



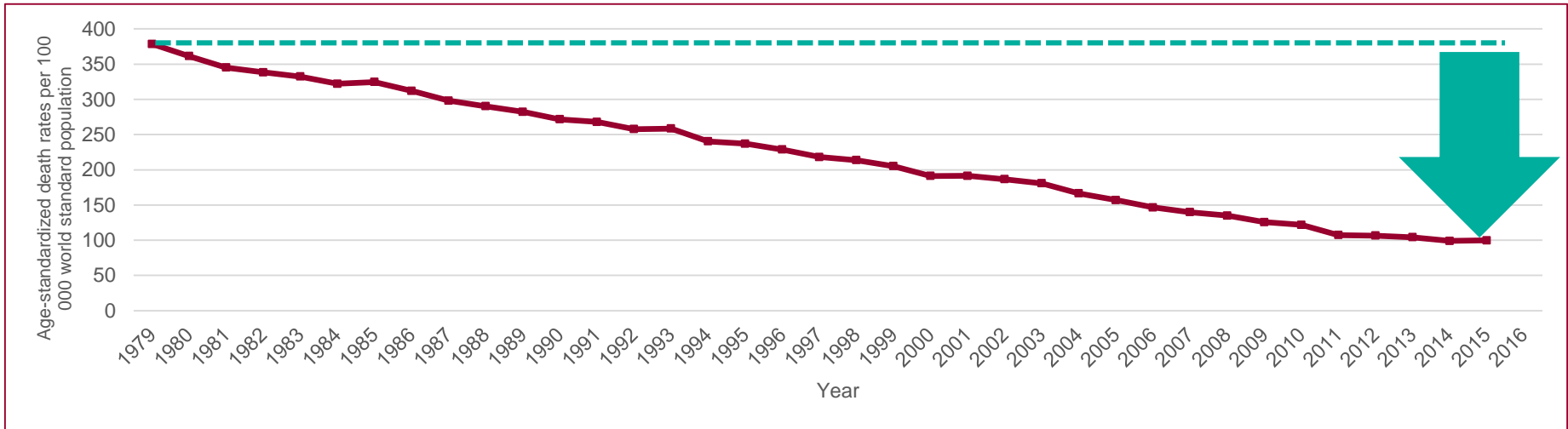
Public Health
England

Protecting and improving the nation's health

Cardiovascular disease prevention in the 2020's

Clare Perkins, Deputy Director, Priorities and Programmes

Deaths from cardiovascular disease have dramatically reduced



Source: World Health Organisation Mortality Database, United Kingdom

CVD remains a leading cause of death and disability

Cardiovascular disease (CVD)
is the leading cause of death worldwide

In England, CVD causes

1 in **4** deaths

which equates to

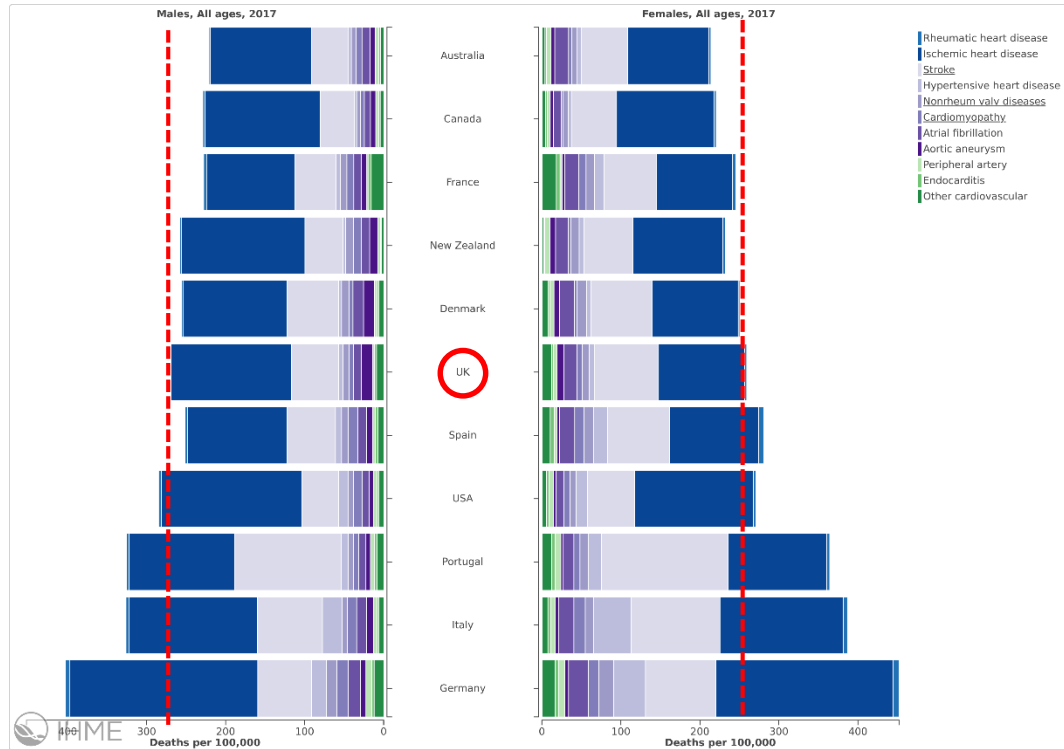
1 death every 4 minutes

CVD is a major contributor of health inequalities

People living in the **most deprived areas** of England are almost

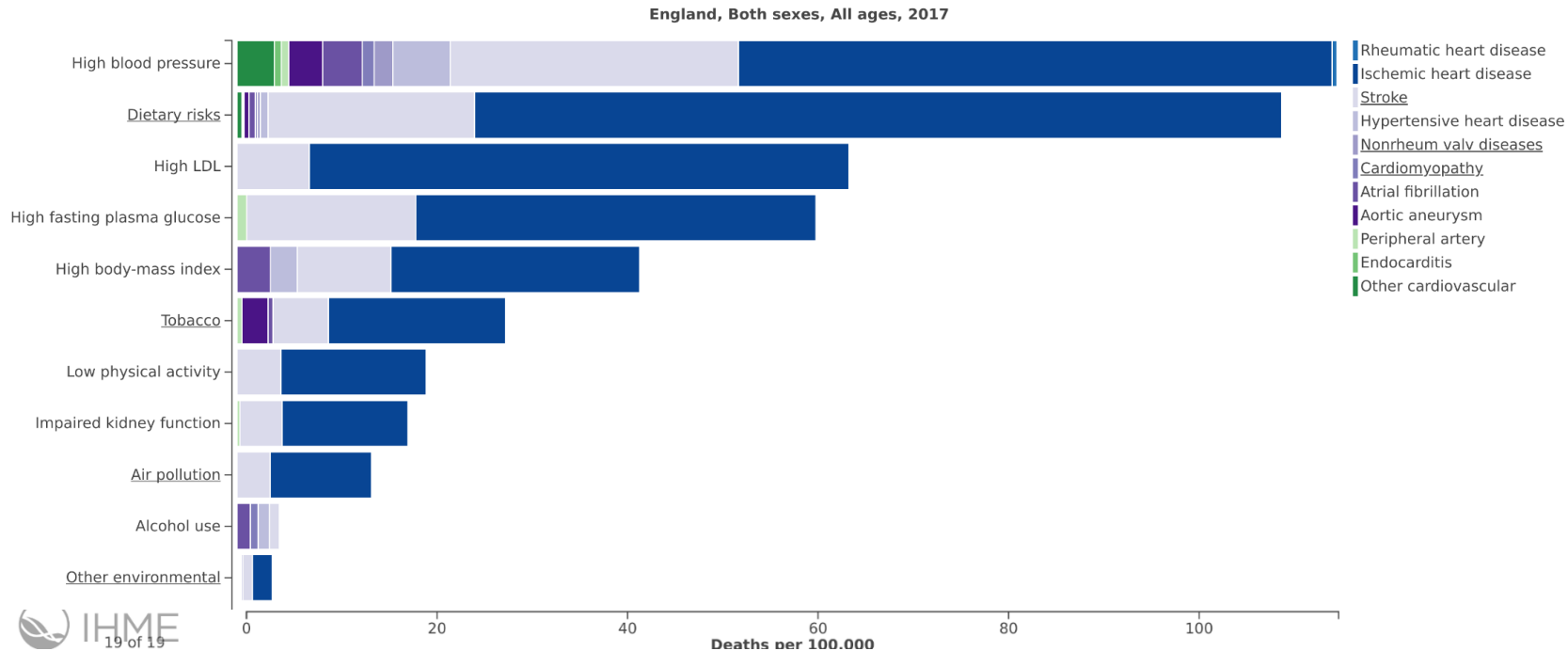
4 times as likely **to die prematurely from CVD** than those in the least deprived areas

There is more to do....



CVD is preventable

Burden of cardiovascular disease mortality attributable to leading risk factors for both sexes in 2017



Proactive national action to address behaviours



- Reducing average levels of salt in diets across the population



- Creating a smoke free society by 2030



- Reducing sugar and calories in everyday food



- Training 12,500 health care professionals to include physical activity advice in routine care



- Reducing alcohol related harm

International learning on a 'proactive' future

THE COACH PROGRAM
ACHIEVING YOUR RISK FACTOR TARGETS



Australia – delivering health coaching for people at high risk of chronic disease

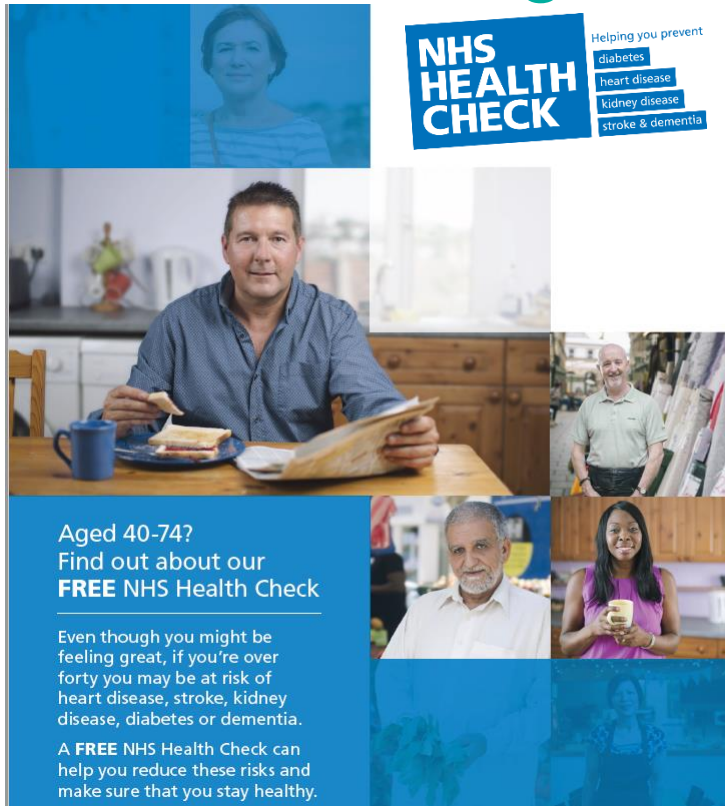
Canada –
normalising everyday blood
pressure conversations



**Million
Hearts**

USA - Million Hearts® 2022 aims to prevent 1 million heart attacks and strokes within 5 years.

World leading 'Predictive' programme



The graphic features a collage of images: a woman's face in a blue box at the top left, a man eating at a table in the middle left, a man in a white shirt in the middle right, and a woman in a pink top in the bottom right. A blue banner at the top right contains the NHS Health Check logo and a list of conditions. A blue banner at the bottom left contains text about the health check.

NHS HEALTH CHECK
Helping you prevent
diabetes
heart disease
kidney disease
stroke & dementia

Aged 40-74?
Find out about our
FREE NHS Health Check

Even though you might be feeling great, if you're over forty you may be at risk of heart disease, stroke, kidney disease, diabetes or dementia.

A **FREE** NHS Health Check can help you reduce these risks and make sure that you stay healthy.

- Over 16 million checks offered and 8 million delivered.
- A national review seeking to maximise the programme's effectiveness.
- Exploring opportunities for targeting and tailoring the approach

A greater role for digital

- Over 4.8 million test completions since launch
- One in ten adults reported checking their blood pressure as a result
- Equitable use
- Uplift to active 10, drink free days, and smoke free apps



Personalised

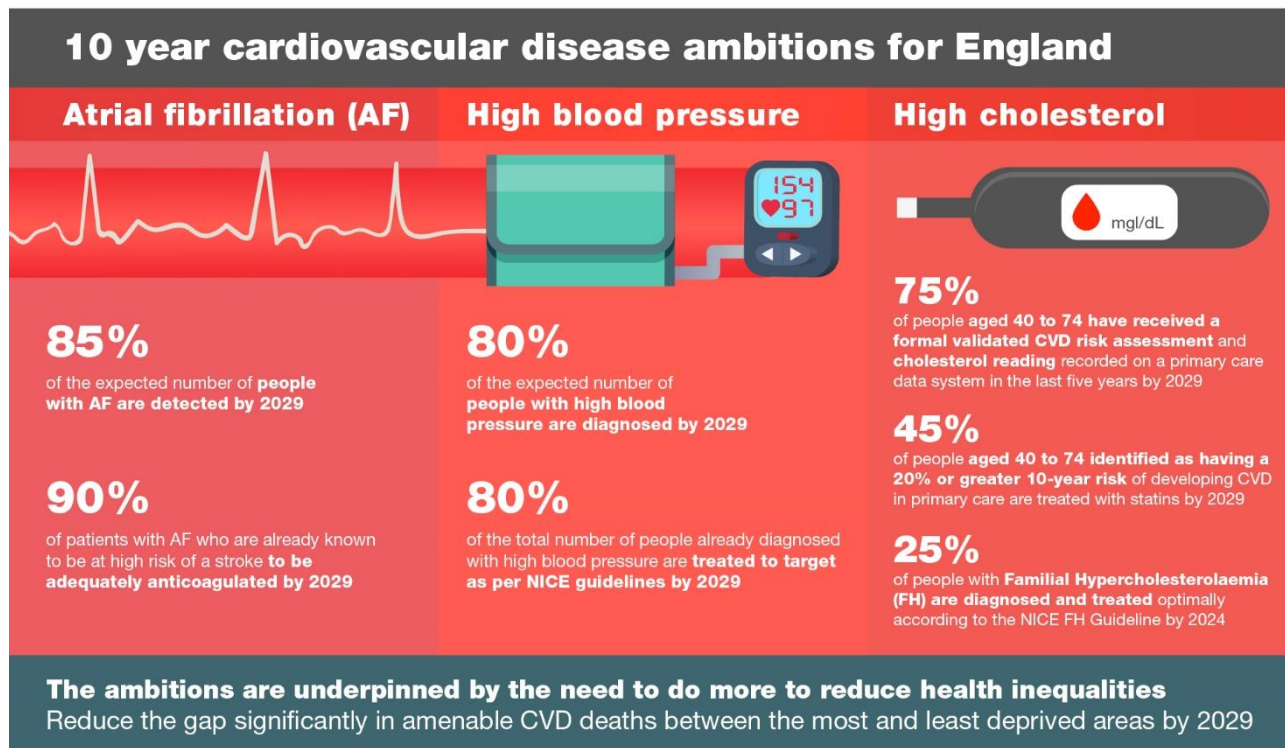
- Our audience know a lot about how to be healthy, and what they ought to do, they just aren't doing it or doing it enough.
- Deep down many would like to do something but they can't think long-term, aren't sure where to start and can't see how being healthy would fit in to their life.
- Negativity and scare mongering increases a sense of guilt and leads to inaction

Make health
feel accessible

Make it easy

Dial up the
benefits

Personalised: detection and care





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Thank you