



HEALTHY HEART CAMPAIGN

For African, African-Caribbean and Asian Communities in
Northamptonshire

Targets Achieved



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<u>Target</u>	<u>Number Achieved TO DATE</u>	<u>Target Number</u>	<u>% Progress</u>
Number of events	13	10	130%
Total attendance	698 550 51 598		
Hypertension tests (BP Monitor)			
BP monitors given out			
Number of goody bags given out			
Atrial Fibrillation tests (DOCOBO Machine)	426	500	89%
Attitude survey responses	115	140	82%
Focus groups held	5	6	83%
Focus group attendance	32	36	89%
OVERALL % PROGRESS			90%

Evaluation of events held since last steering meeting



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PILOT EVENT: UAA 23rd August | Venue: Northampton

- Attended by mix of Black Communities.
- Opportunity for all Community Champions to practice using the DOCOB machines
- Key lessons learned by all involved on how to run and coordinated these sessions.



Evaluation of events held since last steering meeting



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BAK UP CIC 23rd September | Venue: Wellingborough

- Attended by mix of African, Asian and White populations
- 7 BP monitors loaned out for 7-day testing
- Those who had a high BP reading were willing to have a full seven days monitor and follow up with their GP.



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NBA 28th September | Venue: Northampton

- Attended by Northampton Bangladeshi community
- 1 BP monitor loaned out for 7-day testing
- Pumped up group, NTFC and Health Hearts community hub
- Separate room and queue management worked well
- 25 attitudes surveys supported to answer



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Power of the Mind 30th September | Venue: Northampton

- Attended by Northampton African communities
- 2 BP monitors loaned out for 7-day testing
- NTFC supported with BP tests
- Upper room used for ECGs – environment
- Good flow of people throughout event



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SCCYC 1st October | Venue: Northampton

- Attended by Sikh and Asian communities
- 2 BP monitors loaned out for 7-day testing
- Support from NTFC on the day
- Many resources of services and education made available



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NLC & Amalgamation 21st October | Venue: Northampton

- Attended by mix of African communities in Northampton
- 2 BP monitors loaned out for 7-day testing
- Participants generally enjoyed the event, and appreciated the information presented by health professionals.
- People said that more of these types of projects should be put on.



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Shine CIC 24th October | Venue: Northampton

- Attended by Northampton African and African-Caribbean communities
- 1 BP monitor loaned out for 7-day testing
- A participant who was not aware that she might be at risk of having AF got a call later from their GP for further testing. She was grateful for the screening.



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NLC & Amalgamation 30th October | Venue: Northampton

- Follow up to the event held on 21st October.
- The dietician who gave a talk came into to give some information and advice on healthy cooking relevant to their diets and that won't cost a lot of money.
- Many participants appreciated the information was were pleasantly surprised to learn healthy and economical ways of cooking.
- 18 had their BP and ECG readings taken with 1 BP monitor given.



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SCCYC 5th November | Venue: Northampton

- The community felt valued and cared for with this service and participation was excellent.
- Participants reported an increase in trust in health services, in the fact that these screenings were made accessible to them. Those that hadn't recently had a health check felt relieved that their results came back within normal ranges.
- Many reported that this helped them have better conversations between members and between family members.
- A feeling of confidence to attend the G.P. Two people that recently entered the country, felt encouraged to register with their local G.P
- 52 people were able to get BP and ECG readings done.

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Power of the Mind 9th November | Venue: Northampton

- Health professionals gave a talk around heart health.
- One participant gave feedback that they were contacted by their GP after the first event held and appreciated that.
- Participants reported and increase interest in becoming more aware of their blood pressure.
- Participants reported that this type of events should be more regular.
- The choice of day did not work, as a result only 3 people attended.



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Asha-Deep 25th November | Venue: Wellingborough

- Over 150 people attended the event. Many stayed for the whole event from start to the end.
- Health talks about heart health, diabetes and meditation in connection to health were given on the day, in both English and Hindi.
- NTFC, Northants Carers, MacMillan Cancer and Spring all had stalls. The participants were happy to have open conversations with them about concerns they had and what services they were offering.
- 130 people had their BP checked and 86 people had ECG taken. If we had a third DOCOBO device, we would have been able to test the rest of those that had their BP checked.
- The whole event was well received by the participants. Many were happy to see and event like this lead by community. They have requested similar events to deal with blood sugar levels, cholesterol, COPD and hearing tests.
- The volunteer and staff team worked well to coordinate the health checks.



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NBA 30th November | Venue: Northampton

- The participants that took part have found the event very useful as most of the participants said they never had their blood pressure checked and did not know what AF and hypertension was.
- Many participants said this event has benefited them regarding how to check their blood pressure and how to monitor what they eat (such as salt intake). They also felt more encouraged to exercise like walking to keep them fit.
- NBA had positive feedback regarding how the event was planned and how the room was laid out. People's privacy was respected when checking their blood pressure and doing the ECG on the devices.
- The Health Professionals such as Stop smoking professionals gave positive feedback saying it was a calm atmosphere to be in.
- 4 Participants were happy that the ECG report was picked up quite quickly by the clinical team as they received a phone call advising them to see the GP or go the hospital.

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UAA 9th December | Venue: Northampton

- Attended by mix of African and Caribbean communities in Northampton
- 3 BP monitors loaned out for 7-day testing
- Participants generally said that health events don't come often so they felt good that this event came to their doorstep.
- People said that there was a good cultural balance to the event.
- Good access to medical experts at the event.



Community Champions in Action



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Healthy Heart Campaign Highlight Video



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<https://drive.google.com/file/d/1-QZj10t8ITMhicTKvIXoZ7afFf2piK0B/view?usp=sharing>

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FOCUS GROUPS HELD

- NBA – 22nd November
- Asha-Deep – 9th December
- UAA – 11th December
- BAK UP – 15th January
- SCCYC – 25th January

Evaluation and Lessons Learnt



- Please provide any feedback you have about the running and coordination of the events and focus groups.
- This is your opportunity to share your thoughts of how the project went overall.
- A new survey will be prepared and made ready for all Community Champions involved to complete.

Next Steps and NBCT Evaluation



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- The InHIP Project was put forward and shortlisted for a Tackling Inequalities poster competition, organised by the Royal Society of Medicine
- Alongside the ICB Evaluation of the InHIP Project, NBCT will be producing their own evaluation of the project as a whole and presenting this.
- An evaluation event will be planned toward the end of the project. Bringing all the partners involved in this project together as a celebration and look back at what was achieved.

nbct Health Innovation East Midlands Integrated Care Northamptonshire

Healthy Heart campaign

for Black African, Black Caribbean and South Asian communities in Northamptonshire

Innovation for Healthcare Inequalities Programme (InHIP)

The project has been designed and delivered by NHS Northamptonshire ICB, Northamptonshire Black Communities Together and Northamptonshire Healthcare NHS Foundation Trust.

"Informative, educational and reliable" Participant feedback

Aims

- To opportunistically test for Atrial Fibrillation and Hypertension
- Community Champions to deliver project in community venues
- To capture attitudes and views about healthcare and lifestyles (using a QR code - scan to see the attitudes survey)
- To build relationships and trust with communities
- To try to reach people who do not always engage with health services
- To support heart health education

Project numbers:

- 245 participants tested so far
- 17 identified with potential AF
- 56 with possible high BP
- 11 other cardiac issues
- Collaboration with 8 community groups
- 500 combined target number for testing

"The community felt valued and cared for, more than at any other activity provided in the past" Participant feedback

"In a community setting where people are used to each other, there is more engagement and participation" Participant feedback

Docobo: "This clinical model will significantly contribute to the crucial first line of defence in identifying these critical health issues, allowing for timely interventions" NHFT feedback

Method - to use virtual monitoring technology (Docobo) to aid testing, alongside NHFT clinical support to interpret and refer participants to their GP. An attitudes questionnaire will capture lifestyle feedback, alongside information about vaccination, use of GP services and heart health awareness. Focus groups will gather additional lived experience feedback in relation to engagement with health and care services.

Outputs

- Early detection of AF and high blood pressure
- Review of the approach involving community leaders and champions
- Increased trust and engagement with communities
- Improved understanding of lived experiences and potential barriers to the access of services within the community
- Shared learning and sustainability of the project approach

Testing data and questionnaire feedback will be shared across the integrated care system to support design and delivery of future community project interventions. We also hope research findings might influence change to existing testing, vaccination and health service delivery for minority communities, as well as how Community Champions can help to improve engagement and reduce inequality.

Document authors: Tim Lloyd (tim.lloyd1@nhs.net), Caroline Thickers (caroline.thickers@nhs.net)

Schedule of Partner Meetings



HEALTHY HEART CAMPAIGN
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Evaluation event:

Monday 5th February 2024 10.30am -1pm

**Sunflower Room, One Angel Square, Northampton, NN1
1ED**

Feb 15, 2024 10:00 - 11:30 am

Mar 14, 2024 10:00 - 11:30 am