FOODS: A visual guide to African, Arabic, Caribbean and South Asian foods for diabetes & weight management by Salma Mehar, Dr Joan St John, Chris Cheyette and Yello Balolia is released on 4 March 2019. Published by Chello Publishing (£12.99, ISBN 9781908261250, paperback). Available online at Amazon and can be ordered from bookshops. See the full range of bestselling health books at www.carbsandcals.com

About the authors:

Salma Mehar BSc (Hons) PG Cert RD is a Diabetes Specialist Dietitian, working in community diabetes care for over 15 years. She is currently working with the Diabetes Transformation Programme, developing educational resources for BAME populations to improve health literacy and outcomes across the globe. Salma has been featured in many South Asian radio and newspaper interviews, spreading vital health messaging to a wider audience.

Dr Joan St John MBChb MRCP MSc is a General Practice Doctor with many years of experience and a specialist interest in diabetes. She was one of the first Diabetes UK Clinical Champions and has always maintained an interest in health conditions that disproportionately affect BAME communities. Her driving force is promoting education and knowledge to empower individuals about health and wellbeing. She has worked with the Sickle Cell Society, Culture Dementia and the Alzheimer's Society.

Salma & Joan's collaboration on this work was presented at the International Diabetes Federation in Abu Dhabi in 2017, and received the award for Best Poster at both the European Primary Care Diabetes Society in Barcelona and the Primary Care Diabetes Society Conference in Birmingham in 2018.

Chris Cheyette BSc (Hons) MSc RD is a Diabetes Specialist Dietitian within the NHS, working with people with type 1, type 2 and gestational diabetes. He is a co-creator of Carbs & Cals and is widely published in academic journals on diabetes and weight management. Chris lectures at national conferences and regularly appears in the media as a respected nutrition specialist.

Yello Balolia BA is a London-based entrepreneur. Along with Chris, he created the bestselling phenomenon Carbs & Cals, which won the Quality in Care 'Best Dietary Initiative' award, the BDA Dame Barbara Clayton Award for Innovation & Excellence, and New Product of the Year in the Complete Nutrition Awards.



6 | Introduction

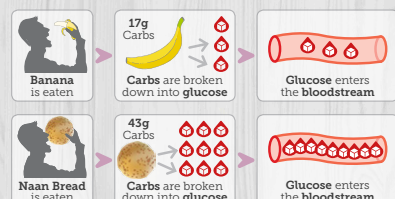
Introduction | 7

Blood Glucose

In this book, special focus is given to the carbohydrate content of foods, as carbs comprise up to 60% of the foods eaten by people from African, Arabic, Caribbean and South Asian communities, and carbohydrate is the food group that tends to have the most impact on blood glucose levels. This book enables you to see, at a glance, the carb content of foods and how portion sizes may impact your blood glucose levels.

When we eat carbs, they are broken down into glucose (sugar) before entering the bloodstream. Glucose is able to enter the cells and provide energy (with the help of insulin, which acts like a key opening the door of the cell to let the glucose in). The more carbs there are in the food, the more glucose enters the bloodstream.

Throughout this book, each 5g of carbs is represented by . This is a reminder that the carbs in the food portion will have a direct effect on your blood glucose level.



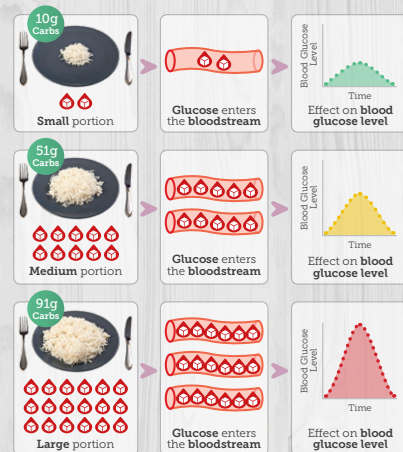
Not all carbs are the same!

As well as the amount of carbs in a food portion, the type of carbs and other nutrients in the food also have an effect on blood glucose levels. See carbs section on page 22 and GI on page 25 for further info.

Portion size

The amount of carbs is determined not only by the **type** of food, but also the **portion size**. For example, a small portion of rice may contain 10g carbs, which is broken down into glucose in the bloodstream and creates a small rise in your blood glucose level.

However, a large portion of rice may contain 91g carbs. This is broken down into much more glucose in the bloodstream, and results in a significantly higher rise in your blood glucose level.



Intro explaining how to use the book

750 photos of culturally relevant foods

Blood glucose icons shown for each food portion

Includes a variety of meals, snacks, sides, desserts and drinks

Up to 3 portion sizes for each food

Values for carbs, calories and fat clearly displayed

46 | African MEALS

26cm Dinner Plate

Chicken Stew, Pap & Greens

Source of Fibre

Chicken, tomato, pepper and onion stew, served with pap (white maize meal mixed with water) and greens



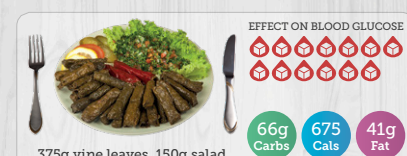
26cm Dinner Plate

Arabic MEALS | 109

Vine Leaves & Salad

Source of Fibre

Vine leaves stuffed with rice, served with tabbouleh salad



Also available in the Carbs & Cals series of bestselling health books:

