



North  
Tyneside  
Council






# CVD Prevention Pilot - Impact & Evaluation

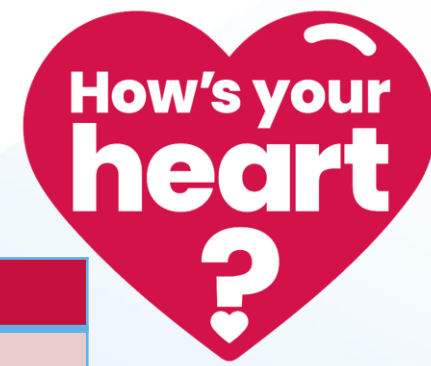
**active**  
NORTH TYNESIDE



# Pilot Overview

-  12-week pilot: 15 March – 7 June
-  Community BP and CVD events at locations throughout Wallsend delivered via Active North Tyneside
  - Information sharing process in place with Wallsend PCN GP practices
  - Opportunity for individuals to lend home BP machine if elevated BP identified
-  NUF 'mini-health MOTs' and TWFRS health check events and health checks as part of 'safe and well' checks

# Why might people not engage?



|                                   | Barriers  | Facilitators   |
|-----------------------------------|---|--|
| Knowledge                         | Lack of understanding of CVD risk or purpose of NHS health check                    |  |
| Environmental context & resources | Inconvenient timing and location of check<br>Checks occurring in pharmacies         | Convenient timing and location of check<br>Checks occurring in pharmacies                          |
| Social influences                 | Family history of illness<br>A poor relationship with a GP and being told to change | Family history of illness  |
| Beliefs about consequences        | Perceived lack of benefit from early detection                                      | Perceived benefit from early detection<br>Checks offering opportunity to be proactive about health |
| Emotion                           |   | Reassurance and anxiety at receiving high risk result encouraged attendance                        |


# Why might people not engage?



 55 people responded to a 3-week online survey distributed to groups within Wallsend.

 12 (22%) people said they hadn't been asked to have a check.

 12 (22%) people reported inconvenience as the key barrier.

 Key motivating factors: receiving a reminder, easier access to appointments, feeling unwell.

 Most popular locations: pharmacies, local community centres, health hubs and libraries.

# Active North Tyneside Sessions



 9 sessions delivered during the pilot:

 2 at Wallsend Customer First Centre

 2 at Howdon Community Centre

 2 at Wallsend Forum

 1 at Walking With

 2 at Wallsend Jobcentre


 128 individuals were approached for a check:


- 47 (37%) eligible
- 81 (63%) ineligible
  - 55 not registered at Wallsend PCN practice
  - 24 already under GP care for AF/BP

 Only 1 individual declined information sharing with their GP practice

# Active North Tyneside Sessions



-  46 received an AF check:
- 41 (89%) received a normal result
  - 5 (11%) received a result of possible AF
  - 1 individual had a slow pulse rate and concerning symptoms requiring same day review

-  40 received a BP check:
- 31 (77.5%) had a normal result
  - 9 (22.5%) had elevated result suggesting possible hypertension
  - 0 individuals required a same-day assessment



# Active North Tyneside Sessions

 11% of AF checks & 23.5% of BP checks abnormal

 Individuals who received an abnormal result:

- More likely to be male
- Most likely to be from NE28 area
- Had a greater average age than individuals receiving normal results

 Greatest number of checks were delivered at Howdon Hub, but this had the lowest proportion of abnormal cases

 Highest proportion of abnormal cases for the setting was Wallsend JobCentre.

# North Tyneside Council –



## Cardiovascular health checks

High blood pressure is one of the leading causes of cardiovascular disease and cases are rising. More than 30% of people with high blood pressure don't know they have the condition.

Atrial fibrillation (AF) is an irregular and often faster than normal heartbeat which is a risk factor for stroke. An irregular heartbeat can often be picked up when you have your blood pressure taken.

To help improve the health of residents and identify people with these conditions who aren't aware, the Active North Tyneside

team will be popping up at venues across the Borough to offer quick, free and painless health checks, without the need for an appointment.

Identifying these conditions can significantly improve your health and both high blood pressure and AF can be managed with the help of your GP.

Community health checks are designed to be an easy way for you to check on your wellbeing without scheduling a visit to the doctor (information recorded at community health checks will be shared with GPs to help manage test outcomes).

To find out when and where health checks will be taking place, visit [www.northtyneside.gov.uk](http://www.northtyneside.gov.uk) and search 'Cardiovascular health'.



North Tyneside Council  
webpage:

[Cardiovascular Health](#)



# Social Media Promotion




## Methods of Promotion

Unable to be widely promoted due to it being an exclusive venue/session

Promoted via organic posts on social media

Promoted via advertised posts on social media

 Active North Tyneside  
Published by Vikki Wilkinson · 24 April · 🌐

❤️ This Friday (28 April) we will be at [Howdon Community Hub](#) between 1pm and 3pm delivering free **blood pressure** and **heart rate** checks.

👉 There's no need for an appointment -it's quick, easy and painless!

👁️ We've got some freebies, prize draws and competitions too.

📍 *This is a pilot project and to have your assessments completed you must be registered as a patient at Bewicke Medical Centre, Hadrian Health Centre or The Village Green GP surgeries.*



**Quick, free and painless blood pressure and heart rate checks without an appointment\***

**Howdon Community Hub  
Friday 28 April  
1-3pm**

\*For patients at Bewicke Medical Centre, Hadrian Health Centre or The Village Green GP surgeries



# Active North Tyneside Sessions

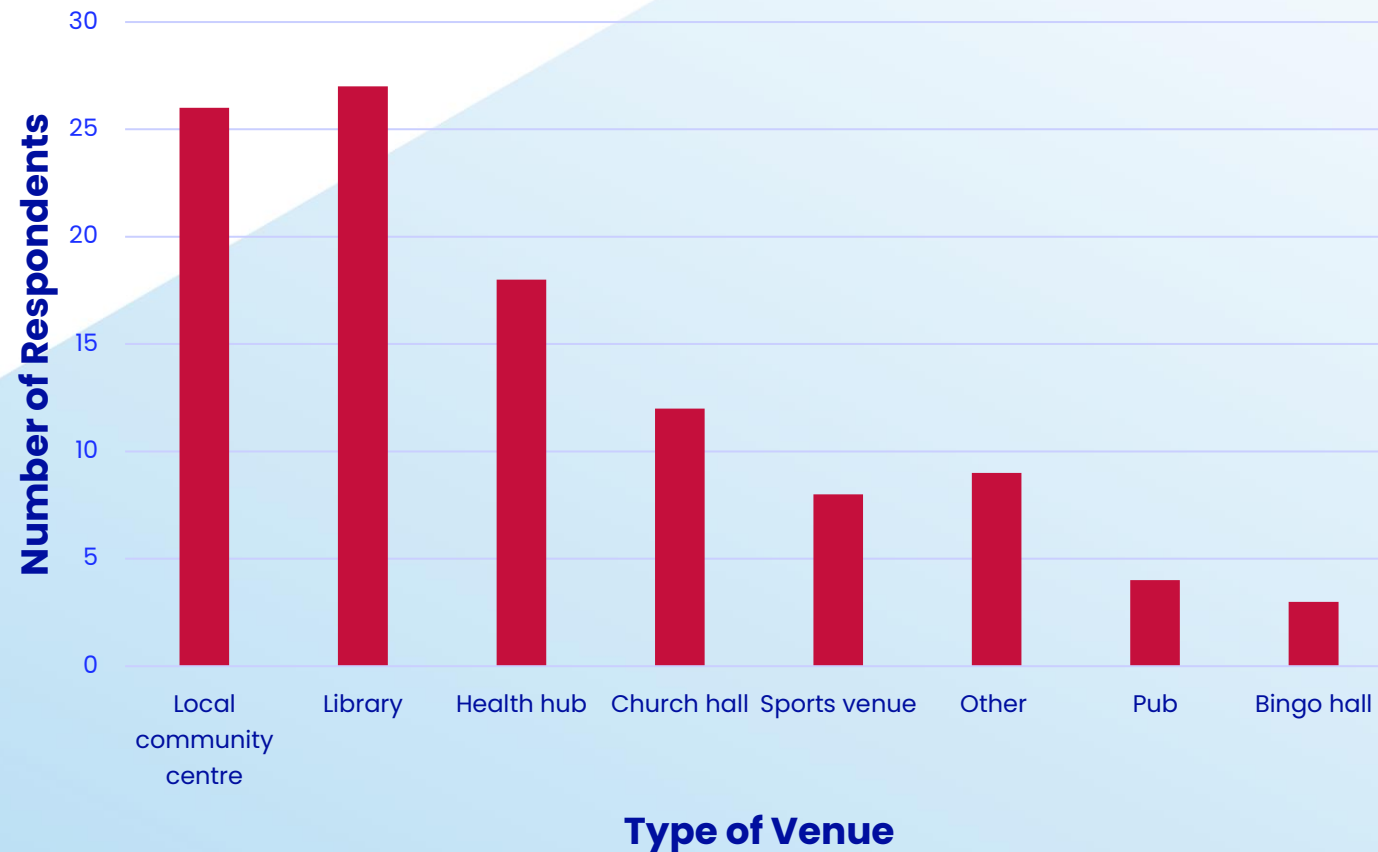
- ♥ 28 individuals receiving a health check with ANT completed the in-person survey
- ♥ 86% had previously had a BP check
  - 58% of these had it within the last year
  - Most common location was GP practice
- ♥ 71% attended the checks spontaneously whilst 25% attended after seeing a method of promotion
- ♥ Key motivating factors for individuals to receive a check were:
  - (i) curiosity
  - (ii) health concerns, particularly related to increasing age
  - (iii) opportunistically due to the convenience of the checks

# Active North Tyneside Sessions



 Most popular venues:  
local community centres and libraries

 Multiple individuals felt that a pub was not an appropriate location for checks



# Feedback on the Experience



of participants would have their BP checked at a community event in the future

Relaxed experience

Convenient

Less intimidating and more relaxed than GP

Friendly staff

Simple and good explanations

Amazing that it is for free

Quick and easy

Great to loan out BP machine if needed

# ANT Staff Feedback



## Strengths

- Positive public perception
- Target audience reached
- Promotional material and incentives effective

## Limitations

- Ineligibility
- Lack of time for health advice
- Queues for checks
- Challenges with loaning of BP machines

# NUF and TWFRS Checks



## Newcastle United Foundation

- Delivered 2 workplace health checks

| Date          | Venue                                | Number of mini-health MOTs delivered | Number receiving further follow-up |
|---------------|--------------------------------------|--------------------------------------|------------------------------------|
| 15 March 2023 | Formica Group Europe – North Shields | 21                                   | 7 (33.3%)                          |
| 17 May 2023   | Capita – Killingworth                | 8                                    | 0                                  |

## Tyne Wear Fire & Rescue Service

- Delivered 3 external events at pop-up vaccine clinics

| Date          | Venue  | Number of tests delivered |    | Number of abnormal results |          | Total number receiving further follow-up |
|---------------|--|---------------------------|----|----------------------------|----------|--|
|               |  | AF                        | BP | AF                         | BP       |  |
| 25 March 2023 | Pneumonia Vaccine Clinic – Oxford Centre, Longbenton | 61                        | 55 | 9 (15%)                    | 15 (27%) | 28                                       |
| 6 June 2023   | Pop up Vaccine Centre – Cedarwood Trust Centre       | 25                        | 3  | 0                          | 0        | 0  |
| 6 June 2023   | Pop up Vaccine Centre – Howdon Community Centre      | 17                        | 17 | 0                          | 0        | 0  |

- Also delivered home BP and AF checks as part of 'Safe and Well' checks



# Limitations

- ♥ Large numbers of individuals approached at ANT events were ineligible to receive checks.
- ♥ Risk that events attracts those who are more health-conscious rather than target populations.
- ♥ Incentive of prize draw not publicised – only known to those who actually engaged in checks
- ♥ Extraction and synthesis of ANT data was challenging, and increased risk of data error.
- ♥ Data collection by TWFRS and NUFC did not allow review of further details, including demographics.

# Recommendations



- ♥ Pilot analysis to be reviewed by multi-agency 'CVD in the community' project group to determine feasibility and validity of rolling out a broader community CVD prevention offer within North Tyneside.
- ♥ Consider further ways to reach seldom heard, at-risk groups.
- ♥ Development and use of a robust data collection system for ANT team.
- ♥ TWFRS and NUFC to improve robustness and detail of data collection.
- ♥ Consideration of used venues providing more than one quiet space to allow for multiple checks to occur simultaneously.
- ♥ Develop the method for loaning home blood pressure monitors to improve accountability and monitoring of where the machines are.
- ♥ Improve publicity of prize incentives.



# Thank You!

# Any questions?

