

# How Prepared are GP Practices for Working in Partnership with Hairdressing Salons to Promote the Uptake of Cardiovascular Disease (CVD) Screening Among Women Living in London's Deprived and Ethnically Dense Communities? BELONG STUDY

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# Background

- NHS health checks to reduce CVD risk are offered to people aged 40 to 74 years, but 1 in 3 women in Lambeth have not had an NHS health check/diabetes/hypertension review where indicated; opportunity for action (1)
- Review of community-based interventions with hairdressing salons reported positive results for CVD risk reduction: blood pressure, and health behaviour change (2, 3). especially for African -American women in disadvantaged areas (3)
- Salons provide trusted spaces (3)
- GPs are also rooted in the community -major drivers of health promotion and disease prevention efforts(4)
- Part of a wider study NIHR 202769: ***Improving CVD prevention and management in an ethnically diverse female population through community-based salon initiatives in South London***

## Aims & objectives:

**Overall aim:** To determine the feasibility of recruiting, training and retaining hairdressers in salons, supported by nurses/HCAs at local GP Practices, to promote use of a culturally adapted online application to increase the uptake of NHS Health Checks and early detection of high blood pressure and diabetes in women in deprived and ethnically diverse neighbourhoods. [BELONG STUDY <https://www.belongstudyuk.com>]

### Objectives:

- To co-develop a sampling frame of GP practices in areas of high CVD risk and identify eligible practices for a feasibility study
- Assess capacity and governance structure
- Assess strength of community-practice partnerships
- Determine suitable platforms for communication with salons
- To identify potential barriers and enablers for intervention delivery and probe issues raised

# Methodology

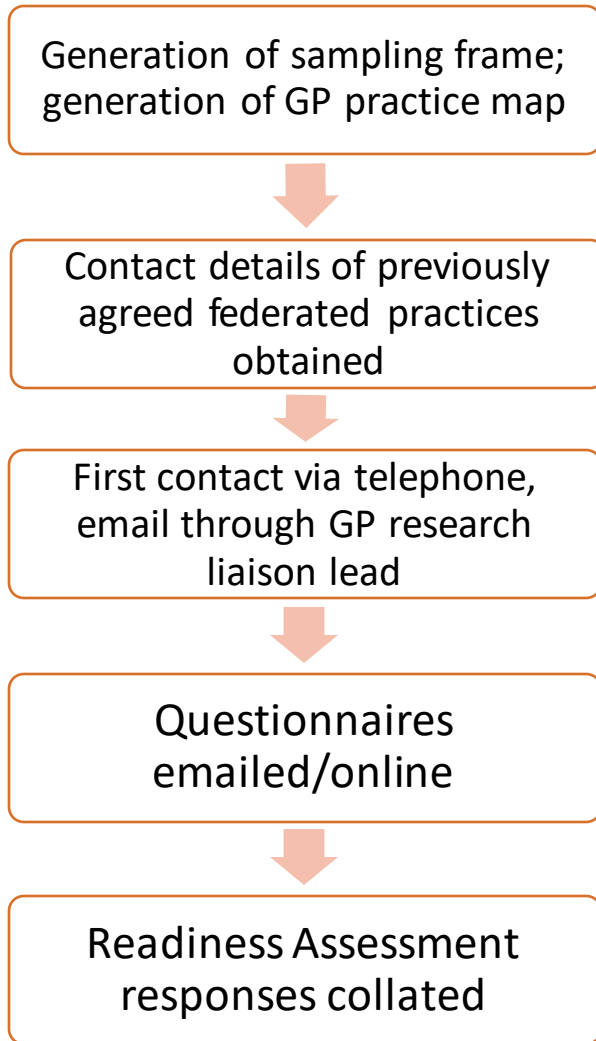


Figure 1: Flowchart of Processes

- **Study Design:** Cross-sectional survey of 8 practices
- **Setting:** South and West London
- **Participants:** Practice managers

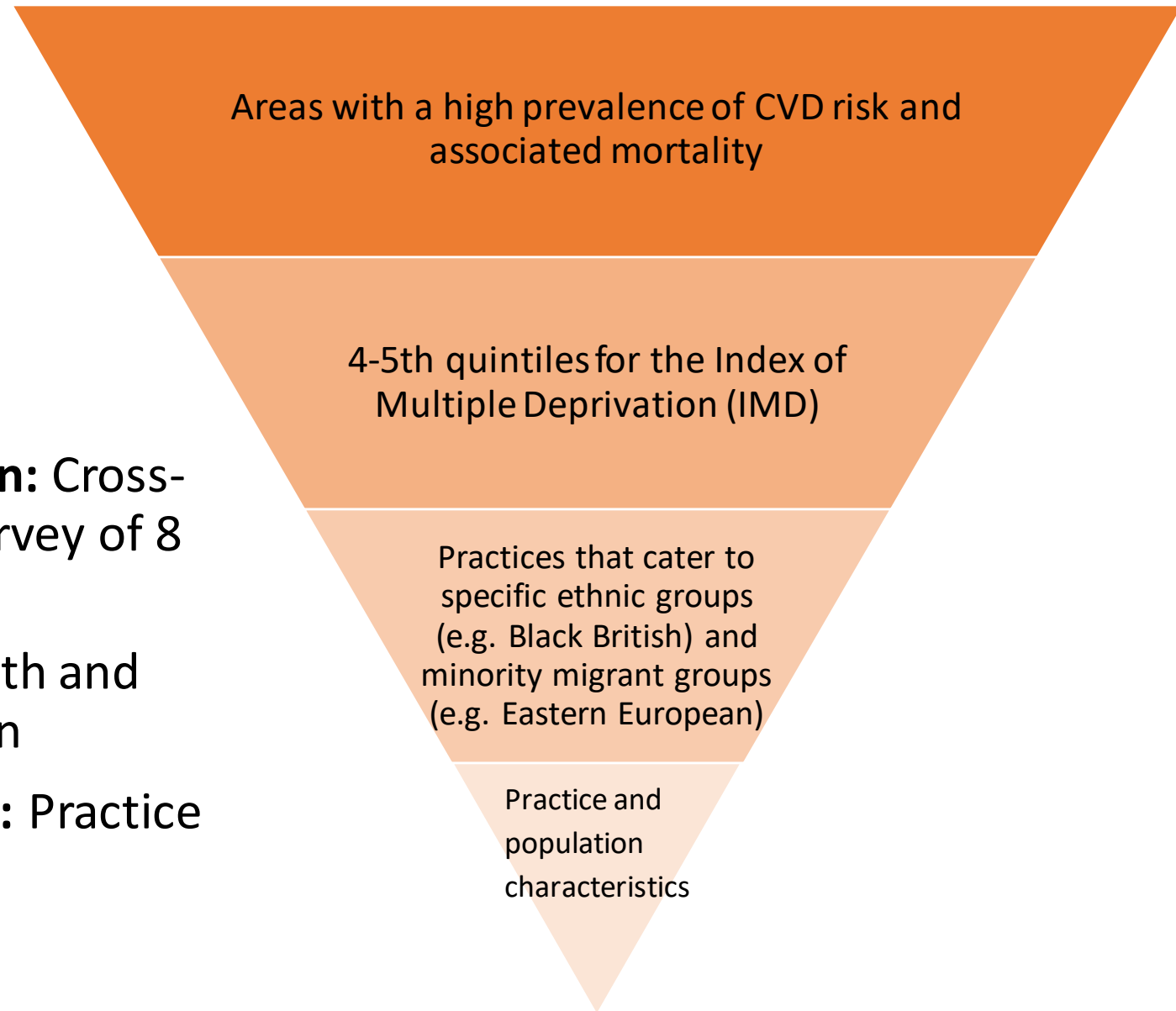
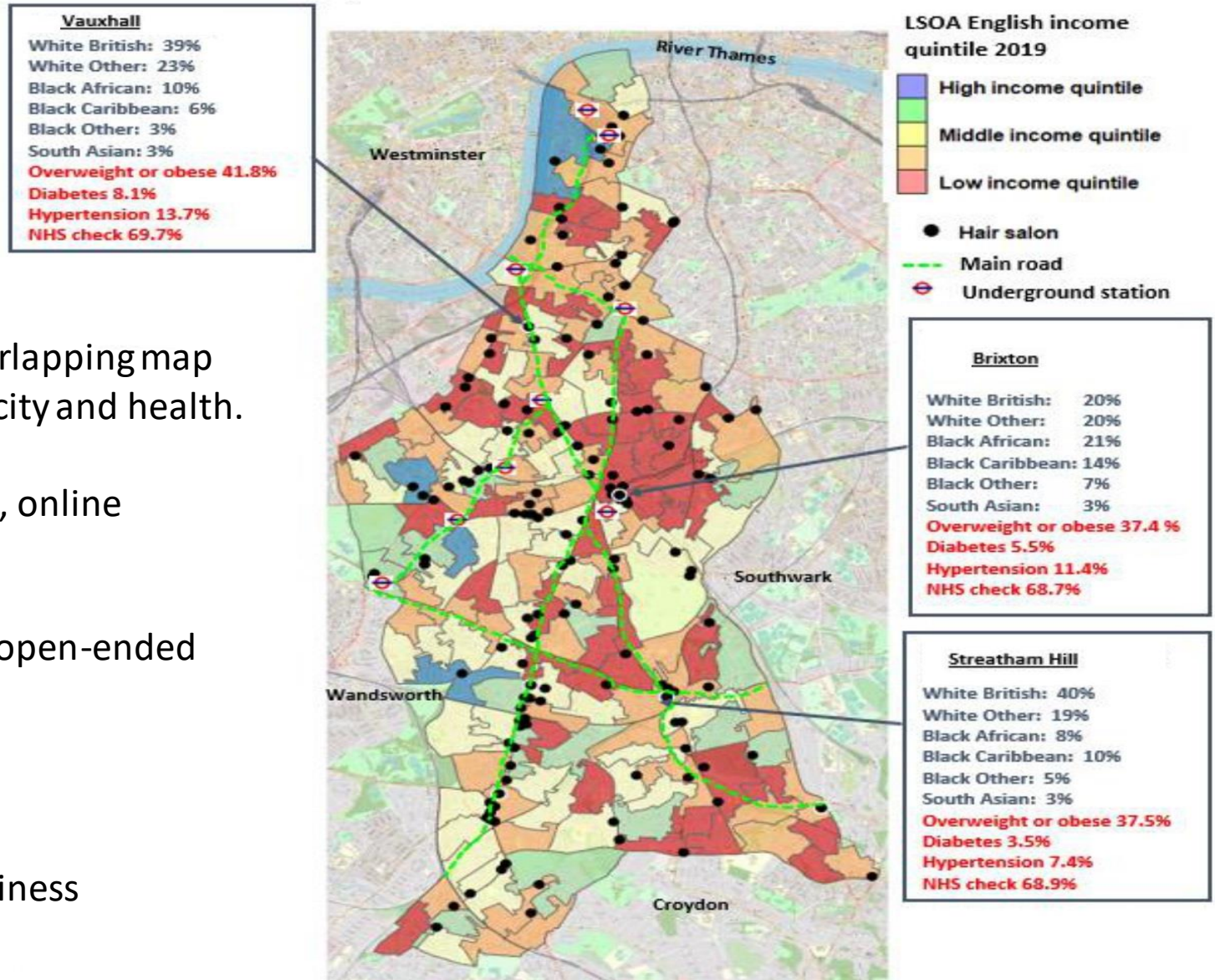


Figure 2: Criteria for Recruitment

Figure 3: Mapping of salons and of area indices of deprivation, ethnicity and health: Lambeth, SE London

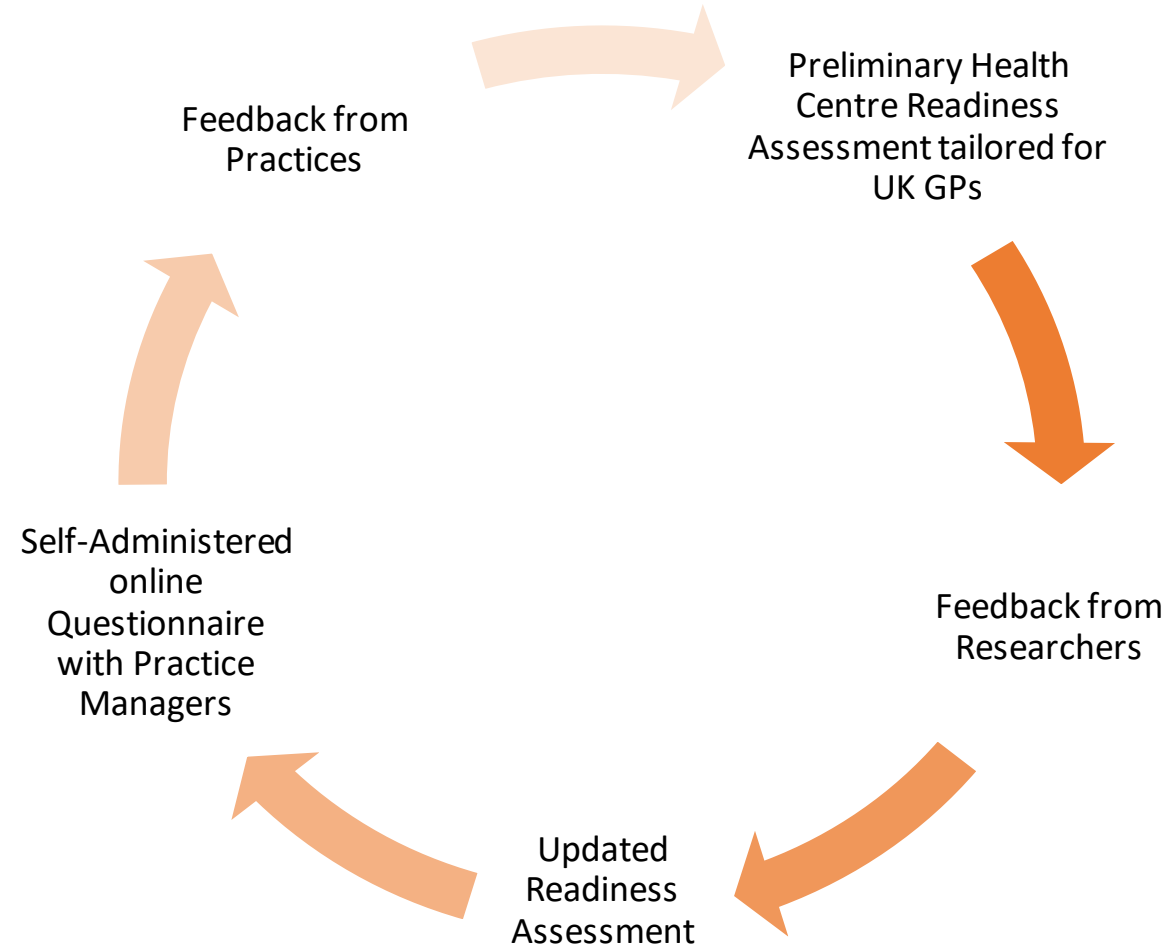
# Methods



Sources:  
 Lambeth DataNet, Cardiovascular health indices, 2019/20  
 Office for National statistics, Ethnic group, local authorities in England and Wales 2011  
 Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019

- 8 practices were chosen selected from an overlapping map showing selected indices of deprivation, ethnicity and health.
- Sourced from Geographic information systems, online directories, and stakeholder participation
- Online, self-administered multiple choice and open-ended questions addressed to practice managers
- PPI and qualitative researcher involvement
- Data was analysed descriptively to assess readiness

# Methods



*Figure 4: Cycle of Questionnaire Improvements*



# Results

- *“Salons run by ethnic minority backgrounds would be able to reach a higher number of women from the same background”*
- *“This would make them feel valued and important”*
- *“I can’t imagine how it will work...when they are busy, working within time constraints and in an environment with no confidentiality”*

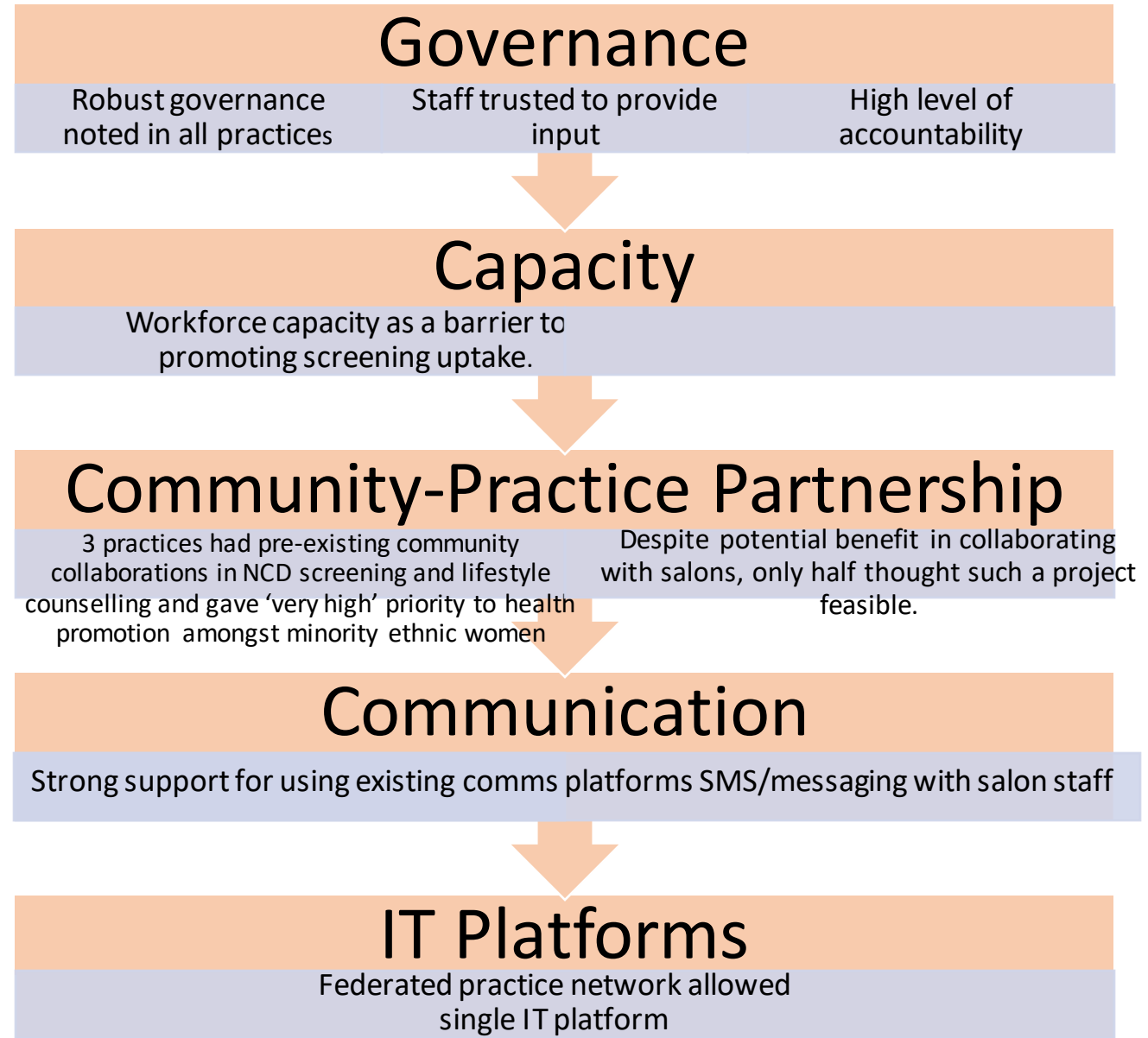


Figure 5: Questionnaire based on WHO 'Monitoring the building Blocks of Health System'

# Results

Figure 6: “What would be needed to develop and sustain a formal working relationship between ...”

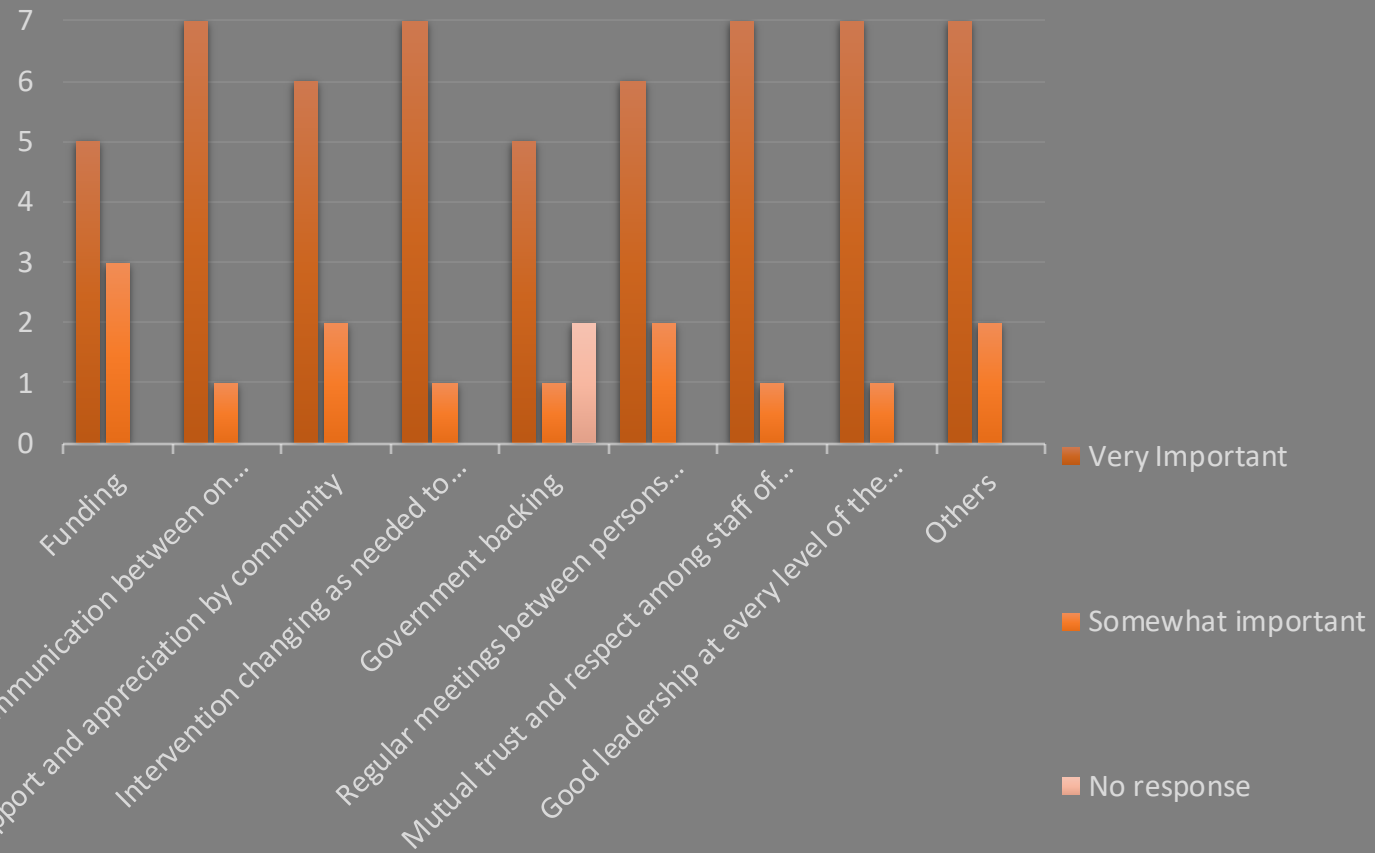
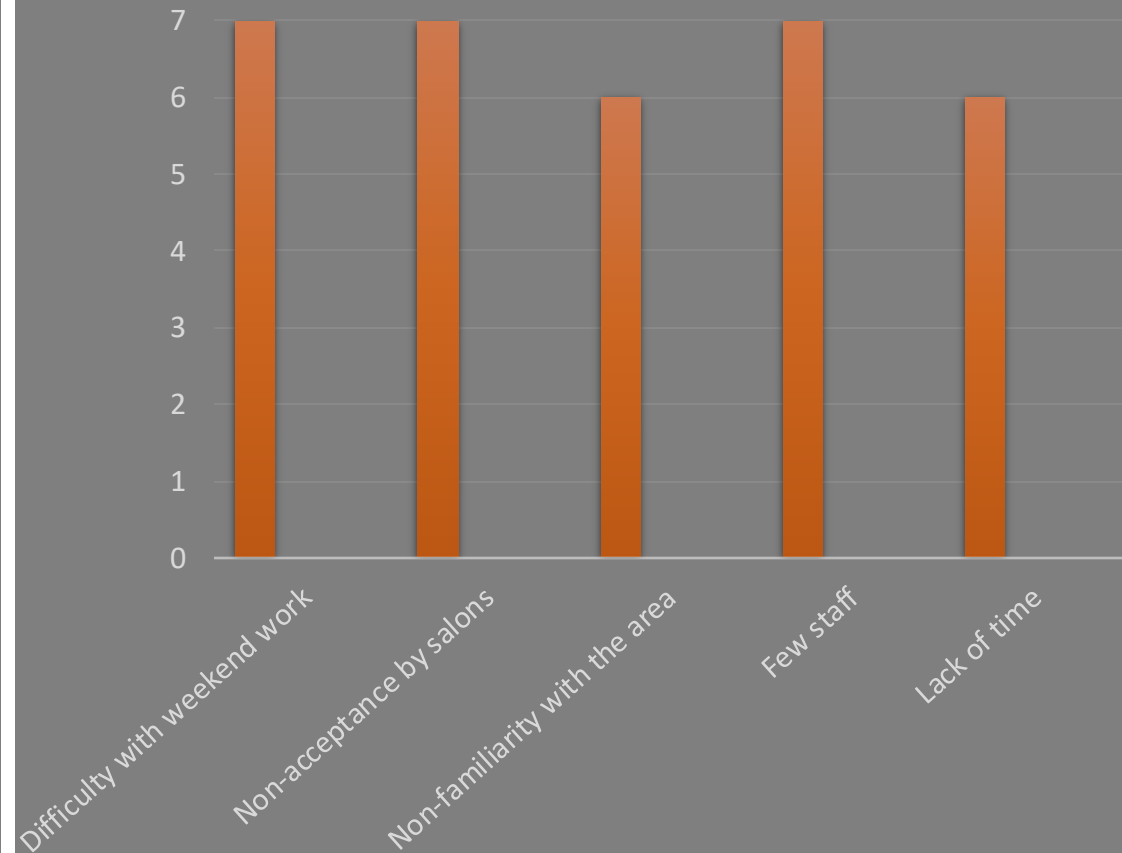


Figure 7: “Barriers to supporting the training of lay health advocates in nearby salons”





# Discussion

- GP practices jointly working with salons offer potential for delivering a culturally accessible health promotion model (8)
- This study highlights the willingness of GP practices to support the potential of community salons in health promotion, but workforce capacity was noted to be a limiting factor
- It also shows the importance of developing, delivering & tailoring training modules for GP staff
- This approach can foster local partnerships in ethnically diverse communities to develop new models of healthcare delivery(9)



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