



CVD Information for Community Pharmacy

Did you know?

- Cardio Vascular Disease (CVD) is a major burden of ill-health in England, second only to all cancers.
- CVD causes 1 in 4 deaths in England, this equates to 1 death every 4 minutes.
- It's a key driver for health inequalities, accounting for a quarter of the life expectancy gap between rich and poor.
- Many people live with CVD or the risk factors and be unaware of them. This may be because they haven't developed any noticeable symptoms or, they have not yet been diagnosed.
- In Yorkshire and the Humber, high blood pressure is by far the biggest risk factor for deaths from CVD, followed by high cholesterol, high fasting plasma glucose and high BMI.
- Most of the risk factors for CVD are assessed during an NHS Health Check.
- Research carried out by Public Health England about public attitudes to health advice found there's a high level of trust in advice from healthcare professionals BUT one third (33%) of people have never asked a professional for advice on how to stay healthy.
- Most people feel it is acceptable to receive healthy living advice from healthcare professionals across a range of physical and mental health topics.

10 year cardiovascular disease ambitions for England

Atrial fibrillation (AF)



85%

of the expected number of **people with AF are detected by 2029**

90%

of patients with AF who are already known to be at high risk of a stroke **to be adequately anticoagulated by 2029**

High blood pressure



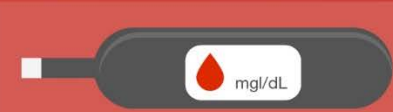
80%

of the expected number of **people with high blood pressure are diagnosed by 2029**

80%

of the total number of people already diagnosed with high blood pressure are **treated to target as per NICE guidelines by 2029**

High cholesterol



75%

of people aged **40 to 74 have received a formal validated CVD risk assessment and cholesterol reading** recorded on a primary care data system in the last five years by 2029

45%

of people aged **40 to 74 identified as having a 20% or greater 10-year risk** of developing CVD in primary care are treated with statins by 2029

25%

of people with **Familial Hypercholesterolaemia (FH) are diagnosed and treated** optimally according to the NICE FH Guideline by 2024

The ambitions are underpinned by the need to do more to reduce health inequalities

Reduce the gap significantly in amenable CVD deaths between the most and least deprived areas by 2029

Action Community Pharmacy can take:

- Help raise public awareness by talking to people about CVD risk factors, especially high blood pressure, high cholesterol and Atrial Fibrillation and directing them to sources of support such as [One You](https://www.nhs.uk/oneyou/) at <https://www.nhs.uk/oneyou/>
- Consider the different ways you can contribute to improved detection and management of these risk factors such as, offering opportunistic blood pressure checks and help people understand their numbers.
- Make people aware that what they do to look after their heart is also good for preventing dementia and managing other long-term conditions. 'What's good for your head is good for your heart'.
- Recognise that change isn't easy and people will be at different stages of contemplating change, which can change over time. Every conversation you have with people to look after their heart is important in supporting healthy behaviors over the life course.
- Use the Making Every Contact Count (MECC) approach to talk to people about what measures they can take to look after their heart such as moving more, eating less, stopping smoking, cutting down on salt.
- Make a commitment as a pharmacy practice to make prevention a core part of your business. Have a look at the short bite sized e-learning resources at <http://movingmedicine.ac.uk> to help with conversations about physical activity.



Top Tips for pharmacy teams

- Ask people aged 40 – 74 without established CVD if they have had an invitation for an NHS Health Check and encourage them to make an appointment if they have received an invitation. They can find out who provides an [NHS Health Check in their area](#) by searching 'NHS Health check local service' on the NHS website.
- Ask people aged over 40 years if they have had their blood pressure checked within the last five years and offer this service if you provide it. If you don't provide the service suggest they have it checked next time they attend their GP practice; some GP practices have a blood pressure machines in their waiting area, so people don't need to make an appointment.
- Use the MECC cards and PHE looking after your heart leaflet provided with this briefing to help prompt a conversation about looking after your heart.
- Suggest people can start their journey to a healthier life by taking the 'One You Quiz' where they will be provided with tailored support sent via e-mail - <https://www.nhs.uk/oneyou/how-are-you-quiz/>
- Don't forget to ask people about their mental health as well as their physical health. Many people feel anxious, scared and unable to talk to others about their emotional feelings. A good place to start is the [Every Mind Matters website](https://www.nhs.uk/oneyou/every-mind-matters/) (<https://www.nhs.uk/oneyou/every-mind-matters/>) where people can then get a plan to help them feel more in control of their mental health.
- Give people a copy of the PHE looking after your heart leaflet sent as part of this briefing, if they are new to taking CVD medication.

Further information and resources:

PHE One You - Social Marketing Programme

Launched in March 2016, 'One You' encourages adults to take part in an online health quiz, called 'How Are You?', which helps them reassess their lifestyle choices. After completing the quiz, individuals can receive email reminders and resources to motivate them to make changes to lead a healthier lifestyle. 'One You' www.nhs.uk/oneyou/ has a range of resources and free apps. In the first year of its launch, there were 1.34 million completions of the quiz. Promotional materials can be downloaded and ordered for free from the PHE [resource hub](http://resourcehub.phe.gov.uk/resources/campaigns) – URL: campaignresources.phe.gov.uk/resources/campaigns

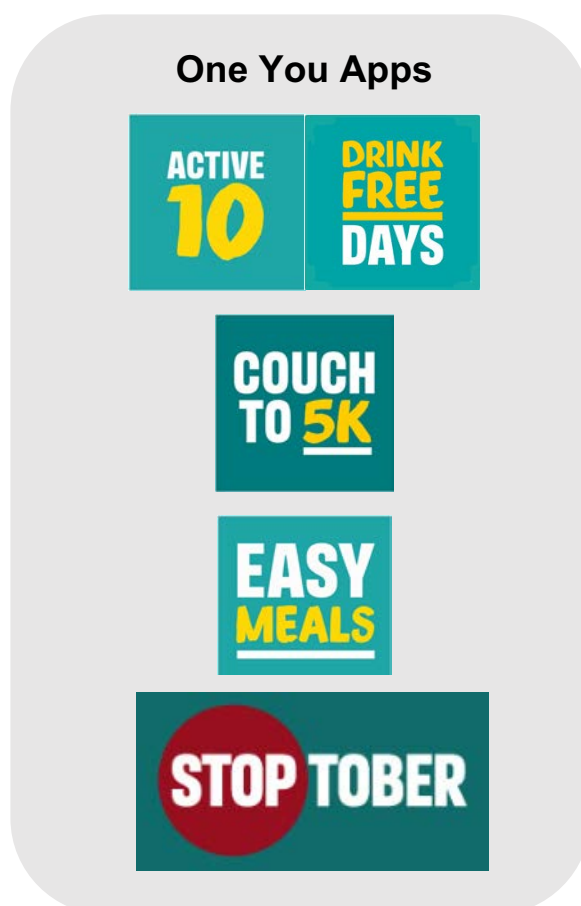
Under the banner of 'One You', PHE has launched several campaigns covering different lifestyle choices and changes that can be made:

[Drink free days](#) – PHE in association with Drinkaware, launched this campaign in September 2018 to help people, particularly 45-64 year old's, cut down on the amount of alcohol they are regularly drinking and to highlight that having more drink free days can reduce risks of serious conditions like CVD and improve their health.

[Active 10](#) – Initially launched in March 2017 and re-launched in June 2018, this PHE campaign aims to combat physical inactivity and lower the risks of serious illnesses such as heart disease, by encouraging adults to incorporate more physical activity into their daily lives, by going for a brisk ten-minute walk (or more) each day.

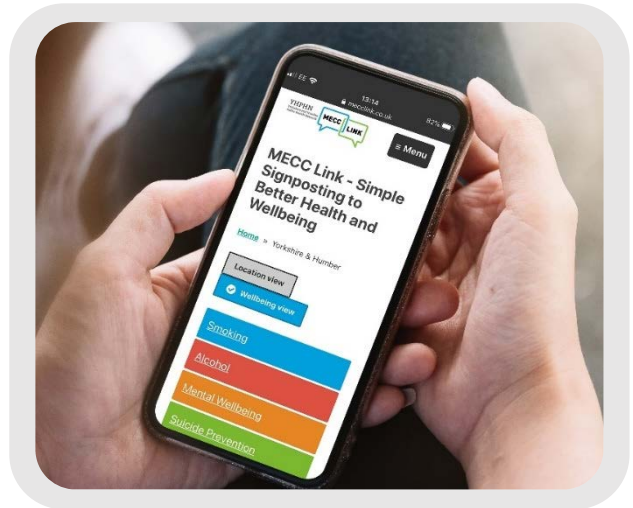
[400-600-600](#) – Adults are consuming on average an extra 200-300 calories per day. This 'calorie creep' contributes to two thirds of adults being overweight or obese, which can in turn lead to serious CVD conditions. This PHE campaign was launched in March 2018, to help adults manage the 'calorie creep' by providing simple tips to help them make healthier choices whilst on the go. The aim is around 400 calories for breakfast, 600 for lunch and 600 for dinner, plus a couple of healthier snacks and drinks in-between.

[Stoptober](#) – Originally launched in October 2012, this PHE 28-day stop smoking challenge, encourages and supports smokers across England towards quitting for good. There are lots of ways to quit and Stoptober can help people choose what works for them and provides free support along the way.



Making Every Contact Count & MECC Link

MECC Link helps you to raise awareness, motivate and signpost people to help them to improve their health and wellbeing. At the touch of a button you can access information on full range of self-care, national and local support services www.mecclink.co.uk



British Heart Foundation Risk Factor information leaflets – BHF have created a series of leaflets about the main risk factors of heart and circulatory diseases, explaining what they are, how they happen and how they can lead to heart attack or stroke. The leaflets can be downloaded or ordered via the following [link](#) or by searching 'Understanding risk factors' on the British Heart Foundation Website.

All our Health Framework, Public Health England:

Free bite sized e-learning sets on a range of prevention topics. It provides the evidence and information to help you embed prevention in your day to day work - <https://www.e-lfh.org.uk/programmes/all-our-health>

