



# CVD Information for Community Pharmacy

## Did you know?

- CVD is the biggest cause of death and disability in England with **1 death every 4 minutes**
- Many people live with CVD or the risk factors and are **unaware of them**, because often CVD doesn't have any noticeable symptoms
- 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 Body Mass Index
- Most of the risk factors for CVD are assessed during an NHS Health Check
- Most of the prevention activity related to CVD is beneficial for **preventing dementia**, but many people are not aware of this
- PHE research shows a high level of trust in advice from healthcare professionals **BUT** one third 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





# West Yorkshire and Harrogate Healthy Hearts initiative

There is an ambition across West Yorkshire and Harrogate to reduce CVD incidents such as heart attacks and strokes by 1,100 (10%) by 2021, an estimated reduction of 350 strokes and 800 heart attacks.

West Yorkshire and Harrogate Healthy Hearts is a three-year initiative that aims to reduce the impact of heart and circulatory disease including diabetes, preventing and reducing the number of heart attacks and strokes. The initiative is delivered by the Yorkshire and Humber Health Academic Health Science Network working in collaboration with the local NHS Clinical Commissioning Groups and the West Yorkshire and Harrogate Health and Care Partnership. Find out more at [www.westyorkshireandharrogatehealthyhearts.co.uk/about](http://www.westyorkshireandharrogatehealthyhearts.co.uk/about)

Aiming to prevent

**350**  
Strokes

**800**  
Heart Attacks



*We've brought together a range of resources to help your conversations with patients*

Dr Youssef Beaini  
Clinical Lead West Yorkshire and Harrogate Healthy Hearts

## Top tips and action you can take

- **Make prevention a core part of your business** and keep your knowledge up to date. Have a look at the short bite sized e-learning resources on **All Our Health Framework**, [www.e-lfh.org.uk/programmes/all-our-health](http://www.e-lfh.org.uk/programmes/all-our-health) and the Moving Medicines resources to help with conversations about physical activity
- **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. You can find details of local NHS Health check services at [www.nhs.uk/service-search/NHS-Health-Check/LocationSearch/1891](http://www.nhs.uk/service-search/NHS-Health-Check/LocationSearch/1891)
- **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. Otherwise suggest they have it checked next time they visit their GP practice
- Use the **Making Every Contact Count (MECC)** card and PHE **'Looking After Your Heart'** leaflet, provided with this briefing and prompt a conversation about prevention. Remember, what's good for the heart is good for the head
- Access **MECC link** [www.mecclink.co.uk/yorkshire-humber](http://www.mecclink.co.uk/yorkshire-humber) to find information on a full range of self-care, national and local support services
- Encourage people to take the **One You** quiz, and look on the One You website [www.nhs.uk/oneyou](http://www.nhs.uk/oneyou) where they can access free tips, tools and support
- If people are feeling anxious or unable to talk about their emotional feelings, encourage them to look at the Every Mind Matters website: [www.nhs.uk/oneyou/every-mind-matters](http://www.nhs.uk/oneyou/every-mind-matters)
- Make links with your local GP practice or Primary Care Network to explore working together on the West Yorkshire and Harrogate Healthy Hearts project
- Help raise public awareness of the risks of CVD, especially high blood pressure, high cholesterol and Atrial Fibrillation and direct them to the **West Yorkshire and Harrogate Healthy Hearts website** [www.westyorkshireandharrogatehealthyhearts.co.uk/about](http://www.westyorkshireandharrogatehealthyhearts.co.uk/about) for more information about the work we are doing in West Yorkshire and Harrogate
- And don't forget, the **British Heart Foundation risk factor information leaflets**. These leaflets explain 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: [www.bhf.org.uk/informationsupport/support/healthy-living/understanding-risk-factors](http://www.bhf.org.uk/informationsupport/support/healthy-living/understanding-risk-factors)

