



A familiar face plus
a familiar place = great results!

CVD CAMPAIGN

Aims

- Improve awareness of all types of CVD
- Improve awareness of signs and symptoms of CVD
- Support people to “ know their numbers”
- Provide signposting support for CVD
- Gain important insights around barriers, key themes and learning
- Focus on all health inclusion groups

Proposed activity to achieve this:

To hold community-based conversations & activity to raise awareness and offer advice and signposting with individuals, groups, at events and in other community settings

Training & support

Specialist subject matter training and ongoing support provided by Public Health

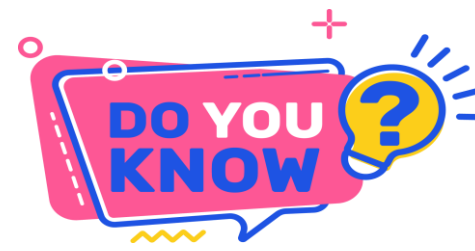
Key numbers

1340 1-1 conversations took place across Kirklees

67 group visits took place to raise awareness reaching a further 669 people

461 Blood pressure readings taken by champions in the community

4 smaller community groups awarded funding to be a part of CVD community conversations” a further 222 people reached





COMMUNITY CHAMPIONS



- ★ The main aim of the community champion project is to raise awareness of important health and welfare messages in particular local communities (either geographical or communities of interest) where there are health inequalities.
- ★ The Champions encourage and empower people to make informed choices with a key focus on reaching those with multiple risk factors for poor health.
- ★ Our champions are trusted people living and working locally who are great at talking! They talk to people about things such as the importance of taking part in routine bowel and breast screening, understanding how to prevent conditions like type 2 diabetes, or the risks associated with missing essential check-ups for things like cervical screening.
- ★ The Champions are paid for their important work via the 15 voluntary/community organisations who are our main delivery partners, we also work with lots of smaller groups to make sure we get to all relevant areas and health inclusion groups for each topic we are working on – we call this part of the work “Community Conversations”
- ★ We all work together to support the Champions and the project so that we can continue to reach those people most in need.

About our wonderful champions....



I have a disability
...you can talk to me.. I get it!

I used to live in another country, so I know what you are experiencing.

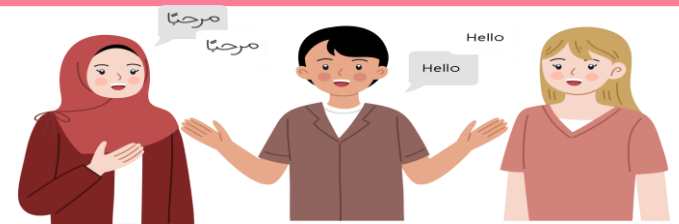


I have lived experience, so I am empathetic!

I'm dead good with digital stuff. I'll help you get online 😊

19 Languages spoken
German, Urdu, Punjabi, Hungarian, Arabic, Gujrati, Portugese, Hindi, Pashto, Farsi, Dari, Yoruba, Patwari, Afrikaans, Mirpuri, Russian, Ukrainian, Tamil & English

Multiple ethnicities



Great mix of male & female champions with a huge age range ...18 right up to 65+!

What an amazing range of skills and qualities!

How do they do it?.....

Champions approach to reaching people & having meaningful conversations

Champions work closely with other services/activities run by VCS organisations, e.g., champions attend & help at support groups, coffee mornings and anywhere that they can have meaningful conversations with people.

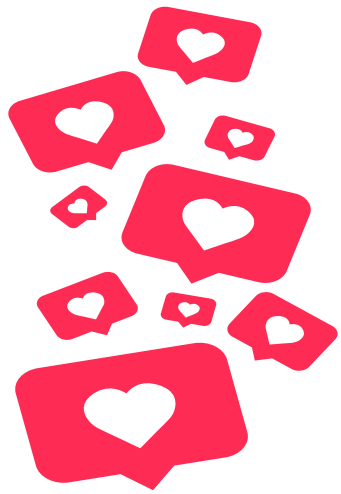
They have been able to gain some impressive reach by using their local knowledge to link in with activity leaders, and local services, and groups holding sessions and events, the below table provides a selection of venues, services and activities they have visited.

The champion groups can work quickly to meet needs identified, during our diabetes campaign they created 8 peer support groups and during our winter immunisation campaign they held 16 community vaccine pop up clinics.



Museums	Community centres	DWP (Job centre's)	Town halls	Supermarkets
Coffee meets	Stay and play	Schools/school runs	Food shares	Local parks
Libraries	ESOL classes	Salons & spas	Craft groups	Gyms
Health surgeries/GP's	Wellbeing days/events	Chemists	Community plus, wellness service	Deighton Carnival
Walking groups	Welcome club – Asylum/Refugees	Slimming clubs	Cooking classes	Aunty Pam's drop in
Yoga sessions	Gudwara/mosques	“ HAF” Half term activities	Story times	Places of worship

It is never a one size fits all approach when it comes to getting those important messages out there!



“Community conversations”

VCS groups accessing smaller funding amounts for bigger reach

To ensure health messages reach specific inclusion groups, several smaller funding amounts have been awarded to VCS organisations for the womens health campaign. The groups use their regular activities and/or develop new ones to have “community conversations”



- ★ **4 groups have been awarded funding for this campaign**
- ★ **222 additional people reached through this activity**
- ★ **15 volunteers utilised for this activity across the groups**



Which groups did we work with?

Mondays at the museum

A unique opportunity to take part in a wide range of activities, designed with your health and wellbeing in mind

Hope café

Community café providing support sessions and activities to people living in deprivation

Denby Dale Centre

Connect people, relieve loneliness & isolation, and improving quality of life

Rose Court

Rose court is social housing for occupants who are over 55s. The occupants are socially isolated and live alone

Who have we reached as part of community conversations?

- ✓ BAME community
- ✓ Physical disabilities
- ✓ Mental health
- ✓ Learning disabilities
- ✓ Veterans
- ✓ Elderly (Over 65)
- ✓ Low income & unemployed
- ✓ LGBT+
- ✓ Dementia
- ✓ Low literacy
- ✓ Living with trauma
- ✓ Asylum Seekers
- ✓ Refugees
- ✓ Victims of modern slavery
- ✓ Unpaid carers

The impact – champion conversations

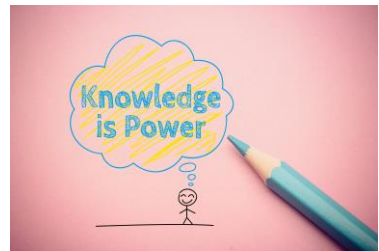
As a result of having conversations about CVD

- ✓ **985** people said they had an improved understanding of CVD including signs, symptoms ,treatments and support available
- ✓ **691** had a better understanding of leading a healthier lifestyle
- ✓ **461** had their blood pressure taken and received follow up advice and signposting as appropriate
- ✓ **441** were given resources or signposted to more resources/info in several languages
- ✓ **479** who met the criteria were given info on NHS free health checks
- ✓ **195** were given stop smoking advice and signposted to services to help them stop

Every person taking part in a conversations received take home resources

AWESOME!

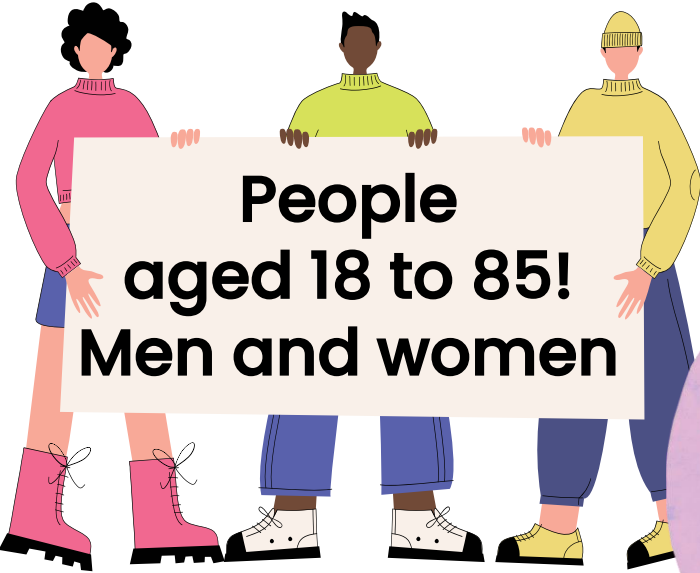
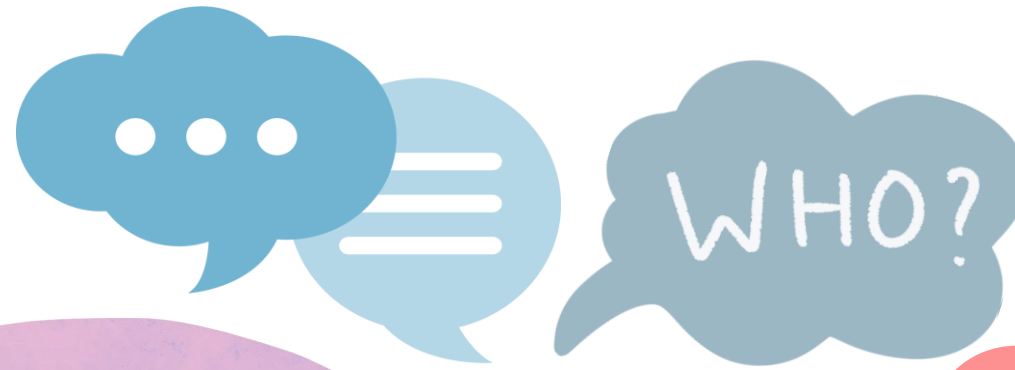
Great results



UNDERSTANDING



Who did we speak to?



**People aged 18 to 85!
Men and women**

People with physical disabilities, sensory impairments, learning difficulties, mental health, chronic pain and long-term conditions



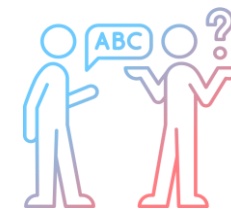
13 different ethnic backgrounds



- 11 health inclusion groups**
- Drug dependency
- Alcohol dependency
- Homeless
- Justice system
- Sex workers
- Vulnerable migrants
- Asylum seekers
- Refugees
- Low literacy
- Mental Health
- Physical health

More detailed breakdown on who we spoke to and findings will be provided by Healthwatch

Barriers to engaging and accessing support



- The use of the word CVD should be avoided, so many people don't know what it means
- Lack of knowledge around CVD including risk factors, health implications and support available, people think CVD is just heart attacks
- Fearful of appointments and diagnosis
- Don't want to go to an unfamiliar place for an appointment or support
- Language/religious & cultural barriers
- Digital barriers
- Newer arrivals to the country – champions found that this topic was something never discussed in their home countries
- Social barriers – no one to talk to or go with them to appointments
- Mental Health and disabilities
- Financial and time constraints
- Other priorities that people feel are more important for e.g. Asylum seekers focussing on their status claims came up a lot



Information gathered from 1-1 & group conversations aswell as from our champion learning and support session on CVD

We learnt that there is work to be done around people's awareness and understanding!



DID YOU KNOW?

487 people – never heard the term CVD and didn't know what it was

558 people didn't know that there were several types of CVD – and a lot thought it was "just a heart attack!"

643 didn't have any idea what their Blood pressure was

199 people said they are smokers

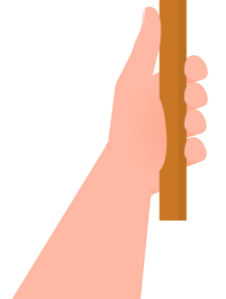
636 people who qualified, have not heard of the NHS health check

LET'S LEARN



What can we do?

ATTENTION PLEASE!



IMPORTANT

INTERESTING FACT

DID YOU KNOW?

FEEDBACK

I have had my BP done 3 times now by a champion, it is still higher than it should be, I have taken their advice and booked a GP appointment – there were keen to get me in to check me over - thank you!



“So nice to have someone who is trained to explain to me in non-medical environment”

“Zubair doesn't speak English, I spoke to him in Punjabi ,he knew he had high blood pressure but was not fully sure how this would affect his health and wellbeing, I advised him to speak to his doctor, by the end of the conversation he understood how important this was!”

“ Today I learnt that I am not too old to change habits to make me as healthy as I can be!

“I had no idea that I qualified for a free health check, I am going to go and get one!”

“I dont know much on this topic as it is not something that we ever talk about in my house, I have learnt loads today!”



The impact of a champion conversation can never be underestimated!

**MAKE A
DIFFERENCE**




Champions out and about!



GET YOUR BP CHECKED ON THE DAY

TAKE CARE OF OUR HEART HEALTH



Venue: Fartown Health Centre 26A Spaines Road Huddersfield HD2 2QA
Date: 11th & 13th June Time: 10.30am 04.30pm
For more information please call 07871 938174

Kirkstall Health & Care Partnership NHS West Yorkshire Partnership M&S SURGERY TSI

@TActionGroup www.tactiongroup.org.uk 07871938174



Good Heart Wednesdays



A FREE, 8-week health programme for anyone aged 18+ run by SZR Support to Recovery in Ravensthorpe
Starting Wednesday 19th June, 11am - 1pm
Come & try some fun, chair-based exercise, learn how to eat for heart health & get some free recipe cards to take away. Plus, enjoy a light snack to support your heart too!
Suitable for Halal. Everyone is welcome. Attending every session is not compulsory. These sessions will be held at Ravensthorpe Community Centre, 24 Garden Street, Ravensthorpe, Dewsbury WF13 3AR. For more info, call Carmen on 07922 105 961
Made possible by TSI "Community Conversations" Support Grant



Ravensthorpe Community Centre Ltd

Pathways to Wellness

MONDAY, 24th JUNE 2024
FROM 10AM-3PM
24 GARDEN ST. WF13 3AR

JOIN US FOR FREE

- BLOOD PRESSURE CHECK
- HEPATITIS C AWARENESS
- ASTHMA AWARENESS
- CANCER AWARENESS
- ADULT & CHILDREN HEALTH AWARENESS
- HEALTH & WELLBEING TALKS AND MUCH MORE

Activities

- Henna Painting
- Massage
- Reflexology
- Yoga Session
- Free Refreshments

RCCL RAVENSTHORPE COMMUNITY CENTRE

FOR MORE INFO, CALL 07871 938174 FIND OUT MORE ONLINE: WWW.RCCL.ORG

make a healthy lifestyle for a healthier life ahead. Take care of your heart!


CARDIOVASCULAR DISEASE

VENUE: LINDLEY LIBRARY LIDGET STREET HUDDERSFIELD HD3 3JP

GET YOUR BP CHECKED ON THE DAY

INFORMATION SESSION ON
10.06.2024 - 2.15PM - 4.15PM
13.06.2024 - 2.00PM - 4.00PM

FOR MORE INFORMATION PLEASE CALL 07871 938174



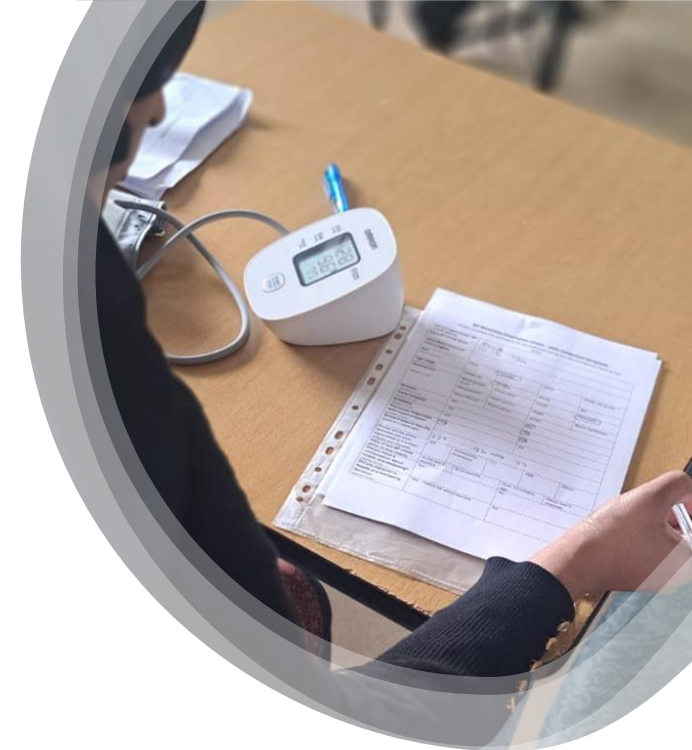
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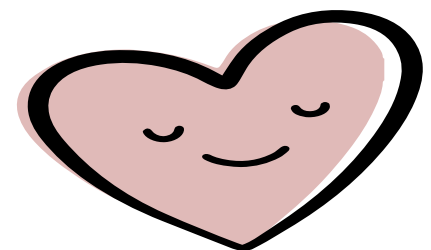
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Immigration & Asylum Support Kirklees

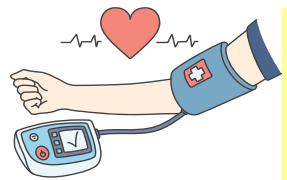
Immigration & Asylum Support Kirklees



Ravensthorpe Community Centre invited Huddersfield University students in to do blood pressure checks and give advice on CVD

Teamwork





Community Champions – breaking down barriers by bringing blood pressure checks and advice into their own communities



- ❖ We knew from champion research that local people didn't know their blood pressure readings and we even found that some people didn't know if they had ever had it done!
- ❖ We also know from talking to champions and people in communities that they are much more likely to come to a familiar setting that is close to their home for health advice and support
- ❖ We partnered with the West Yorkshire Health Care Partnership who carried out training on how to take a BP, where & when to sign post and what advice to give – they also got us BP machines for the groups!
- ❖ By bringing blood pressure checks, done by trusted champions into the heart of communities we are breaking down barriers which we know exist through our continual champion engagement work, barriers such as language, cost, time or social barriers like not having anyone to talk to about health worries

GREAT WORK!

So far, 15 of our community groups in north and south Kirklees are now doing their own BP checks for anyone who needs it!



My hope is to roll this out to more community groups so that anyone can get their BP checked by a friendly face in a familiar place if they want to!
Steffi – Champions lead



CHECK YOUR BLOOD PRESSURE

Over 300 people have had their BP checked in the last 4 weeks by a champion with some been referred to their GP's or invited back for a recheck where appropriate – what an impact in such a short space of time!

Champions offering so much more than conversations!

Our champions are always looking for fun and interactive ways to get health messages across

During the CVD campaign, The branch held regular BP checks and info sessions

“During our food share event one gentleman had his BP taken for the first time, after using the NHS health assessment tool to check the reading and seeing it was very high we advised that he speak to the GP surgery who said that he definitely needed to come in – he booked an appointment” This is someone who would have not been picked up if he wasn't accessing the community food share where trained champions were present!

The Branch **Health Information**
Cardiovascular Disease
A healthy lifestyle can lower your risk of CVD, the NHS recommends:

- Eating a healthy balanced diet
- Exercise regularly for 150 minutes a week
- Reduce alcohol consumption
- Maintain a healthy weight
- Stop Smoking

Speak to your GP if you have high blood pressure (get a free blood pressure check if you are over 40 from a pharmacy)

COMMUNITY CHAMPIONS



Sebastian taking a BP



“It is very possible that this person could have had a less favourable outcome without intervention from a champion”



Getting people active and teaching them the importance of knowing their numbers!



The Community Conversations funding was used as part of 'Mondays at the Museum', the weekly health & wellbeing sessions that LS2Y coordinate at Tolson Museum.

This funding meant we were able to add a particular focus on CVD, this included: Community Champions on site, to have focussed conversations around CVD, a display of information and signposting literature displayed in a prominent place, and the offer of free blood pressure checks.

The links between the health and wellbeing activities undertaken and the potential to reduce the risk of CVD, were explained in the sessions by the facilitators, we were able to fund Yoga, Tai Chi and Flex & Stretch sessions to introduce people to the benefits of gentle exercise. We also ran some craft sessions which gave us the opportunity to reach a different audience and talk to them about CVD.

We also had visits from 'Get Set Goal'. This is a University of Huddersfield programme, where student nurses offer health checks. During the visits, over 50 blood pressure checks were completed, for any readings that were high or low, depending on the levels, participants were advised to either visit their pharmacist or GP.

We also had a Health & Wellbeing coach from Tolson PCN at the sessions, they can offer advice around: losing/ gaining weight, managing cholesterol, long-term conditions, smoking cessation, exercise, depression/ anxiety.

"Monday at Tolson, I called it helpful Monday. It's the best thing for mental and physical care. Everyone is lovely and very helpful. I have encouraged lots of my friends to come to have their BPs checked!"

As a single, retired person these CVD sessions are invaluable to learn more"



We hope you enjoyed reading about the wonderful work that went on during the CVD campaign – thank you for working with us to make this work so impactful!

A familiar face plus a familiar place = great results!

Steffi@tslkirklees.org.uk – drop me a line!

[Community Champions - Third Sector Leaders Kirklees \(tslkirklees.org.uk\)](https://tslkirklees.org.uk) – Community Champions web page

[Register - Third Sector Leaders Kirklees \(tslkirklees.org.uk\)](https://tslkirklees.org.uk) – sign up to our TSL web page to receive our regular newsletter and exciting updates

<https://healthwatchkirklees.co.uk/reports/> - insights reports - Community Champion



More Info

