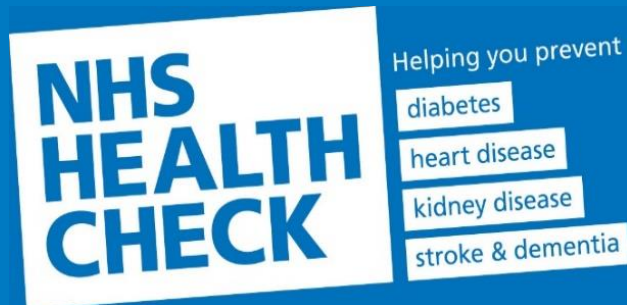


Improving CVD risk communication in NHS health checks

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Understanding Risk

Poll: Which of the following represents a higher risk:

- a) 1 in 5
- b) 1 in 10
- c) 1 in 20
- d) 1 in 196
- e) Not sure

Answer: a) 1 in 5

One quarter of the US population cannot say whether 1 in 10, 1 in 100, or 1 in 1000 represents the largest risk of getting a disease

Understanding Risk

Poll: 1 person out of 1000 has a CVD event. What is the percentage risk?

- a) 1 %**
- b) 0.1 %**
- c) 0.01 %**
- d) 0.001 %**
- e) Not sure**

Answer: b) 0.1%

Around 75% of the US population cannot transform 1 in 1000 in to a percentage

NHS Health Check

Patient Name

Date of NHS Health Check

NHS Number

Cardiovascular Risk

What's your heart risk?

Your age is:



What's your risk level?



1 out of every 10 people



2 out of every 10 people



4 out of every 10 people

NHS HEALTH CHECK

Every year in the UK

160,000 people die from cardiovascular disease

Health Check Test

Your risk calculations

Blood pressure

Your blood pressure is

This means it is:

- In the healthy range
- A little high
- Very high

Cholesterol Level

Your cholesterol ratio

This means you are

- In the healthy range
 - Moderate risk (above 5)
 - Higher risk (above 6)
- If you are higher risk you

Diabetes Check

Your glycated haemoglobin

This means that you

- Do not have diabetes
- Are at risk of developing diabetes
- May have diabetes

Body Mass Index

Your BMI was [XX]

This means that you

White, Black African, Caribbean or South Asian ethnic groups:

- Healthy weight (BMI 18.5-24.9)
- Overweight (BMI 25-29.9)
- Obesity 1 (BMI 30-34.9)
- Obesity 2 (BMI 35-39.9)
- Obesity 3 (BMI 40+)

You said you smoke

66% of smokers who quit today would save approximately £400 a year by using NHS support

All areas have a free stop smoking service. For more information, visit [www.nhs.uk/stop-smoking](#)

You said you drink

Cutting out a couple of drinks a week could save you £400 a year, as well as reduce your risk of heart disease

Drinking within recommended limits (14 units for men, 10 for women), not regularly drinking more than 4-5 days per week will reduce your risk of heart disease

Your Personal Action Plan

Now that you know your risk, how can you improve it?

- Lose some weight
Sign up to a weight loss plan
- Eat more healthy foods
Eat your 5 a day, eat more fruits and vegetables, eat less fatty foods such as crisps
- Do more exercise
Sign up to a sports club
- Reduce your salt intake
Grill, bake, steam or boil instead of frying, such as wholemeal bread, pasta, cakes and biscuits
- Reduce your alcohol intake
Add less salt to your food
- Stop smoking
Order your Smokey Buds pack
- Reduce the amount of alcohol you drink
Use smaller glasses, limit your drinking to 1-2 days each week

What goal(s) would you like to achieve?

What small changes can you make?

When will you achieve your goal(s)?

For more information and support about how to achieve these goals, visit or call:

- NHS Health Check w: www.nhs.uk/Conditions/nhs-health-check
- NHS free weight loss plan w: www.nhs.uk/Livewell/weight-loss-guide
- Change for life w: www.nhs.uk/change4life t: 0300 123 4567
- Smokefree NHS w: www.nhs.uk/smokefree t: 0300 123 1044
- NHS Alcohol information w: www.nhs.uk/Livewell/alcohol
- Action on Salt w: www.actiononsalt.org.uk t: 020 7882 5941
- Diabetes w: www.diabetes.co.uk
- Dementia w: www.alzheimers.org.uk t: 0300 222 1122

Treatment:

After this health check, you may need a follow up appointment, and your doctor may prescribe you some medication to manage your risk of cardiovascular disease. You will be told by the clinic staff if you need to make another appointment.

For every 20 potential strokes or heart attacks, treatment will prevent 7:



- Remember to take any prescribed treatment according to your doctor's instructions
Set the alarm on your phone to remind you or put the pills next to your toothbrush


Extra information/ Local Support Groups:


Your next appointment will be due in.....

Risk Communication

Heart age

What's your heart age?

Your age is: 

Your current heart age is about: 

What's your risk of having a heart attack or stroke in the next 10 years?

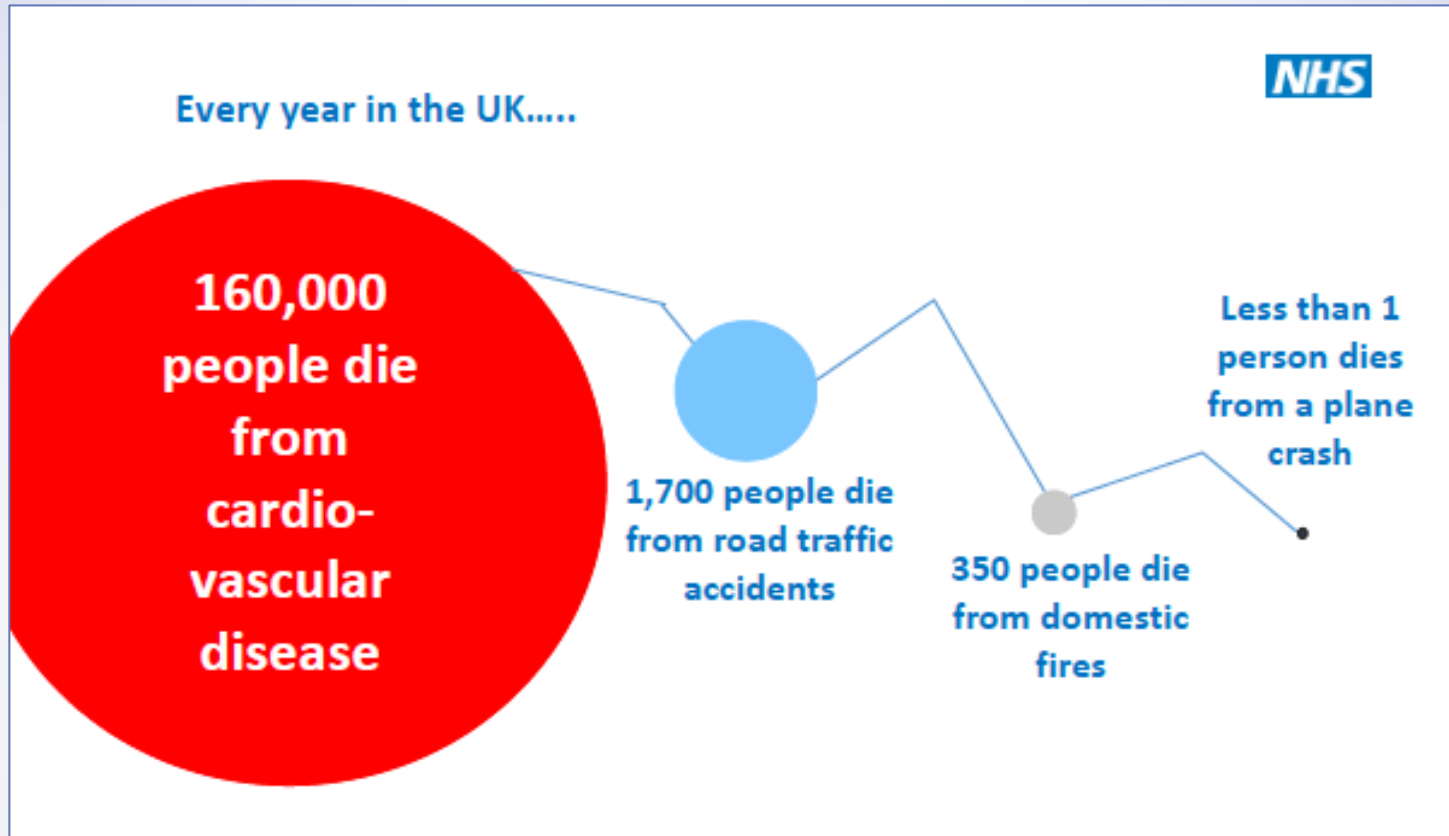
 
1 out of every 20 people like you will have a stroke or heart attack in the next 10 years

 
2 out of every 20 people like you will have a stroke or heart attack in the next 10 years

 
4 out of every 20 people like you will have a stroke or heart attack in the next 10 years

QRISK Icon array:

- Simple frequencies
- Avoid percentages
- Time and denominator
- Social norms messaging



Dread risk comparator infographic

Blood pressure

Your blood pressure measurement was [XXX] / [XX] mmHg (systolic/diastolic)

This means it is:

- In the healthy range
- A little high
- Very high

Interpretation of numerical results

Survival/ Positive framing

For every 20 potential strokes or heart attacks, treatment will prevent 7:



Easy

- Stop smoking

Order your Smokefree quit kit today, save your cigarette money in a pot to see how it builds up

- Reduce the amount of alcohol you drink

Use smaller glasses or measures when pouring wine and spirits at home, have a few drink-free days each week, alternate alcoholic drinks with glasses of water, drink with a meal

Attractive



Social

What goal(s) would you like to set yourself?

What small changes would help you achieve your goal(s)?

Timely

You said you drink **[XX]** units of alcohol per week

Cutting out a couple of large glasses of wine or beer each week could save you more than £400 year, as well as helping you to lose weight and get better quality sleep.

*“We are like a salty family. I would just add salt to everything and now I’m starting to think that I can’t. **This is my health and it’s quite real and it’s quite serious** so yeah, I’ve definitely looked at, **it’s definitely motivated me**”* Female Patient

*“They were more **interested about the heart age** more than anything”*
HCA

HCAAs

*“When they do go home maybe they can **share it with their family** as well. **Maybe they didn’t fully understand** so, it would be really good to look back”* HCA

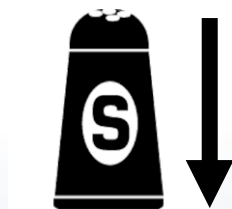
Patients

*“I liked the bit of paper that they gave me at the end that just jots down everything because I think you forget really easily and **that’s been good to look back at**”*
Female Patient

*“I think I’ve been more detailed about the **QRISK more than before** [...] even the cholesterol levels, sugar levels, even if they are normal.”* HCA

In summary, numbers can be difficult so:

- Don't neglect your **denominator**
- Remember **icons** help
- Provide risk **context**
- Be positive with your **framing**
- Be '**chunky**' with your goals
- Remember to **tell the time**
- Think **now** as well as in the **future**



Acknowledgements

Study Team

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Thanks for listening!

**NHS
HEALTH
CHECK**

Helping you prevent

diabetes

heart disease

kidney disease

stroke & dementia

In partnership with

