

Stroke / diabetes risk. Community pharmacy 1 in 10, public health campaign report

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Purpose and Summary of Document:

To report on the Stroke / diabetes risk public health campaign delivered through community pharmacies in Wales during two weeks commencing September 3rd 2012

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Executive summary

Under the community pharmacy contractual framework, community pharmacies are expected to proactively participate in up to six health promotion campaigns per annum, local or national. In 2011, Health Board Chief Pharmacists agreed that Public Health Wales would facilitate and evaluate up to three national campaigns per annum. This paper reports on the second national community pharmacy public health campaign of 2012/13, the main purpose of which was to raise public awareness of risks associated with the development of diabetes and stroke and to inform the public about lifestyle measures that could reduce the risk of developing them.

The campaign was supported by all seven Health Board Chief Pharmacists and delivered in partnership with Public Health Wales, Community Pharmacy Wales (CPW), Diabetes UK Cymru and the Stroke Association Wales.

During the two week campaign period commencing 3rd September 2012 pharmacies across Wales supported patients in completing a two part questionnaire related to diabetes and stroke risk factors. Everyone participating in the campaign was provided with written and verbal information and advice on stroke and diabetes risk factors and what lifestyle changes might reduce their risk of developing these serious conditions. Those achieving a high risk score for developing diabetes and those with a moderate diabetes risk score and additional stroke risk factors were provided with a GP referral letter for further advice/investigation.

Campaign evaluation forms were completed and returned from 86% of Welsh community pharmacies. Over 14000 people completed the questionnaires and were provided with information and advice on diabetes and stroke risk factors. Analysis of completed questionnaires revealed that 14.5% were at high risk of developing diabetes i.e. a 1 in 3 risk of developing Type 2 diabetes in the next 10 years and 21% of participants identified themselves as smokers with 26% reporting having a family history of stroke. Overall 2579 (18%) were provided with a GP referral letter and advised to make an appointment at their GP practice for further advice/investigation.

1 Background

1 in 10 is an apt name for a campaign highlighting stroke and diabetes risk as around one in ten of the Welsh population are living with or could be affected by these conditions.

Each year, approximately 11,000 people in Wales have a stroke and of these a third die. Over 65,000 people are living with the effects of stroke and a further 153,000 have diagnosed diabetes. With an estimated 66,000 further cases of undiagnosed cases of diabetes, this means that nearly 300,000 people in Wales are living with or could be affected by these two conditions, sometimes unnecessarily so.

Fortunately, there are lifestyle changes people can make to reduce their risk of diabetes and stroke, such as not being overweight, eating a healthy diet and taking exercise. Early diagnosis of hypertension and diabetes can reduce the risk of stroke and complications associated with diabetes respectively.

The 1 in 10 campaign built on the success of a previous national public health campaign focusing on diabetes risk only. Stroke was added to the campaign for a number of reasons. These included; a recognition that some lifestyle factors increase the risk of developing both conditions and having diabetes can increase a person's risk of having a stroke; support from Stroke Association Wales and Diabetes UK Cymru; and Welsh Government and Health Board priorities with regard to stroke prevention.

2 Introduction

Community pharmacists are expected as part of their Essential Services contractual obligations to signpost people to relevant health and social care providers and patient groups and to participate in up to six local or national public health campaigns each year. Health Board Chief Pharmacists in Wales agreed to support this national public health campaign the main purpose of which was to raise public awareness of risks associated with the development of diabetes and stroke and what lifestyle measures might mitigate against those. Patients deemed to be at high risk of developing diabetes and those with moderate risk scores with additional stroke risk factors were provided with a GP referral letter. The

partnership of Public Health Wales, Diabetes UK Cymru, Stroke Association and CPW enabled this national campaign to be mounted.

3 Key Messages

The key messages which the 1 in 10 campaign was seeking to deliver were:

- Diabetes and Stroke are caused by a number of lifestyle risk factors, many of which are within the control of individuals.
- Having a stroke or diabetes is not an inevitable part of getting older.
- Lifestyle change can often prevent either of these conditions from arising.
- Having diabetes can dramatically increase risk of stroke.

4 Method

- 4.1 During the two week campaign period commencing 3rd September 2012, people were encouraged to visit their community pharmacy to complete a questionnaire and be provided with information about diabetes and stroke including advice on lifestyle.
- 4.2 Campaign material was designed and printed by partners. A letter was sent to all pharmacies by Health Board Chief Pharmacists a few weeks ahead of the campaign advising them of the campaign and reminding them of their contractual terms. Campaign material was delivered to all pharmacies through NHS Wales Shared Services Partnership (NWSSP).
- 4.3 The key campaign intervention involved pharmacists and appropriately qualified pharmacy staff supporting the public in completing a questionnaire (Appendix 1) and providing them with relevant advice and information leaflets. People deemed to be at high risk of developing diabetes or those with moderate risk and having other stroke risk factors were provided with a GP referral letter.
- 4.4 Pharmacy contractors were asked to record the questionnaire responses and return collated data to Public Health Wales by the 30th September 2012.
- 4.5 Diabetes UK Cymru and Stroke Association Wales agreed to provide financial support to the campaign in relation to the printing costs of the public facing material associated with the campaign and gave considerable resource along with CPW to the media efforts, (Appendix 2). Community Pharmacy Wales was also a key partner in developing the communication material for pharmacies and acting as a point of contact for community pharmacy contractors.

5 Results

Table 1. Wales - summary of pharmacy campaign questionnaires reported to Public Health Wales by 31st October 2012

Pharmacies in Wales, n=713

Pharmacies returning the evaluation form	No. of patients completing questionnaire	High risk of developing diabetes	Smokers	Family history of stroke	Referred to GP practice
616 (86.3%)	14286	2069 (14.5%)	2951 (21%)	3769 (26%)	2579 (18%)

Table 2. Summary of pharmacy campaign questionnaires by Health Board reported to Public Health Wales by 31st October

Health Board	Number of pharmacies	Pharmacies returning evaluation form (%)	No. of patients completing questionnaire	High risk of developing diabetes (%)	Smokers (%)	Family history of stroke (%)	Referred to GP practice (%)
ABMU	125	78%	1912	14%	19%	29%	20%
Aneurin Bevan	128	74%	2030	16%	21%	28%	17%
Betsi Cadwaladr	154	88%	4496	13%	21%	26%	18%
Cardiff & Vale	106	87%	2274	15%	20%	23%	17%
Cwm Taf	77	88%	1427	16%	24%	28%	19%
Hywel Dda	100	85%	1444	16%	19%	26%	19%
Powys	23	87%	442	8.6%	20%	20%	14%

6 Discussion

6.1 Participation by community pharmacy

A community pharmacy response rate of 86.3% is the highest achieved to date in relation to the national community pharmacy campaigns. This may be the result of improved campaign logistics and greater involvement from Local Health Boards in chasing non-responders post the campaign end. It may also be as a result of greater familiarity with the campaign subject matter, especially in relation to the diabetes element

6.2 The risk tool/ questionnaire

The UK Diabetes risk score used in this campaign is recognised as a validated self-assessment tool by the National Institute for Health and Clinical Excellence in [Public Health Guidance 38](#), Preventing type 2 diabetes: risk identification and interventions for individuals at risk.

The questions included in the campaign that related to stroke risk were not part of a validated risk tool though they aimed to identify additional known risk factors with individuals. The stroke questions relating to smoking status and family history of stroke were considered straightforward but some pharmacists reported that people were less able to answer the questions relating to pulse, irregular heartbeat and uncontrolled hypertension.

The campaign was not resourced to allow for blood pressure monitoring or pulse taking. This kind of activity would go beyond what would be considered a reasonable public health campaign requirement.

6.3 Patient impact

Over 14000 people undertook the questionnaire in Wales over a two week period commencing September 3rd 2012. This compares with 17507 in 2011 for the previous diabetes risk campaign. It was recognised from the outset that fewer interventions might result from having a more complex two-part questionnaire in this year's campaign and the evaluation form reflected that in the number of interventions suggested as being reasonable.

Though no measures were taken of smoking cessation activity during the campaign, pharmacists were able to use the opportunity when supporting questionnaire completion to signpost people to smoking cessation services

and to offer Medicine Use Reviews to those persons being treated for hypertension.

6.4 Logistics and organisation

Overall, the arrangements for distribution were improved compared with those in place for the Education Programmes for Patients campaign run in April 2012 that depended on hand delivery or postal routes. A smaller number of pharmacies reported non-receipt of campaign packs and Public Health Wales arranged for duplicate material to be provided to those. It was reported that labelling the packs for the attention of the Public Health Champion had been helpful in identifying receipt at the pharmacy. There were some late deliveries and it is now recognised that a 4 week lead time is needed by NWSSP to ensure delivery to all in time for the campaign start date.

6.2 Evaluation

Campaign packs included an evaluation form to be returned to Public Health Wales at the end of the two week campaign. CPW and Health Boards encouraged pharmacies to participate before and during the campaign period and reminded contractors to return evaluation forms after the campaign had ended. The cut off date for returns was extended to 31st October to allow for those who had received packs late or requested duplicate packs after reporting non-delivery during the campaign.

Health Boards have been provided with a list of any non-responders in order to investigate why campaign evaluation reports were not returned or why some pharmacies did not participate in the campaign.

A number of returned evaluation forms were damaged in the post and the sender detail could not be determined. A few forms were not stamped with the pharmacy address. The anonymised data has been included in the All Wales Figures but could not be apportioned to Health Board totals.

In total, 2579 people were provided with a GP referral letter and advised to make an appointment at their GP practice for further investigation and advice. All 14286 people who completed the questionnaire were provided with advice and information on diabetes and stroke risk factors.

The campaign enabled pharmacists and their staff to give advice to smokers on smoking cessation and to offer those patients who identified issues with hypertension management a Medicines Use Review.

7 Recommendations

- Health Boards should investigate low response rates to understand why contractors are not complying with evaluation reporting
- Health Boards should continue to contact their pharmacies during campaigns to check level of engagement
- The validated Diabetes UK Risk Score questionnaire could be used ongoing to help identify those at risk of developing diabetes
- Public Health Wales to continue to address future National Campaign Material to the Public Health Champion
- NWSSP to obtain a signature for receipt on delivery of campaign material
- Health Boards to establish a budget to finance the printing costs as partner contributions may not be sustainable

Appendix 1

The Diabetes risk score was developed by:



University Hospitals of Leicester **NHS**
NHS Trust



Diabetes risk score

Questions

1 How old are you?

- A** 49 or younger [0]
B 50–59 [5]
C 60–69 [9]
D 70 or older [13]

2 Are you female or male?

- A** Female [0]
B Male [1]

3 What is your ethnic background?

- A** Only white European [0]
B Other ethnic group [6]

4 Do you have a father, mother, brother, sister and/or own child with Type 1 or Type 2 diabetes?

- A** Yes [5]
B No [0]

5 Measure the person's waist circumference and choose the range:

- A** Less than 90cm (35.3in) [0]
B 90–99.9cm (35.4–39.3in) [4]
C 100–109.9cm (39.4–42.9in) [6]
D 110cm (43in) or above [9]

6 Calculate the person's Body Mass Index (BMI) and choose the range (a BMI chart can be used).

- A** Less than 25 [0]
B 25–29.9 [3]
C 30–34.9 [5]
D 35 or above [8]

7 Have you been given medicine for high blood pressure OR told that you have high blood pressure, by your doctor?

- A** Yes [5]
B No [0]

Your score is: _____ points

Risk level	Chances of having Type 2 diabetes now	Chance of high blood glucose now, meaning risk of Type 2 in 10 years	What you need to do
0–6 points (Low risk)	1 in 200	1 in 20	Keep up the good work, make lifestyle adjustments to further reduce risk.
7–15 points (Increased risk)	1 in 50	1 in 10	Make lifestyle changes.
16–24 points (Moderate risk)	1 in 33	1 in 7	See your GP to discuss your risk and how to reduce it.
25 or more points (High risk)	1 in 14	1 in 3	See your GP as soon as possible for a blood test.

Diabetes UK is a charity registered in England and Wales (no. 215199) and in Scotland (no. SC039136). © Diabetes UK 2009

This risk score was conducted by _____ (name) on _____ (DD/MM/YY)
 on behalf of _____ (person scored) at _____ (venue)

**Appendix 1
contd.****One in Ten Campaign**

Further factors that increase stroke risk

Please circle your answer

- 1 Do you smoke? Yes or No
- 2 Has anyone in your family had a stroke or Transient Ischaemic Attack (TIA)? Yes or No or Don't Know
- 3 Have you been diagnosed with an irregular heartbeat? Yes or No
- 4 Do you have an irregular pulse? Yes or No or Don't Know
- 5 Do you have consistently high blood pressure? Yes or No or Don't Know

If you have answered "yes" to any of the questions on this page or have any concerns relating to stroke, please take away the "What you can do to help prevent a stroke from happening to you" information leaflet and discuss those concerns at your next GP practice appointment.

If you also have a high to moderate risk score for developing diabetes your pharmacist will provide you with a referral letter to take to your GP or practice nurse so they are aware of that information and can do further tests if appropriate.

**THERE ARE THINGS YOU CAN DO TO REDUCE THE RISK OF DEVELOPING
STROKE AND DIABETES**

TAKE ADVICE TODAY AND AVOID BEING THE 1 IN 10

Appendix 2. 1 in 10 campaign media coverage list (supplied by partners).

Television:

Monday 3rd September 2012, ITV Wales News 6.30pm

Monday 3rd September 2012, Newyddion Saith S4C

Wednesday 19th September 2012, Wedi Saith, S4C

National Radio:

Monday 6th August 2012, Radio Wales News

Monday 3rd September 2012, Good Morning Wales

Monday 3rd September 2012, Good Evening Wales 3/9

Monday 6th September 2012, Radio Cymru news

Monday 3rd September 2012, Radio Cymru News

Monday 3rd September 2012, Post Cyntaf

National/Regional press

August 8th September 2012 Western Mail feature,
<http://www.walesonline.co.uk/health-check-wales/health-features/2012/08/08/policing-my-diabetes-means-i-m-fighting-fit-91466-31570574/>

September 3rd 2012, Opinion Piece
<http://www.walesonline.co.uk/news/wales-news/2012/09/03/paul-gimson-director-of-the-royal-pharmaceutical-society-in-wales-outlines-the-benefits-of-the-one-in-ten-campaign-91466-31750240/>

Daily Post

Local Radio

News reports on:

Nation Radio, Nation 80s, Radio Pembrokeshire, Radio Carmarthenshire,
 Radio Ceredigion, Scarlet FM, Bridge FM

Plus regular read-outs on across the fortnight on:

Calon FM (Wrexham), Able Radio (national), Radio Tircoed (North and West of Swansea), Rhondda Radio, Capital FM (Cardiff).

Local newspapers

Flintshire Chronicle <http://www.flintshirechronicle.co.uk/flintshire-news/local-flintshire-news/2012/08/16/holywell-man-backs-health-campaign-51352-31628880/>

Carmarthen Journal <http://www.thisissouthwales.co.uk/Awareness-campaign-launched/story-16826518-detail/story.html>

South Wales Echo, Cynon Valley Leader, Gwent Gazette, Pontypridd & Llantrisant Observer, Rhondda Leader, Wrexham Leader, North Wales Weekly News, Cambrian News, South Wales Evening Post, Gwent Gazette

Online

The Pharmacist <http://www.thepharmacist.co.uk/clinical-services-2/413-free-risk-assessment-in-welsh-pharmacies2095>

NetDoctor

http://www.netdoctor.co.uk/interactive/news/theme_news_detail.php?id=801441105&tab_id=116

PJ (Pharmaceutical Journal) Online

http://www.pjonline.com/news/welsh_campaign_aims_to_find_the_one_in_ten_at_risk_of_stroke_or_diabetes

BBC website <http://www.bbc.co.uk/news/uk-wales-19461913>

Mid Wales Rugby Union website

<http://www.pitchero.com/clubs/midwalesdistrict/news/robin-helps-kick-off-one-in-ten-campaign-657941.html>

Public Health Wales <http://www.wales.nhs.uk/sitesplus/888/news/23986>

Diabetes News <http://www.diabetes.co.uk/news/2012/Sep/pharmacies-to-assess-type-2-diabetes-and-stroke-risks-92128886.html>

Chemist and Druggist <http://www.chemistanddruggist.co.uk/wales>

Free in UK <http://www.freeinuk.co.uk/blog/free-tests-by-pharmacies-wales>

Pulse http://www.pulsetoday.co.uk/newsarticle-content/-/article_display_list/14548462/welsh-health-boards-launch-campaign-to-offer-free-stroke-and-diabetes-tests-in-pharmacies

ITV Wales <http://www.itv.com/news/wales/2012-09-03/major-campaign-launched-to-prevent-life-threatening-health-conditions/>

Zenopa

http://www.zenopa.com/news/801442388/Welsh_pharmacies_launch_diabetes_and_stroke_awareness_campaign

NELM <http://www.nelm.nhs.uk/en/NeLM-Area/News/2012---September/04/Pharmacies-in-Wales-launch-health-campaign-to-identify-people-at-high-risk-of-stroke-or-diabetes/>

Pharmafield <http://www.pharmafield.co.uk/be/post/2012/09/03/Welsh-pharmacies-assess-stroke-and-diabetes-risk.aspx>

Physical Activity and Nutrition Network

<http://www.physicalactivityandnutritionwales.org.uk/news.cfm?orgid=740&contentid=23991>

Trip <http://www.tripdatabase.com/doc/1359986-One-in-Ten-Campaign-2012#content>

This is South Wales <http://www.thisissouthwales.co.uk/Awareness-campaign-launched/story-16826518-detail/story.html>

Magazines

National Health Executive Magazine, **Consumer Healthcare News** ,
Mediplacements