

# **Supporting Bradford's Healthy Hearts (BHH) Digital Strategy: aligning with Self-Care**

11<sup>th</sup> February

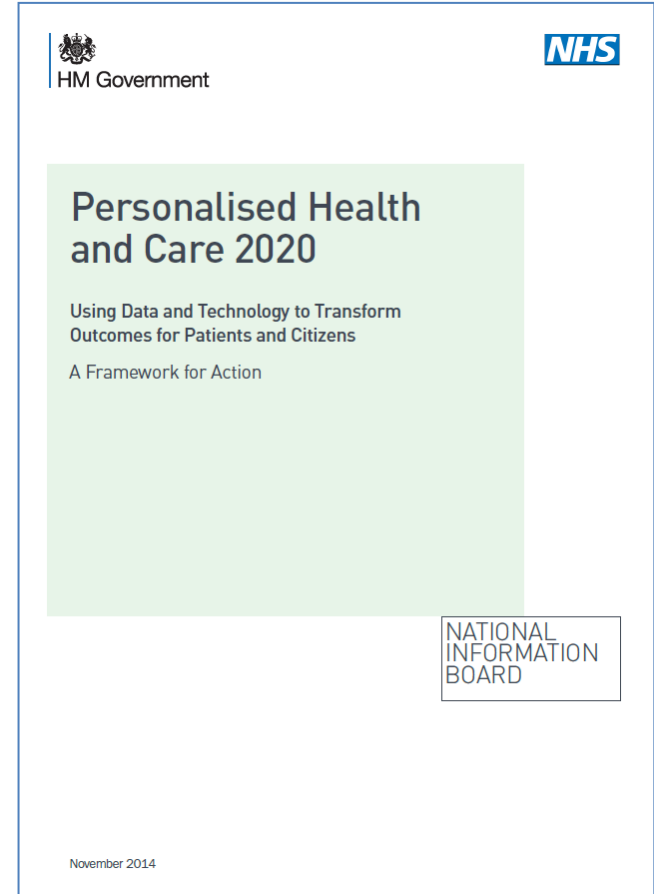
Ali Jan Haider  
Dr Taz Aldawoud  
Collette Connolly

# Supporting Bradford Healthy Hearts (BHH) Digital Strategy

- BHH is looking to develop a digital footprint to dissipate key messages, content and guidelines as well as link to established web content to frontline healthcare professionals and patients alike.
- We are looking to establish a digital programme of work to determine what specification is required, what currently exists and how we are best placed to deliver this.

# Digital Strategy aligns with National Information Board and NHSE's 5YFV

- 'full access to their care records and access to an expanding set of NHS-accredited health and care apps and digital information services;
- Real-time digital information on a person's health and care by 2020 for all NHS-funded services
- Publish comparative information on all publicly funded health and care services
- Ensure citizens are confident about sharing their data to improve care and health outcomes;
- 'bring forward life-saving treatments and support innovation and growth'



# Aligning with Self-Care programme

- Setting up self-care programme board;
- Encompassing CCGs, Public Health, Council, VCS, People of Bradford;
- Developing 4 work streams one of which is Long-Term conditions;
- Need to align with CCG priorities....Bradford Healthy Hearts.

# We currently have...

- Two intranets current cross-over moving from Sharepoint to IntraDoc
- Current external CCG Website (patient facing)
- External websites
  - Patient information e.g. [www.patient.co.uk](http://www.patient.co.uk) , <http://www.nhs.uk/Pages/HomePage.aspx> (NHS Choices)
  - Guidelines e.g. <http://www.guidelines.co.uk/> , <http://mapofmedicine.com/>
  - Patient Decision Aids / 'Options Grids' e.g. <http://www.optiongrid.org/optiongrids.php> , <http://www.england.nhs.uk/ourwork/pe/sdm/tools-sdm/pda/>
- Apps (iOS/Android/Windows) for smartphones and tablets
  - <http://apps.nhs.uk/> (NHS 'health apps library')
- Commissioned Self-Care Digital platform VitruCare™



### Headline title to go here

Introducing paragraph to go here. Lorem ipsum dolor por sag pellentesque e velicitus imperitae caefinata.

[Read More](#)



### What is Bradford Districts Clinical Commissioning Group?

We're the organisation responsible for buying and contracting healthcare services for the people of the Bradford Districts area.

We are made up of 41 member GP practices - putting local doctors and nurses in charge of choosing healthcare services for the local population. We look after the health needs of 528,000 people.

[Find out more in our prospectus](#)



### Have your say

A key priority for the CCG is meaningful engagement with our partners, patients and the local population.

We are keen to hear your views and ideas about any aspect of the CCGs and how you would like to be involved going forward.

[Find out more](#)

# HEART DISEASE'S USUAL SUSPECTS

BRADFORD'S BIGGEST KILLER IS STILL AT LARGE! THESE GUYS ARE THE PRIME SUSPECTS...



**Greasy McBeefy**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.



**Smokey Jo**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.



**Caffire Chino**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.



**Miss C. Salt**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.



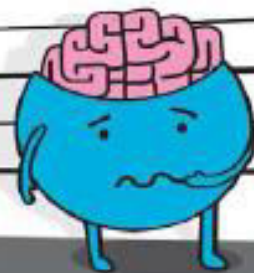
**Billy Idle**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.



**Al Cohol**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.



**Stress Ed**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.

[WWW.BRADFORDSUSUALSUSPECTS.COM](http://WWW.BRADFORDSUSUALSUSPECTS.COM)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulputate arcu, eget dictum ex euismod ut. Mauris fringilla cursus diam.

BRADFORD'S  
HEALTHY HEARTS







# WANTED

## BILLY IDLE



**AVOID  
CONTACT**

Responsible for heart attacks, strokes, heart disease Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec congue vulgare arcu, eget dictum ex euismod ut. Mauris tringilla cursus diam, et vulpate nis roin gravida hendrerit venenatis. Curabitur iaculis nisi volutp cilliois ipsa.

[WWW.BRADFORDSUSUALSUSPECTS.COM](http://WWW.BRADFORDSUSUALSUSPECTS.COM)



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin dui ipsum, mattis cursus auctor egestas, dictum vitae augue. Quisque odio diam, porttitor nec tristique eu, iaculis et libero. Aenean pharetra purus nulla, ut blandit sem sollicitudin fringilla. Etsim pretium rutrum vehicula. Pellentesque id semper felis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis varius porttitor nisi a elementum. Curabitur

[WWW.STOPBRADFORDSBIGGESTKILLER.COM](http://WWW.STOPBRADFORDSBIGGESTKILLER.COM)

## HEART DISEASE THE MAIN CULPRITS...

1. SMOKING
2. ALCOHOL
3. STRESS
4. CAFFINE
5. LACK OF EXERCISE
6. POOR DIET

IN ASSOCIATION WITH  
BRADFORD'S HEALTHY HEARTS



# Group discussion

- What would you like a new website to do? (for you as HCP/a practice and patient perspective)
- How would you like to access it?
  - separate website?
  - Links from intranet?
  - Own ipad/phone/tablet (depends on 3/4G signal or WiFi present)
  - Commissioned CCG app?
  - VitruCare?

# Prevention and Early Intervention

Alison Moore  
Senior Manager



Public Health, Health Improvement

City of Bradford MDC

[www.bradford.gov.uk](http://www.bradford.gov.uk)

# Strategy for Health Improvement

- In response to the Health & Wellbeing Board we are developing a physical activity strategy
- Physical activity is the fourth leading cause of global mortality
- Many of the leading causes of ill-health in today's society; CHD, cancer, type 2 diabetes, could be prevented if people were more active (WHO, 2010)
- Attributable to inactivity - 10.5% CHD (Lee, 2012)

# In addition to reducing premature death

- Benefits for mental health
- Quality of life
- Wellbeing
- Maintaining independent living
- Reducing health and social inequalities (Marmot 2005)
- Inactive has a significant burden on healthcare costs and the economy. £900 million was spent on ill-health related to physical inactivity back in 2007, over £500 million on heart disease alone (Scarborough, 2011)

# Research says...

- Being physically active can reduce risk of CVD by 33% (Warburton, 2010)
- Higher levels of physical activity promote a reduction on the risk of stroke in men by 29% and women by 22% (Li, 2012)
- 150 minutes of moderate physical activity per week decreases the risk of CHD by 14% (Sattelmair, 2011)
- Adults who are inactive have a 30% higher risk of hypertension than active adults (Warburton, 2010)
- Even a 2mmHg decrease in systolic blood pressure within a population would decrease mortality from CHD by 5% & Stroke by 6% (Fagart, 2006)

# Wider benefits

- Delaying the need for Care in older adults
  - Reducing Falls and falls related injuries
  - Depression
  - Cognitive impairment
  - Dementia
- Many studies show that being physically active can prevent/delay these conditions



# Can you play your part?

- Raising the issue (NICE, 2015)
- NHS Health Check
- Referral to Exercise Referral & Community Weight Management
- Making Every Contact Count

# Your words count

- Evidence shows your advice matters
- Raise the issue and sign-post
- Public Health can provide the training
- Public Health have already commissioned many services to help your patients
- One number 01274 435388

# Any questions?

# Thank you for listening

Alison Moore

Senior Manager – Public Health

[alison.moore@bradford.gov.uk](mailto:alison.moore@bradford.gov.uk)

07582 103406



City of Bradford MDC

[www.bradford.gov.uk](http://www.bradford.gov.uk)