



Lindsey Kent

Job Title: Salaried GP
Locality: Manchester
Project Title: 'Take Part, Take Heart' – Reduction in CVD

Project Aim

The project was initiated to tackle the pressing issue of cardiovascular disease (CVD), which remains a leading cause of premature death and health inequalities in Greater Manchester. The project specifically focused on the Black African and Caribbean community, a population disproportionately affected by CVD and healthcare disparities, and hypertension which is a major risk factor for heart attacks and strokes.

What did I do?

The project aimed to reduce cardiovascular health inequalities by:

- Conducting mutual learning events between healthcare professionals and the BAC community.
- Training clinicians to improve culturally sensitive communication and care.
- Running outreach events for blood pressure checks and education.
- Co-developing health curricula and educational resources with BAC leaders.
- Using data-driven targeting to identify high-risk populations.

What did I learn

- The importance of culturally tailored healthcare interventions in building trust and engagement within the BAC community.
- Clinicians are learning how to better understand and address cultural barriers to care, leading to more inclusive healthcare practices.
- Community feedback underscored the necessity of ongoing dialogue and collaboration for effective health interventions.

Has this changed how you work?

The project is improving communication and trust between clinicians and the BAC community. Clinicians now employ more culturally sensitive approaches, resulting in greater participation in health initiatives and better hypertension awareness within the community. The collection of educational resources for patients and clinicians ensures continuous access to health information, reinforcing long-term health improvements.

What happens next?

Future plans, if funding identified, include:

- Expanding outreach efforts into spaces of frequent community use and integrating digital health tools to sustain engagement.
- Continuous professional development will be maintained to ensure the skills and knowledge gained are preserved and expanded.
- Collaboration with BAC leaders and community members will continue, ensuring the sustainability and growth of educational resources and healthcare initiatives.

To read more about Lindsey's journey, scan the QR code below

