

Public Document Pack



MEETING:	North Area Council
DATE:	Monday 18 July 2022
TIME:	2.00 pm
VENUE:	Meeting Room 1 - Barnsley Town Hall

SUPPLEMENTARY AGENDA

68 Heart Health Plan and Campaign - Kay Mann (*Pages 3 - 14*)

To: Chair and Members of North Area Council:-

Councillors Leech (Chair), A. Cave, T. Cave, Crisp, Denton, Howard, Hunt, Lofts, Newing, Pickering, Platts and Tattersall

Area Council Support Officers:

Tom Smith, North Area Council Senior Management Link Officer
Rosie Adams, North Area Council Manager
Rachel Payling, Head of Service, Stronger Communities
Elizabeth Barnard, Council Governance Officer
Cath Bedford, Public Health Principal - Communities

Please contact Elizabeth Barnard on or email governance@barnsley.gov.uk

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Heart Health Plan 2022-2025

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Our vision

To improve heart health through prevention, early detection and successful management of diseases affecting the heart and blood vessels.



The term heart health will be used instead of cardiovascular disease (CVD) to help make it more understandable for those who are less familiar with clinical terms. It includes conditions affecting the heart (cardio) or blood vessels (vascular), such as high blood pressure (hypertension), heart attacks (coronary heart disease) and stroke (cerebrovascular disease).

Our priorities

Ensure a collaborative system wide approach to heart health



Ensure early prevention across all we do



Make heart health understandable, accessible, and valued by everyone



Use a targeted approach to reduce health inequalities in heart health



Support services to provide the best possible care



Outcomes

Increased awareness and understanding by residents of the preventable causes of poor heart health such as smoking, physical activity, diet and alcohol



A reduction in deaths, hospital admissions, poor health and late presentations from heart disease and stroke for Barnsley



A workforce that are informed of the key messages regarding heart health and enabled to deliver interventions focused on preventing disease



A reduction in the heart health inequalities that exist across Barnsley



Up to 80 per cent of premature heart attacks and strokes are avoidable

Quick wins

Establish a successful Heart Health Alliance
– a borough-wide, multi-agency partnership group to identify and tackle heart health issues and reduce inequalities in heart health



Ensure heart health issues are raised at all other relevant partnership meetings such as the Tobacco and Alcohol Alliances



Use the 2021 Cardiovascular Disease Needs Assessment to guide the formation of an evidence-based action plan for the Heart Health Alliance



Investigate the reasons and potential barriers why some people present late to get medical help with heart attacks and strokes



Develop online resources for both residents and health professionals



Ensure the terminology used is understandable to all and engages all partners and residents in promoting heart health



Develop a targeted campaign to help improve knowledge and understanding of early signs and symptoms of common heart health issues



How we will get there

A focus on prevention and health inequalities

A system wide approach through the Heart Health Alliance

An evidence-based Heart Health Action Plan relevant to the people of Barnsley



National context

Heart disease is a leading cause of death in the UK, with most deaths due to heart attacks and strokes.

There are around 7.4 million people living with heart and circulatory diseases in the UK. Given the ageing and growing population and improved survival rates it is likely that we will see these numbers rise further. Around twice as many people are living with heart and circulatory diseases than with cancer and Alzheimer's disease combined. In England, it accounts for a quarter of all deaths, affects over 6 million people, and costs the NHS £7.4 billion each year. The wider cost to the UK economy (including premature death, disability and informal costs) is estimated to be £19 billion each year.

Heart health is a major contributor to health inequalities. Males aged 20-64 years in semi and unskilled manual occupations are at a three times higher risk of premature death from heart disease compared to those in professional and managerial positions.

Local context

The 2020 heart disease (cardiovascular disease) death rates for under 75 years considered preventable (2020) is significantly worse than the England average at 38.9 (per 100,000) compared to 29.2. For Barnsley this figure has also increased year on year from 30.1 since 2016.

Hospital admissions for heart attacks, stroke and heart failure for Barnsley are all significantly worse than the England average.

In 2019/2020 the prevalence of stroke or mini stroke in Barnsley was 2.2 per cent (5,823 people) – higher than England's average (1.8 per cent). This rate has been either static or increasing since 2012.



Prevention

Risk factors for poor heart health that we can work to reduce include smoking, physical inactivity, being overweight or obese, high blood pressure, diabetes and high cholesterol.

The good news is that up to 80 per cent of premature heart attacks and strokes are avoidable. People's risk can be reduced by focusing on preventative interventions, such as addressing lifestyle changes (increasing physical activity, stopping smoking, healthy eating and reducing alcohol intake) and medication.

The 2019 NHS Long Term Plan identifies cardiovascular disease as the single biggest condition where lives can be saved over the next 10 years.

The Heart Health Plan will work towards the Barnsley 2030 plan, with particular focus on the Healthy Barnsley ambition. We want to reduce health inequalities in the borough so our residents can live independently and enjoy life with good physical and mental health for as long as possible.



How we will deliver the Heart Health Plan

1. Action Plan

An action plan has been developed which identifies the steps needed to work towards our vision. The action plan includes specific interventions, resources and timescales and will be continuously updated according to local need, priorities, and national evidence. It aims to deliver high value interventions that work towards improving heart health and reducing the inequalities in health outcomes relating to this. The action plan will be led and owned by the Heart Health Alliance.



2. Intelligence led

Local data and intelligence will be used alongside the latest available research to ensure an evidence-based approach that best suits the needs of our residents.



3. Heart Health Alliance

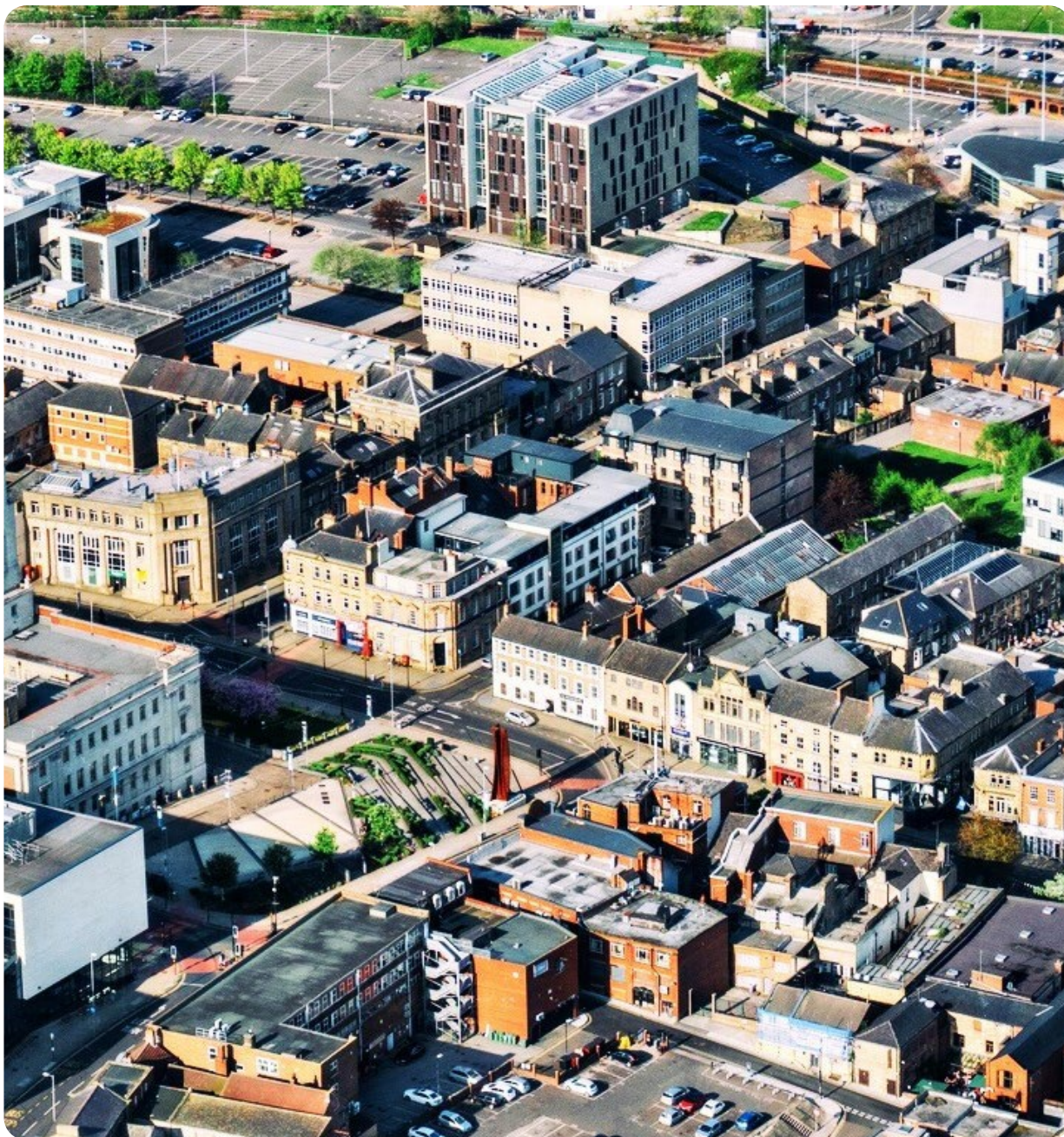
Progress and achievements will be monitored through the multi-agency Heart Health Alliance, which has been established using learning gained from other successful Barnsley partnership groups. The Heart Health Alliance will report to the Barnsley Health and Wellbeing Board.



4. Stakeholders

Heart health affects everyone and is very relevant to a number of different groups and organisations across the borough. The Heart Health Plan will require support from all stakeholders to be successful and to achieve real outcomes for Barnsley. These stakeholders will work collaboratively to achieve the shared priorities and outcomes set out in this plan.





Who can help achieve the Heart Health vision

Alcohol Alliance
 Area Councils
 Barnsley CCG
 Barnsley GP Federation
 Barnsley Hospital
 Barnsley Premier Leisure
 Barnsley Tobacco Alliance
 Berneslai Homes
 Business Intelligence teams
 Communications teams
 Community and Voluntary Sector
 Elected Members
 Health and Wellbeing Board
 Health Check Provider
 Health Watch
 Healthy Food Plan
 Listening to and engaging with our residents
 Office for Health Improvement and Disparities
 Pharmacies
 Physical Activity Partnership
 Public Health
 South West Yorkshire NHS Foundation Trust
 South Yorkshire Integrated Care System
 Ward Alliances



Thank you for reading

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Read about our other public health plans for **Barnsley**.

To find out more email: publichealth@barnsley.gov.uk

Barnsley - the place of possibilities



BARNSELEY
Metropolitan Borough Council

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