

‘What’s Your Score?’

Background

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.**

Aims

The project 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.

- 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:

- 39 participants accessed blood pressure readings 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 informed 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 regularly.**
- **77% planned to talk to their GP** or another health professional as a result of this intervention.

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 additional community environments such as workplaces, sports clubs and high-footfall public spaces to reach broader population groups.
- Developing a ‘train-the-trainer’ framework so football clubs, workplaces and community organisations can deliver checks independently using standardised, evidence-based tools.
- Strengthening clinical evidence, including 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 wellbeing programmes.
- Securing funding and commissioning support to create a sustainable, scalable national prevention model.

Premature heart & circulatory disease (CVD) death rate by local authority 2020-22

British Heart Foundation Cymru, 2025)

