

Health and Wellbeing Cabinet Meeting

1.	Meeting:	Cabinet Member for Health and Wellbeing
2.	Date:	5th December 2011
3.	Title:	Rotherham: British Heart Foundation Heart Town
4.	Programme Area:	Public Health

5. Summary

To outline proposals for making Rotherham a British Heart Foundation *Heart Town*.

6. Recommendations

Cabinet Member for Health and Wellbeing Rotherham considers recommending to Cabinet Rotherham becoming a British Heart Foundation Heart Town with an aim to launch the initiative in January 2012

7. Proposals and Details

What is a Heart Town?

- The British Heart Foundation (BHF) wants to establish 50 Heart Towns across the UK, mobilising communities to help prevent and fight circulatory and heart disease. BHF would like to build on existing relationships within the borough and to establish Rotherham as one of the first 50 Heart Towns, and the first in South Yorkshire.
- Becoming a heart town will put an increased focus on cardiovascular disease, increasing awareness of risk factors and improving health and wellbeing of the community. The initiative aims to bring communities together through local fundraising and volunteering as well as raising awareness of heart disease and offering residents a range of support services including, schools initiatives, workplace health and lifestyle information resources.
- BHF will provide access to its information and training resources and organise a 'One Day' fundraising initiative to support their Mending Broken Hearts Appeal. A BHF team of staff and volunteers for Rotherham will coordinate local activity. The national ambassador for the Mending Broken Hearts Appeal lives in Kiveton Park. Events run and information produced under the Heart Town banner could signpost to existing local services that benefit cardiovascular health (eg Rotherham Stop Smoking Service, Reshape Rotherham, DC Leisure).
- A visual identity for Heart Towns has been produced and can be used to publicise Rotherham's commitment to reducing cardiovascular disease.
- Heart Town status is a 5-year commitment.

Why Rotherham?

- Cardiovascular diseases are a leading cause of death in Rotherham. Whilst more people die of cancers than of ischaemic heart disease (IHD), no single cancer causes more deaths than IHD. The combination of IHD, cerebrovascular disease, heart failure, complications and ill-defined heart disease cause 29.4% of all male and 28.9% of all female deaths in the borough.
- Early death rates from heart disease and stroke, whilst falling, are still higher than the England average.
- Rotherham is worse than the England average for lifestyle factors that contribute to poor cardiovascular health (smoking rates, obesity, population who are physical active and eat healthily).
- BHF already has a significant presence in Rotherham and has invested heavily in our community. It has funded

- Specialist nurses for heart failure, palliative care, cardiac care and a cardiac rehabilitation team
- £100,000 Hearty Lives project for primary prevention of CVD for adults with learning disabilities, plus a further £140,000 for a service development manager within RMBC to manage the work
- 58 schools are running the HeartStart (emergency life support training) scheme, with £10,000 invested for further development
- Six community HeartStart schemes
- Two Help a Heart grants awarded to voluntary sector groups
- Two local BHF voluntary groups
- Two BHF shops

What does Rotherham have to commit in order to become a Heart Town?

- RMBC would have to sign a community pledge with BHF agreeing to become a Heart Town for a five year period
- Adopt Heart Town branding
- Working with BHF, create a Heart Town ride/walk/run in the centre of town
- Support BHF work in schools, businesses and the community
- Support BHF fundraising and volunteering initiatives including:
 - One Day event and existing campaigns in the town
 - Red for Heart – be part of the BHF campaign for National Heart Month in February
 - Hand on Heart – nurturing a community of volunteers in the town
 - The BIG donation – encouraging the community to recycle and donate to BHF shops

8. Finance

There should be no additional funding required to become a Heart Town. If the branding were to be used on signage there would be cost implications related to production of the new signs, but BHF may be able to broker sponsorship for this through their corporate fundraising contacts.

There would be some officer time required to ensure the partnership approach is implemented successfully.

9. Risks and Uncertainties

There may be potential local reputational risk if RMBC is seen to be working with a major national charity and not supporting local voluntary organisations with the same aims. Other Heart Towns appear to have minimised this through having the One Day fundraising events splitting the sponsorship between BHF and local charities. This risk, however, is extremely small.

10. Policy and Performance Agenda Implications

The Heart Town initiative and the associated increased awareness of cardiovascular disease could help contribute to the achievement of relevant proposed indicators within the public health outcomes framework and the local health and wellbeing strategy.

11. Background Papers and Consultation

<http://www.bhf.org.uk/get-involved/in-your-area/heart-towns.aspx>

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