



**A unique family-based programme for vascular health which saves lives and offers your PCT excellent value for money.**

**Helping to make your PCT 'World Class'**

**MyAction** is being launched across the borough of Westminster, based in local community settings, as part of the 'Healthy Hearts and Minds' £5 million initiative.

MyAction is a community-based vascular disease prevention programme that was piloted in Bromley and is now being delivered in a growing number of Primary Care Trusts. Speaking at the launch of Westminster Primary Care Trust's Healthy Hearts and Minds disease prevention strategy, with the MyAction programme as its centre piece, health minister Lord Darzi said,

*"This strategy sets a gold standard for the prevention of heart disease and stroke which kill 170,000 people every year and affects the lives of four million people. Most importantly it targets deprived communities that suffer ...the scourge of cardiovascular disease."*



### **MyAction will**

- ✓ Save lives
- ✓ Save money by preventing expensive hospitalisation
- ✓ Demonstrate action in response to national and local policies
- ✓ Contribute to tackling health inequalities
- ✓ Cover all elements of care – smoking, diet, physical activity, and drug therapies
- ✓ Include all relevant players – primary, secondary and local authority services

**MyAction** integrates the care of patients and their families with cardiovascular disease and those families at high risk of developing cardiovascular disease, within a convenient local community setting. **MyAction** provides the vascular checks and vascular management in one programme. MyAction is family based with partners also having a cardiovascular risk assessment and lifestyle management.

**MyAction** works by providing a multidisciplinary team of nurses, dietitians, physiotherapists, physical activity specialists, GP's and cardiologists to help all those at high risk of cardiovascular disease. It was created through a collaboration between Imperial College London, Imperial College Healthcare NHS Trust and Bromley Mytime, which piloted the initial programme in south east London.

**MyAction** transfers learning to primary care trusts and local authorities and uses novel techniques to move care closer to home for people and their families who already have, or who are at high risk of developing, cardiovascular disease. MyAction has developed a sophisticated professional infrastructure and technology to support these programmes which is available to all participating organisations.

The pilot programme has provided compelling evidence that MyAction improves diet, increases physical activity, reduces obesity and waist circumference, reduces blood pressure, reduces cholesterol and improves control of diabetes. A patient survey revealed that 94% of MyAction participants were “highly satisfied” with the programme.

With patients and their families successfully achieving healthier lifestyles and reductions in risk factors there are potential cost savings, less admissions to hospital for planned or emergency treatment, and reduced need for revascularisation procedures. MyAction is based on the EUROACTION study (Lancet; Wood et al, 2008) which demonstrated this approach is more effective than standard care, by treating the whole family in friendly and convenient leisure or community centres with expert support from health professionals.

### By the end of the MyAction Bromley pilot programme

- ✓ An additional quarter of patients and their families were eating 5 or more portions of fruit and vegetables
- ✓ A 2cm reduction in waist measurement and a significant reduction in body mass index was observed
- ✓ An additional third of the patients and partners were meeting the physical activity targets
- ✓ Over two thirds achieved blood pressure target
- ✓ A doubling of high risk patients meeting the cholesterol targets was achieved.

*For a full summary of the programmes outcomes contact  
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MyAction would like to partner with other PCT's across the country. If your PCT has a vision for 'prevention' and would like further information or partnership opportunities please contact:

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*Measurably healthier lives*