

Heart Health Alliance

Newsletter



Tuesday 28th of June | 2022

Microsoft Teams

The Heart Health Alliance is a new multi-agency partnership in Barnsley focused on improving local heart health outcomes and reducing inequalities through prevention, early detection and successful disease management. To share this work across Barnsley partners, we will be producing quarterly newsletters to summarise the discussions from each meeting. We ask all Alliance members to disseminate the letters across their local professional networks to raise awareness of heart health work, share opportunities and encourage collaboration, ideas and feedback.

Food & Healthy Weight

Food and Healthy Weight is a public health priority. One in five children in Barnsley are starting primary school being overweight or obese and 70 per cent of adults in Barnsley are either overweight or obese, with many residents suffering from diet related ill health.

-The **Barnsley Food Plan** was presented to the alliance which has an action plan alongside it to meet the priorities.

-**HFSS Policy Guidance Note** aims to reduce the exposure of unhealthy foods in local advertising. Barnsley is the first LA outside of London to adopt the policy. Initially being implemented across BMBC advertising space but hope to eventually encourage other organisations to also adopt the policy.

-**The Healthy Weight Declaration** is a strategic, system-wide commitment to promote healthy weight and overall health. It includes 16 commitments whereby local areas pledge to achieve action on improving policy and healthy weight outcomes. A task and finish group is established, and H&WB have strategic ownership.



ICS Hypertension Task Group:

Hypertension is the third highest risk factor for death in Yorkshire and Humber. People are dying because of having undiagnosed and/or uncontrolled hypertension. Detection and management levels have fallen further due to the impact of COVID-19 on routine blood pressure monitoring and treatment.

The SYB ICS Hypertension Task Group is working to:

- Return hypertension management to pre-pandemic levels
- Reduce health inequalities gap by improving quickest in most deprived populations.
- Conduct a South Yorkshire hypertension needs assessment and mapped current activity and stakeholders.
- Places are developing plans and pilots to improve hypertension case finding.



Community Blood Pressure Campaign

Public Health are working in partnership with pharmacies to support the hypertension case finding service.

The Council's support service staff have been trained to monitor BP within the community.

-6 sessions have been complete and 171 have been tested. 27% of whom were referred to pharmacy.

-The main target cohort are middle aged men from Dearne & North areas.

-For resources or further info, please contact: kayemann3@barnsley.gov.uk



Progress Updates:

Barnsley's physical activity campaign, What's Your Move is launching a '**move more for better health**' leaflet. The leaflet has been created with the support of a range of health care professionals in the borough to help promote the conversation about moving more as part of daily life. To order these leaflets free of cost please contact sohaibakhtar@barnsley.gov.uk



Public Health recently awarded funding to local charities as part of **heart health innovation projects**; *Reds in the community*, *Age UK* and *Dearne and District FC*.



The alliance has a '**heart failure subgroup**' which is updating the heart failure pathway. The group has met twice so far and will continue.

Our **Heart Health plan** was presented to the health and wellbeing board, area councils and other relevant groups where it was well received.



Resources

The Barnsley Food Plan

christusferneyhough@barnsley.gov.uk

HFSS Policy Guidance Note

christusferneyhough@barnsley.gov.uk

SYB ICS Hypertension Task Group

daniel.fitzgerald3@nhs.net

Move more for better health leaflet

sohaibakhtar@barnsley.gov.uk

Contacts for further info:

Community BP checks: kayemann3@barnsley.gov.uk

Heart Health Innovation Grants:

sohaibakhtar@barnsley.gov.uk

Heart failure sub group: paul.hughes@swyt.nhs.uk

Please contact kayemann3@barnsley.gov.uk for more info; to feedback on the letter; to raise challenges and opportunities for improving heart health in Barnsley.

Important Dates

HHA Next meeting:

Tuesday 20th September 2022,
10:00am-12:00pm

Microsoft Teams Meeting