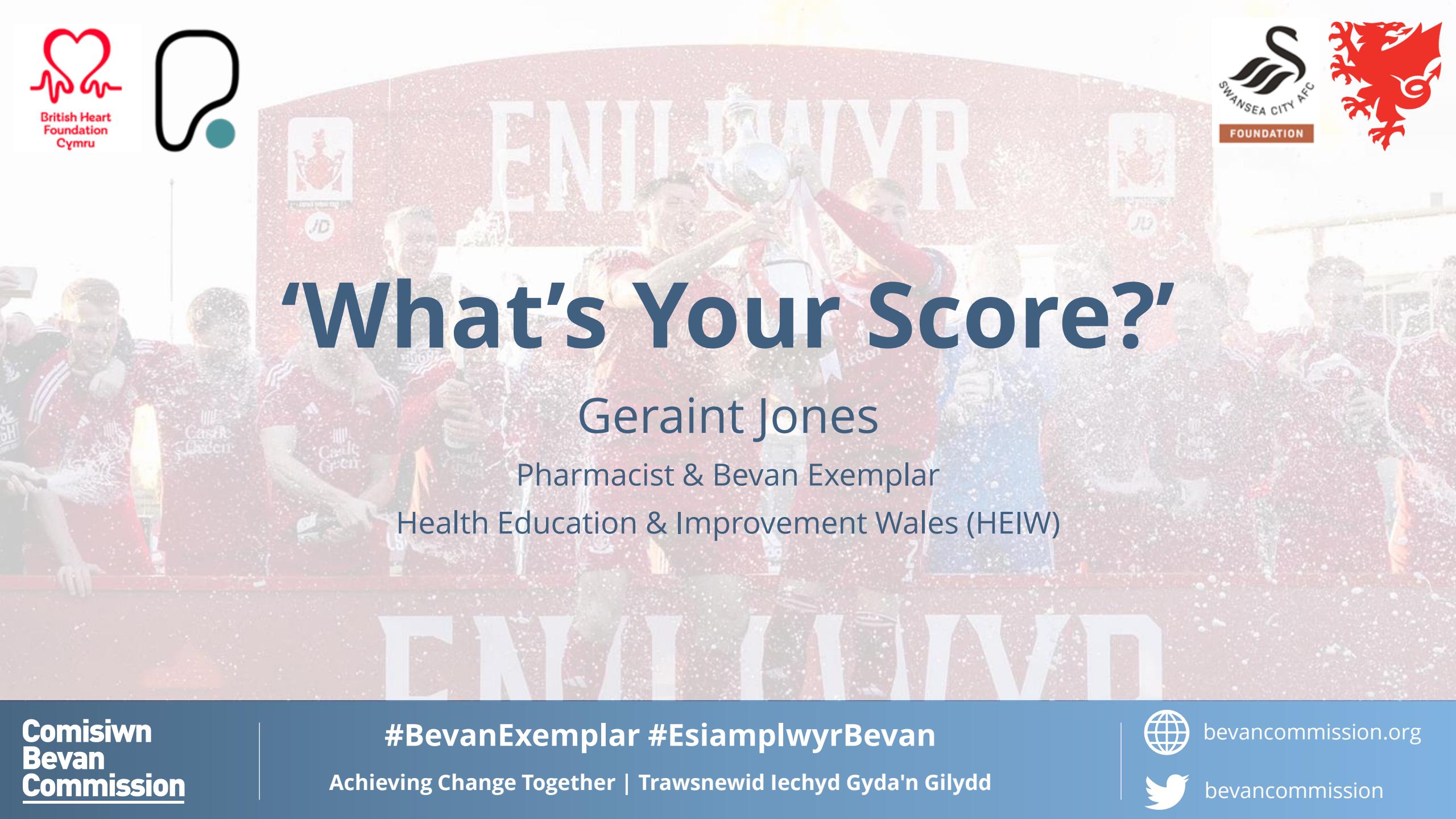




British Heart
Foundation
Cymru



ENIL FAWYR

‘What’s Your Score?’

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Overview

- Cardiovascular disease remains a leading cause of preventable ill health in Wales, with an **estimated 220,000 people living with undiagnosed high blood pressure.**
- Opportunities for early detection are often missed.
- By delivering simple health checks in everyday community environments, this may help reach those who may not routinely monitor their blood pressure, reduces stigma and normalises preventative behaviours.
- **'What's Your Score?' aimed to bring opportunistic blood pressure checks into trusted, familiar spaces, supporting early awareness, prevention, and public empowerment.**

Heart and Circulatory Diseases

- An umbrella term that describes all diseases of the heart and circulation, and includes inherited conditions, and those that develop later. Commonly, these are coronary heart disease, atrial fibrillation, heart failure, stroke and vascular dementia.
- Heart and circulatory diseases cause more than **one in four (27%) of all deaths in Wales**, or around 9,600 deaths each year - that's an **average of 26 people each day**.
- In Wales, the total **NHS expenditure on heart and circulatory diseases (CVD)** each year is **estimated at £770 million**.
- **Overall cost to the Welsh economy** (including premature death, long-term care, disability and informal costs) is **estimated to be £1.6 billion each year**.

'What's Your Score?'

- Aimed to pilot community-based blood pressure checks in football clubs and shared communal spaces, exploring public awareness, acceptance, and perceived barriers to non-clinical monitoring.
- Our aims:
 - **Provide accessible blood pressure checks** in community settings.
 - Gather behavioural insight on awareness, engagement, and barriers.
 - **Raise public understanding** of prevention and self-monitoring.
 - **Assess feasibility for wider scale-up across Wales.**

Approach

- Using a mixed-methods evaluation, the project combined:
 - Blood pressure monitoring at a PureGym in South Wales.
 - **300+ public survey responses** captured attitudes, confidence, and likelihood of future monitoring.
 - **Stakeholder conversations (FAW, BHF Cymru, Swansea City AFC Foundation)** and public interaction helped to inform feasibility and acceptability.

Outcomes

- **12.8% of pilot participants identified with abnormal readings** and were signposted and advised for a follow-up with a healthcare professional.
- **92% agreed that gyms, football clubs and community venues are suitable for checks.**
- 71% believed that offering blood pressure checks in public places **could reduce pressure on NHS services in the longer-term.**
- 95% felt **confident they could self-monitor** with simple instructions.
- 98% agreed that this approach **could help reach people who may not visit their GP.**
- **77% planned to talk to their GP** or another health professional as a result.

Conclusions

- **'What's Your Score?' shows that preventative health checks can be delivered safely, effectively and with high public acceptance in community environments.**
- This enables earlier identification of risk, meaningful health conversations, and improved self-monitoring behaviours.
- Strongly aligns with Welsh prevention priorities and demonstrates clear opportunity for wider adoption across Wales.
- **A scalable, low-cost model has been established, with strong cross-sector enthusiasm and clear potential to embed community-based prevention into everyday life.**

Recommendations

- **Scale delivery** into environments such as workplaces, sports clubs and high-footfall public spaces to reach broader population groups.
- **Develop a framework** so football clubs, workplaces and community organisations can deliver checks independently using standardised, evidence-based tools.
- **Strengthening evidence, cost-benefit analysis**, and longer-term behavioural tracking.
- **Formalise partnerships** with organisations such as BHF Cymru, FAW, local Health Boards, and community foundations to embed opportunistic checks within existing programmes.
- **Secure funding to create a sustainable, scalable national prevention model.**

Thank you!

'That moment pushed me to take my health more seriously. One simple step I've taken is regularly checking my blood pressure - it's a small habit that keeps me accountable and informed.'

Project Supporter; Male (40's)

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Resources

- NHS UK webpages: <https://www.nhs.uk/conditions/blood-pressure-test/>
- Video on the benefits of home blood pressure monitoring:
<https://www.youtube.com/watch?v=edKbuoZPNyg>
- [NHS blood pressure check service](#)
- BHF webpages: <https://www.bhf.org.uk/informationsupport/support/manage-your-blood-pressure-at-home>
- Videos by Dr Nithya Nanda, GP and CVD and Diabetes Clinical Lead for Frimley Health and Care ICS: [How to take your blood pressure reading at home - YouTube](#)
- [How lifestyle changes can help lower blood pressure - YouTube](#)

Get in Touch

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