


Isle of Wight NHS
Primary Care Trust



At Last!
Monies to Address Cardiovascular
Health Inequalities

By Paul Bingham

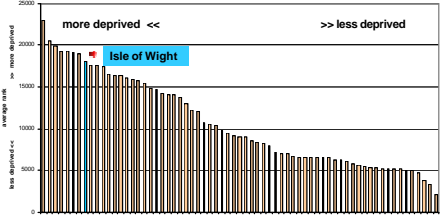
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- Previously no project monies for the Isle of Wight as electoral wards not in the bottom UK 10%

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BUT Significant health inequalities present:

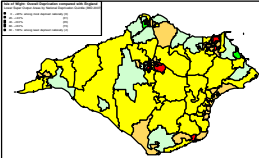
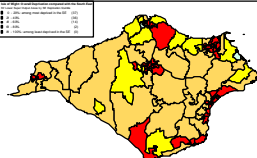
- Compared with the majority of health districts (PCTs) in the South East



Isle of Wight: ranking among South East Local Authorities
(Index of Multiple Deprivation, 2007)

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- Inequalities within the Island

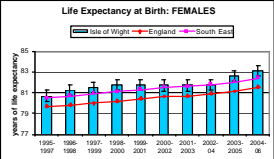
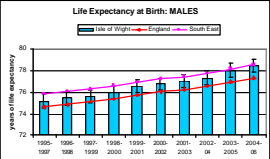



Isle of Wight: Overall Deprivation - National Quintiles
(Index of Multiple Deprivation, 2007)

Isle of Wight: Overall Deprivation - South East Quintiles
(Index of Multiple Deprivation, 2007)

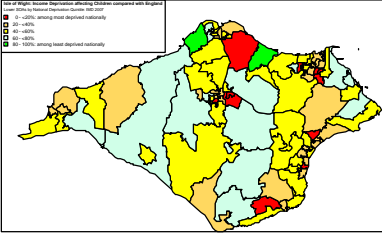
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- Middle aged patients

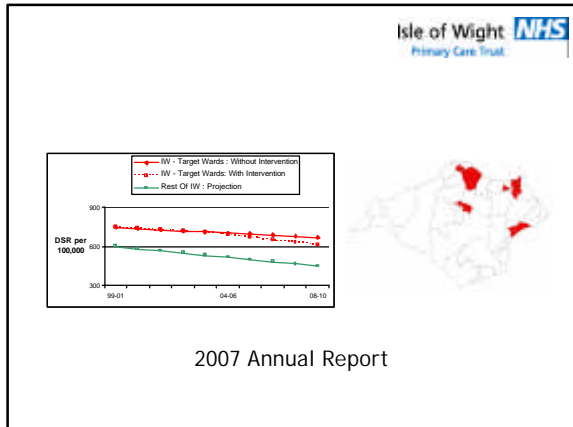



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- Children & Young People






Isle of Wight: Income Deprivation affecting Children compared with England
(Index of Multiple Deprivation, 2007)



- Isle of Wight NHS
Primary Care Trust
- Available
 - 820k over 15 months (Jan 2008 - Mar 2009)
 - Required
 - Bid to address mortality difference now rather than wider term determinants of inequalities

- Isle of Wight NHS
Primary Care Trust
- Selected target
 - Those in 12 red wards
 - Aged 45 to 74
 - With no recent GP record of their CVD risk factors

- Isle of Wight NHS
Primary Care Trust
- First approach
 - Letter of invitation from the GP/ CVD risk assessment in practice
 - Second string
 - Nurses in a van/targeted locations
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- Isle of Wight NHS
Primary Care Trust
- Available for those assessed at risk:
- Smoking cessation
 - By pharmacists
 - Specialist tier 3 advisor
 - Weight management
 - Physical activities
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- Isle of Wight NHS
Primary Care Trust
- In addition
- Health trainer service
 - CVD nutrition work
 - Public awareness campaign
 - Medicines management
 - Cardiac rehabilitation

- Results to end of June
 - 4,073 invitations sent
 - (1,419 pending)
 - 837 follow up phone calls
 - 1,043 assessed

- Of 1,043 assessed:
 - 546 0 - 14% risk
 - 195 15 - 19% risk
 - 302 20%+ risk
 - 240 entered on CVD register

Qualitative evaluation by University of Portsmouth in progress

- GPs & practice managers
- Practice nurses
- Participants
- Non participants



- Post March 2009
 - Credit crunched
 - Fuel poverty ++
 - Rising unemployment
 - Declining tourism

- Assured project legacy
 - Screened individuals at high risk on their GP's CVD register
 - Health trainer scheme will continue
 - Outreach van available for rent

