



National CHD Context

8/3/2007 – Practice nurses first 14 slides

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National - websites

- DH website – Coronary Heart Disease
- NICE – Cardiology section
- NHS Heart Improvement programme
- NHS library– Cardiovascular diseases
- British Heart Foundation – Heartstats & Resources
- Small Change, Big difference
- Smoke Free England



National Targets

- To **reduce death rate** from CHD, stroke and related diseases in people under 75 years by at least two-fifths by 2010 (OHN 1999)
- To **reduce inequalities** gap in death rates from CHD, stroke and related diseases between the fifth of areas with the worst health and deprivation indicators and the population as a whole, in people under 75 years by at least two-fifths by 2010 (National standards, local action 2004)



CHD

- Death rates falling, but UK high
- Commonest single cause of death
- 100,000 deaths in 2004
- 60,000 premature deaths
- Men 1 in 5 deaths, Women 1 in 6
- Higher risk in some ethnic groups

CHD

National Service Framework

- March 2000
- 10 year modernisation programme
- 12 standards in 7 areas
 - Prevention & Diagnosis
 - Treatment & Rehabilitation



Progress

- RAPID ACCESS
- Increasing emergency activity
- Reducing lengths of stay in hospital
- Increase in staff - cardiologists
- Reducing waiting times in hospital
- Increase in health service costs



National annual progress report on NSF 2005 gaps

- Prevention
- Rehabilitation
- Heart failure
- Added Chapter 8 Arrhythmia



New GP contract 2004

- QOF & QMAS introduced
- Points mean £
- Registers
 - CHD, blood pressure, cholesterol etc
- Systematic care
- Cardiovascular worth most points (120)

The logo graphic consists of a vertical black line on the left, a horizontal black line at the bottom, and three overlapping squares: a yellow one at the top left, a red one at the bottom left, and a blue one at the bottom right. The word "NICE" is written in a blue, sans-serif font to the right of the vertical line.

NICE

Who are they?

- The National Institute for Health and Clinical Excellence (NICE) is the independent organisation responsible for providing national **guidance** on the promotion of good health and the prevention and treatment of ill health.

How do they work?

- NICE guidance is developed using the **expertise** of the NHS and the wider healthcare community including NHS staff, healthcare professionals, patients and carers, industry and the academic world.



NICE - What do they do?

- **public health** - guidance on the promotion of good health and the prevention of ill health for those working in the NHS, local authorities and the wider public and voluntary sector
- **health technologies** - guidance on the use of new and existing medicines, treatments and procedures within the NHS
- **clinical practice** - guidance on the appropriate treatment and care of people with specific diseases and conditions within the NHS.



Primary prevention

- What are the important factors?
- How common are they?
- How big an impact might they have?
- How do we change them?
- What's happening to make it happen?
- What can local health services do?
- What can primary care do?



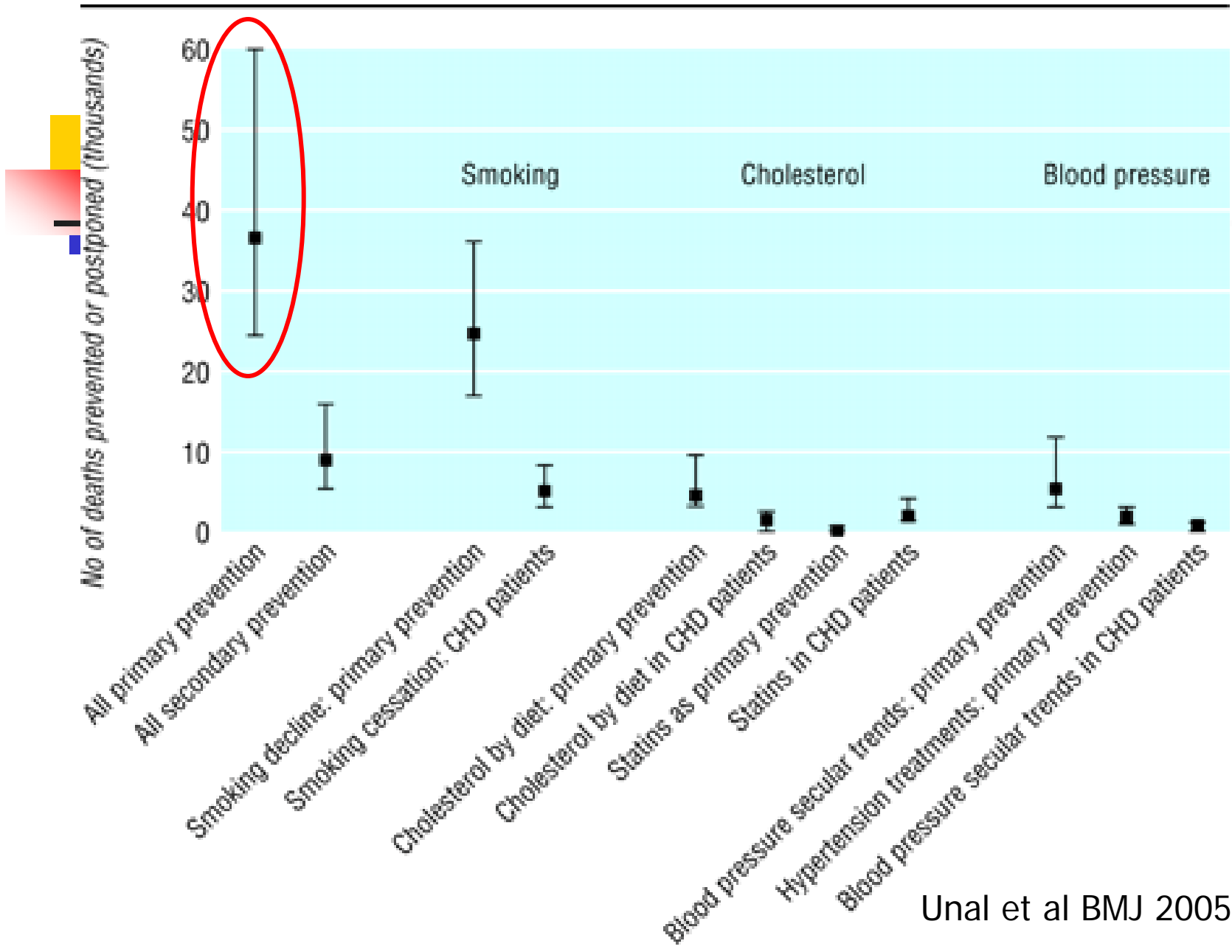
Europe - 7 main factors leading to death

1. High blood pressure (25%)
2. High cholesterol (2/3)
3. Tobacco use (25%)
4. Overweight or obese (2/3)
5. Low fruit & vegetable intake* (20-50%)
6. Physical inactivity (2/3)
7. Alcohol excess (38%/24%)



Modifiable CVD risk factors

- Smoking
 - Increases risk of CHD *death* by up to 70%
- Blood pressure
 - DBP 5mmHg drop reduces CHD risk 20%
- Raised cholesterol
 - 0.6mmol/l drop reduces CHD risk 25%
- Physical Activity
 - 30 mins 5 times week reduces CHD risk 50%



Unal et al BMJ 2005



Role of NHS & staff

- Knowledge
 - Expert on the health benefits & evidence
 - Be aware of national campaigns
- Attitudes
 - Primary prevention matters
 - We are not always the lead.....don't have time
 - Value others role
- Behaviour
 - Model the healthier choice
 - Support local cues to action, alongside national



Role of NHS & staff

- Perceived susceptibility
 - The majority of British population could lower their risk of CHD
- Perceived severity
 - Heart disease is still the single largest cause of death
- Perceived barriers (to adoption of promoted behaviour)
- Perceived benefits (positive consequences of behaviour)
- Perceived efficacy (ability to successfully adopt behaviour)
- Cues to action (external influences promoting desired behaviour)



Role of NHS & staff

- Product – what's on offer
 - Better health – smell, skin, wellness
 - Quit smoking, reduce wt, check & control BP
- Price – what will it cost the individual
 - Promote access & identify & reduce costs
- Place – opportunities to reach audience
 - NHS has a number of interfaces with public
- Promotion – incentives
 - Focus on health benefits



Role of NHS providers

- Dietetic teams
- Exercise development staff
- Stop Smoking Services

- Cardiac rehabilitation teams
- Primary Care teams
- Occupational health



1 July 2007

- Smoke Free England website
- 14 March – No Smoking Day
- 100 day countdown
- 1 July 2007 – Smoke Free public places
- 3 month follow up



Smoke Free England

- Needed
- Wanted
- Workable

- Local Authorities lead implementation
- Massive programme with businesses



NHS role

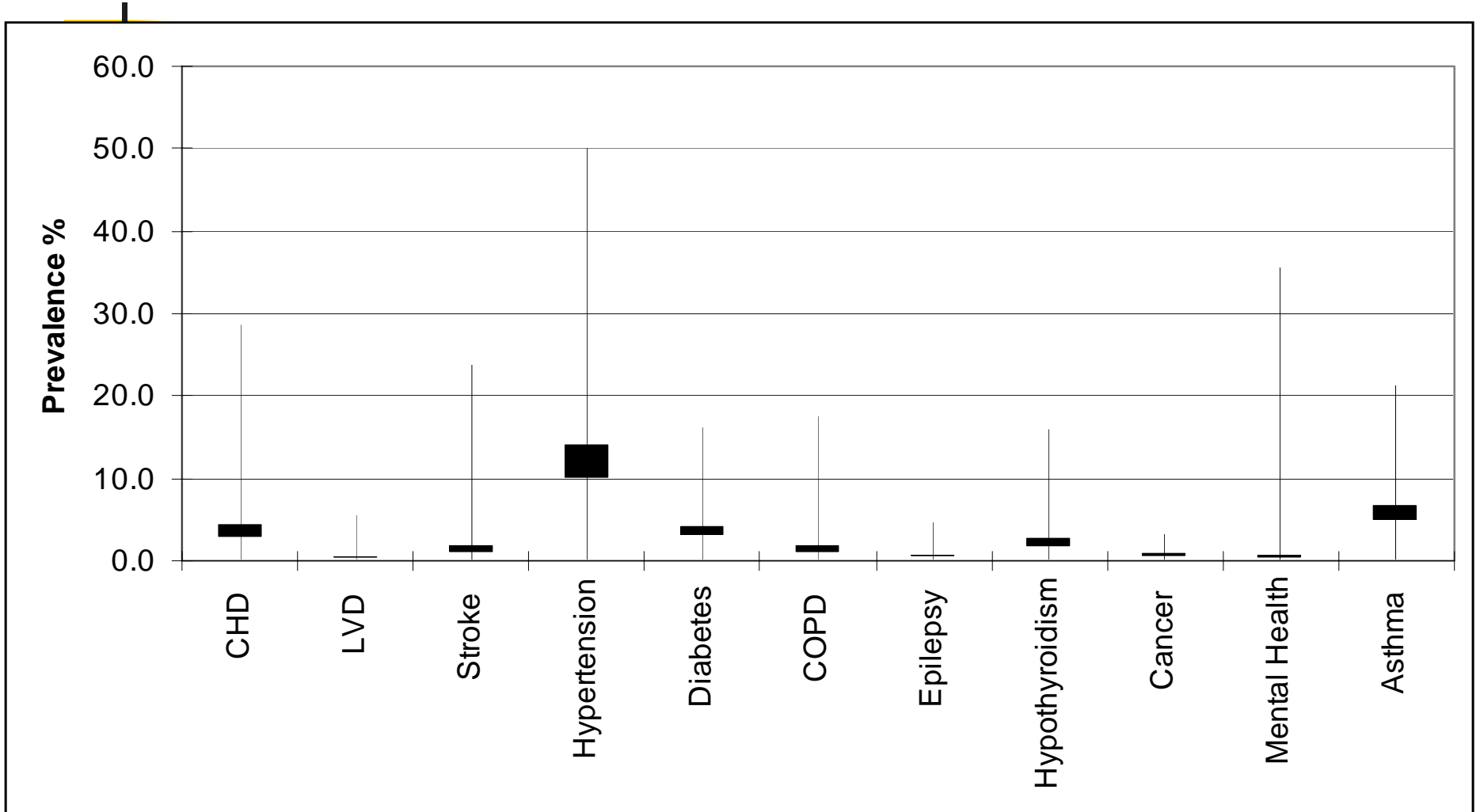
- People start trying to quit ahead of the Smoke Free date
- This is the largest national cue to action we will ever have this generation
- Support Smoke Free by helping quitters
- Be prepared to give advice &/or refer to Stop Smoking Services



Primary Care role 2007

- Stick to QOF
 - BP/cholesterol control – treat to current target
 - BMI recording
 - ?prevalence
- Support Stop Smoking Services
 - Prioritise for funding, especially in 2007/8
 - Secure funding
 - Support marketing
 - Refer
 - Do you smoke? Y
 - Do you want to stop? Y
- PCT Obesity strategies
 - Healthy diet & physical activity pathways & directories

QOF 2005-6 National Data at Practice Level



The Information Centre,

National Quality & Outcomes Framework Statistics for England 2006



Primary Care

- Breathe.....
- JBS2
 - 20% CVD risk accepted but logistics not
 - NICE on lipid lowering due 2007
- Switching to simvastatin could save PCT £500,000 but watch compliance
- Treat using judgement



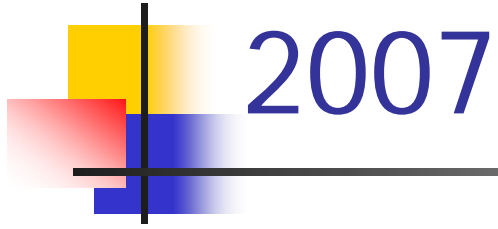
Primary Care role - Horizon

- 2006 Health Trainers in Spearhead PCT
- 2007 Life Check
- 2007 NICE guidance Statin et al
- 2007 Oct – Legal age for tobacco purchase increased to 18 years
- 2008/9 – GMS Contract goalposts???



Prevention horizon

- Food & diet action plan
 - Five a day
 - Salt reduction in foods
 - Switch to reduced fats in processed foods
- Physical activity promotion
 - Active everyday
 - Getting the Olympic dividend



2007

- SMOKE FREE ENGLAND
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- SMOKE FREE.....ENGLAND