Improving Male Life Expectancy in Birmingham

- working in partnership

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Male Life Expectancy

Current trend - England

Closing the gap by 10%

Current trend - Birmingham
Potential years of life lost under age of 75

Most deprived quintile

Motor vehicle traffic deaths
Infant mortality
Suicide
Cerebrovascular disease
Lung cancer
Ischaemic heart disease
Drug dependence
Chronic liver disease and cirrhosis
Birmingham – CVD activity

- Birmingham
  - MLE (74 years old) – wide variation across different areas within the city
Key Interventions

- Reduce Smoking
- Enhanced Secondary Prevention
- Delivery of Primary Prevention
- Improved access to primary care
- Targeting those at highest risk
Healthy Heart Service

- 12 full time workers

- Service promotes
  - blood pressure monitoring
  - cholesterol testing
  - smoking cessation
  - healthy eating
  - physical activity

- Community development approach

- Workplaces, sports clubs, faith groups, retail outlets etc
Why community pharmacy?

• Trained pharmacists and healthcare teams
• Good access
  – Wide variety of locations
  – Extended opening hours
• Regular day to day contact with local communities
  – Valued and trusted by their patients
• Private consultation facilities
• Expert experience in healthcare messaging utilising a variety of marketing tools
• Strong desire to become a more integrated part of the healthcare team
Heart ‘MOT’ through Pharmacies

- Delivered by 29 pharmacies in target wards
- Set up costs funded to encourage independents
- Promoted by leaflets and radio
- Single phone number and referral
- Standard Operating Procedures
- Mystery patient checks
Creating a Position for the Service: Heart MOT

Heart MOT: accessible and vocabulary familiar to all men in the target age group. Succinctly captures the essential elements of the service.
Engaging with Men Aged 40+

Reaching the heart of the community: targeted door drop activity to engage men by adapting familiar objects, language and creating a compelling incentive to have a Heart MOT

‘Get your heart racing…and checked out’
Targeted door-drop offering a Ferrari driving experience* as a competition prize to act as an incentive to have a test

*competition prize donated by supplier

Valentine’s MOT Certificate
Targeted door drop, primary target was women as the ‘gatekeepers’ of family health
Creating Visibility in the Wider Community

Maintaining visibility: mechanics targeting local businesses, within participating pharmacies and mobile ad-vans all helped to reinforce the door-drop messages.
Heart MOT
Opportunistic pharmacy-led service

- Commissioned by South Birmingham PCT on behalf of the 3 Birmingham PCTs
- Funded by the Birmingham Health and Wellbeing Partnership
- Commissioned service provides a Cardiovascular Risk Assessment to over 40 year olds
  - Delivered within community pharmacy
  - Over 868 patients screened by Lloydspharmacy
    - 49% referred to their GP
    - 27% referred due to high CVD risk
- Highly commended in the HSJ Awards 2007
- Highlighted in the Pharmacy White Paper: Building on strengths – delivering the future
Cardiovascular Risk Screening in Birmingham

Objective: to tackle male life inequalities by providing accessible cardiovascular screening

This goal presented a number of communication challenges:

• Addressing health inequalities - not reinforcing them

• Difficult target group to engage;
  – Little interest in own health
  – Not frequent pharmacy visitors or health care users

• Highlighting the accessibility of the service
  – Main target group are in employment making traditional GP opening hours unsuitable
Results from 119 Practices

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<tr>
<th>Disease Registered</th>
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<tbody>
<tr>
<td></td>
<td>36,303</td>
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<tr>
<td>On aspirin</td>
<td>17,484</td>
<td>48%</td>
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<tr>
<td>On statins</td>
<td>18,475</td>
<td>51%</td>
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<tr>
<td>Non disease registered</td>
<td>63,127</td>
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<td>On statins</td>
<td>2,307</td>
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<tr>
<td>EHS/Lloyds Screening</td>
<td>36,353</td>
<td>70%</td>
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<tr>
<td>GP LES Screening</td>
<td>15,716</td>
<td>30%</td>
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Case finding men at risk - Pharmacy delivering targeted screening in the community

- BHWP commissioned Enhanced Healthcare Services to work with GP practices to extract patient records on men over 40 years.
- Following a tender process BHWP commissioned Lloydspharmacy to provide screening events at evening and weekend clinics:
  - NHS and non-NHS settings e.g. health centres, football clubs & churches.
- Patients are invited to attend for a full screen:
  - Total cholesterol & HDL
  - Blood sugar
  - Blood pressure
  - BMI
- Patients are referred to the GP practices, or if appropriate, a Health Trainer or PCT established services e.g. Stop Smoking.
- Results are sent to the GP practice.
Case finding men at risk - results

- On average 70 to 80% attendance rate if appointment confirmed by phone
- Nearly 10,000 males over the age of 40 have been screened
- 65% of patients were referred
  - 30% identified with elevated BP
  - 35% identified with elevated cholesterol
  - 18% identified with elevated blood glucose
  - 36% identified as having a high CVD risk
- 99% satisfied with appointments, with the tests and the explanations given
- 98% would recommend the service to a friend
- 75% had a wait of less than 30 minutes
- 76% ‘plan to make changes’ as a result of the clinic

1783 interviews, 45% white British, 32% Asian, 14% African and Caribbean
Next Steps

- Further evaluation of the programme in terms of how many were at significant and lower risk
- Share key learning’s of partnership in this kind of industrial scale
- Expand the range and competencies of the workforce to greater effectiveness
- Systematic targeting is essential and need to work more closely with LA to extend the programme to women and other groups who have difficulties accessing services
- Provide interventions in terms of lifestyle referrals