



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Community development

Assignment 1 Fighting Cardiovascular disease (CVD) in the London Borough of Hillingdon

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Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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Introduction

Community

- A popular definition of community came up as a group of people with various features who are connected by social ties, share common perspectives, and collaborate in geographical locations or situations (MacQueen et al., 2001).

Community development

- Community development is a process in which community members work together to solve common challenges. It refers to a wide range of actions aimed at improving a community's social, economic, and environmental well-being. (SCDC, 2019)



(Dreamstime, n.d.)

Aims of the campaign

- **Raise awareness**
- **Promote a healthy lifestyle**
- **Encourage regular health screening for prevention**
- **Educate on the risk factors**
- **Address inequalities related to healthcare access**

(NHS, England).

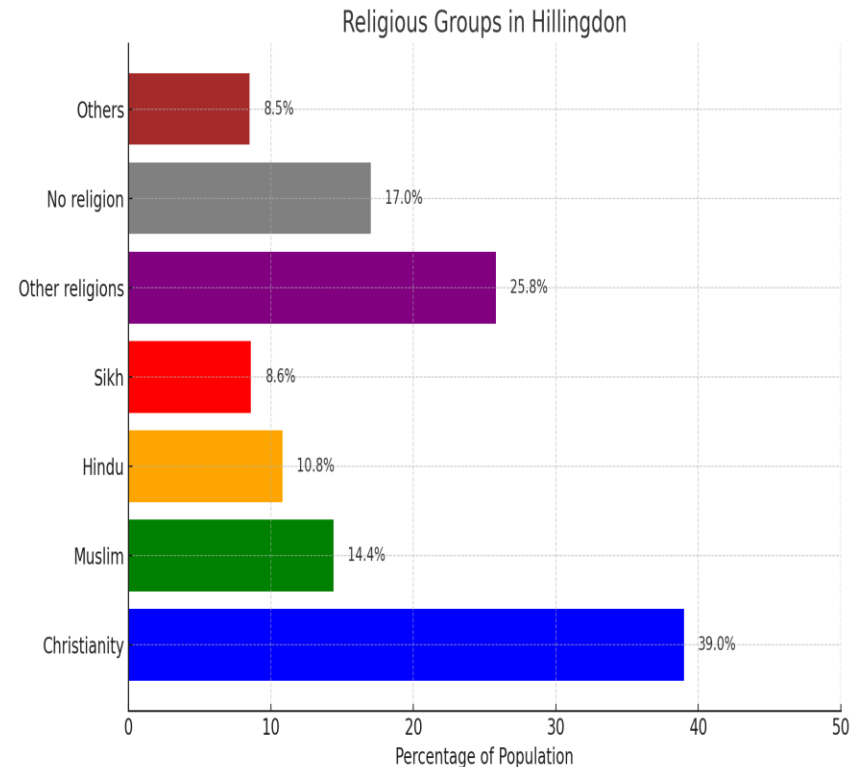


(Public Health England, 2019)

London Borough of Hillingdon

- **310,681 people**
- **Hillingdon is the second largest of London's 33 boroughs of London**
- **48.2% of the residents are white population**
- **51,8% are non-white minorities**
- **33,3% of the minority population is from the Asian community**

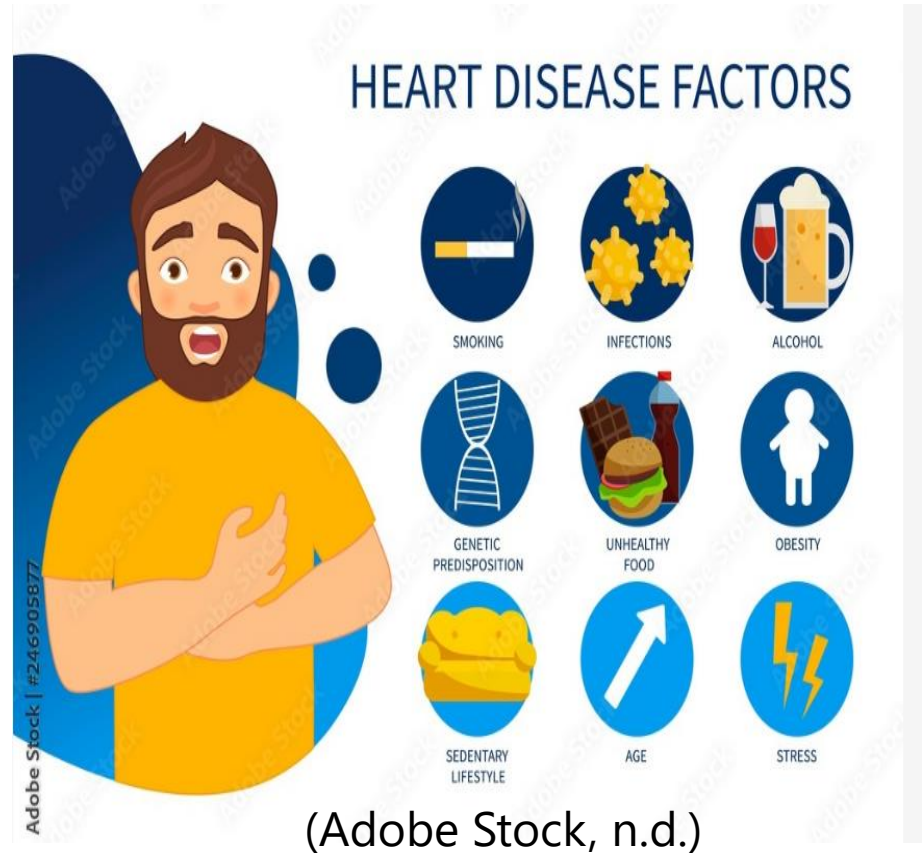
(Hillingdon Council, 2021)



(Office for National Statistics, 2021)

Causes of cardiovascular disease

- **Suffering with high blood pressure**
 - **Smoking**
 - **Uncontrolled cholesterol**
 - **Diabetes**
 - **Lack of physical activity**
 - **Overweight or obese**
 - **Family history of CVD**
 - **Ethnic background**
- (NHS, 2022)



Key findings

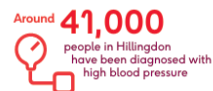
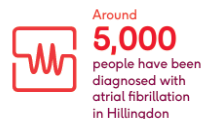


London Borough of Hillingdon

Local heart and circulatory disease statistics from the British Heart Foundation

Health statistics give our staff, volunteers, supporters and healthcare professionals a sense of the scale of the challenges we face as we fight for every heartbeat. The statistics here are based on official surveys and data sources - please see below for references.

This is a presentation of key statistics for this area. You can make any of them into a jpeg (image file) by zooming in and using Snipping Tool or Paint.



Out-of-Hospital Cardiac Arrest (OHCA) Statistics (region/nation)



REFERENCES/SOURCES - FOR ANY QUERIES PLEASE CONTACT US - THE COVID-19 PANDEMIC HAS IMPACTED SURVEY SCHEDULES AND OTHER SERIES

Prevalence [living with] heart and circulatory diseases in Hillingdon

(Local heart and circulatory disease statistics from the British Heart Foundation, n.d.)

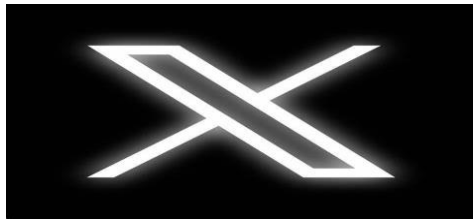
Stakeholders involved in the program

- **Patients**
- **NHS Hospitals**
- **GP surgeries**
- **Pharmacies**
- **Government agencies and Public health Bodies**
- **NGOs and charities- Heart UK**
- **Researchers**

Theories

- **Abraham Maslow's Hierarchy of Needs**
- **Bronfenbrenner's ecological systems theory**
- **The Theory of Planned Behaviour**

Use of digital media and technologies for community development



#saveyourheart

Legislation and policy impact the support and growth of a community

- **Health and Social Care Act 2012**(Department of Health and Social Care, 2012)
- **Human Rights Act 1998**
- **Care Act 2014**
- **The Health Act 2006: Includes provisions for smoke-free environments.**
- **Food Information Regulations 2014: Mandates nutritional labeling on food products.**
- **The Equality Act 2010: Ensures non-discriminatory access to healthcare services.**

Barriers/obstacles to community development

- **Lack of sufficient funding and resources**
- **Ability to engage the community members**
(Rosenbaum and Blum, 2015)
- **Cultural and socio-economical beliefs**
- **Lack of access to healthcare infrastructure and services**
- **Sustainability and Long-term Commitment**
- **Monitor and evaluate the service**
- **Difficult communication between stakeholders**
(Page-Reeves, 2018)

Recommendations

- **Secure funding by creating a public and private partnership**
- **Run awareness campaigns and community-funding events**
- **Ensure access to healthcare services and provide extra support for ethnic minorities**
- **Evaluate the program and improve it if needed**
- **Effective communication between stakeholders**

Conclusion

- Combating cardiovascular disease requires a comprehensive approach. Key steps include securing funding, engaging the community, and addressing cultural and socioeconomic barriers. Improving health literacy, healthcare infrastructure, and stakeholder coordination is essential. Supportive laws for tobacco control and food labelling are also crucial. Collective efforts will significantly reduce cardiovascular disease and improve public health outcomes.

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