



Report to High Wycombe Community Board

Date: 27th June 2022

Title: Update - Addressing Inequalities in Cardiovascular Disease with Faith Communities: a Pilot with WISE

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Ward(s) affected: Various

Background

Preventing heart disease, diabetes and stroke (also called Cardiovascular disease, shortened to CVD) is our Buckinghamshire-wide priority to “level-up” health. The High Wycombe Community Board [profile](#) shows that local CVD outcomes are some of the worst in Buckinghamshire. Undetected or unmanaged high blood pressure is an important risk factor for CVD outcomes. The Public Health team are working with WISE Mosque in High Wycombe to pilot a new approach to prevent CVD, working with faith communities. High Wycombe Community Board have played a key role in facilitating and supporting this project. An engagement process is also underway in Aylesbury to develop a second pilot with a faith community there.

What we did

For the first phase of this project, we wanted to engage members of the mosque to find out what they understood about blood pressure, how often they checked it and what might help or hinder people to know about it and control it.

We trained volunteers from the mosque so that they could offer blood pressure readings alongside a survey to members. Attendees at the Mosque were then invited to have their blood pressure checked by a trained peer and to complete a brief survey during Ramadan. The survey has been informed by behavioural science evidence and developed by our new behavioural science practitioner.

Sessions were delivered over three weeks for both men and women. 53 blood pressure measurements and surveys were completed.

What we found

- Ages ranged from 20-74 with 41 being the most common, about half were male and half female
- More than half of the people that had their blood pressure measured had 'High Normal', 'High' or 'Very High' readings
- Fewer than half of the people that had their blood pressure measured had checked their blood pressure in the last year
- The main reason people didn't check their blood pressure regularly was that they 'feel fine'. People also said they were not in the habit of doing it
- The most common answer for what would support people to take their blood pressure more regularly was ease of access to blood pressure monitors, and help understanding their reading
- Phase 1 was perceived positively by volunteers, members and leaders

What's next

After sharing the results and analysis with WISE, we are using the insight to design an initiative to address the findings.



Blood pressure in action: Councillor Arif Hussain having his blood pressure reading taken by Ahsan Sultan, one of the volunteers. In the background is Marsha Brierley, our Behavioural Science Practitioner