

PHTT 2018: Heart-to-Heart Campaign

Dubai Group

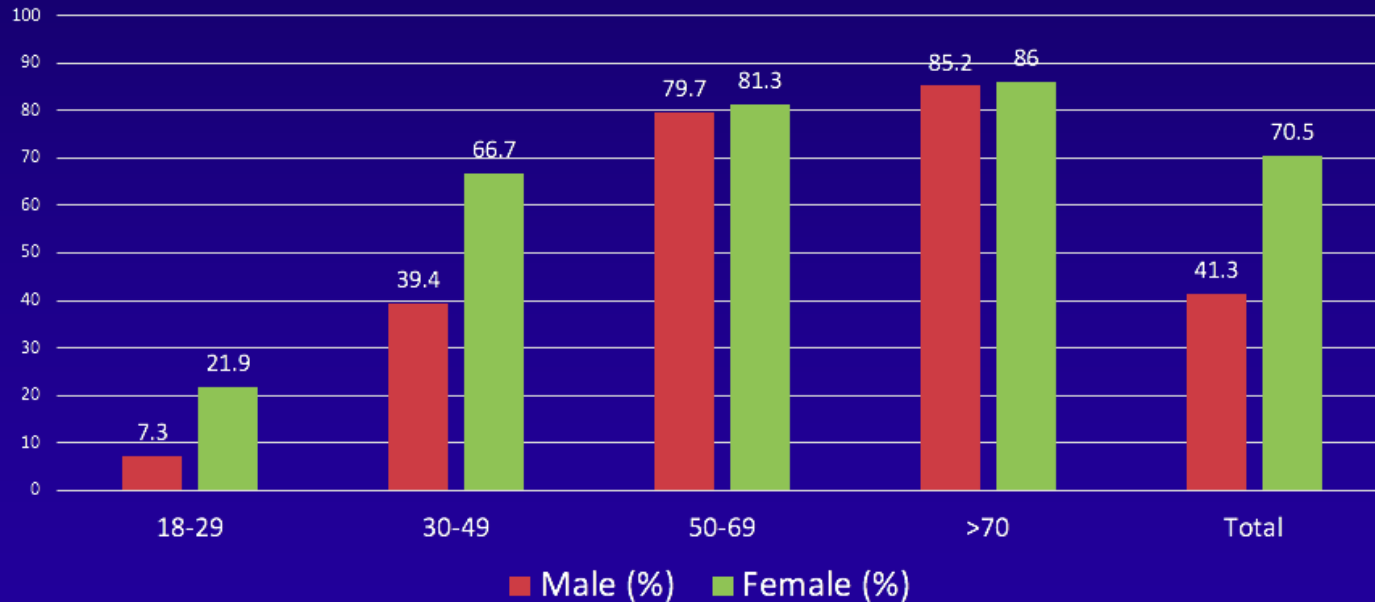
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Background

- South Asian males largest proportion of UAE population
- Median age of UAE residents 33.5 (Source: WorldBank)
- *Shah et al. (2015)*:
 - N = 1375 South Asian males; median age = 34
 - Prevalence of hypertension: 30.5%
 - 62% of sample never had their BP measured
 - 76% of sample with hypertension unaware
 - 51.5% of those aware without treatment
 - 8.3% had hypertension under control
 - 91% did not have hypertension under control

Yusufali et al. (2016)

Percentage of Residents (Iran, Palestine, Saudi Arabia and the UAE) with Hypertension Treated By Gender and Age Group



Objective

- To reduce the health disparity among the UAE population
 - 1-month long pilot program in a selected labor camp
 - Reduce the current cardiovascular risk factors of the migrant workers in the UAE
- In line with The U.A.E.'s Vision 2021
 - **Reducing healthcare costs** and
 - improving **healthcare** system
 - Reducing prevalence of obesity, CVDs and diabetes
 - Target group: Male South Asian migrant workers

Heart-to-Heart Campaign

Collecting Data

- Screening (blood pressure, blood sugar and BMI)
- Questionnaire (lifestyle)
- Survey (awareness of CVDs)

Intervention

- Pilot program:
 - Increasing CVD awareness & behavior change
 - Four lectures & workshops delivered by medical team and trained volunteers
 - Providing simple exercise equipment (i.e. weights)

Assessing Effectiveness

- Comparing initial, intermediate and final blood pressure, blood sugar and BMI
- Comparing initial and final CVD awareness

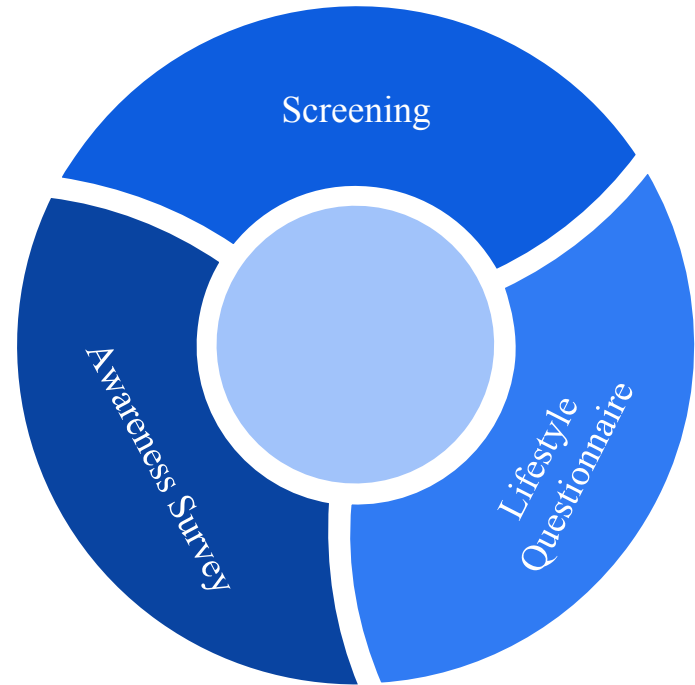
Stakeholders:

- 1- Food Bank in UAE
- 2- UAE food stores (Lulu's, Waitrose, Spinneys)
- 3- Corporations engaged in Corporate Social Responsibility (CSR)
- 4- Fitness First
- 5- Local Clinics and Hospitals
- 6- Volunteers (University students)
- 7- Ministry of Labor

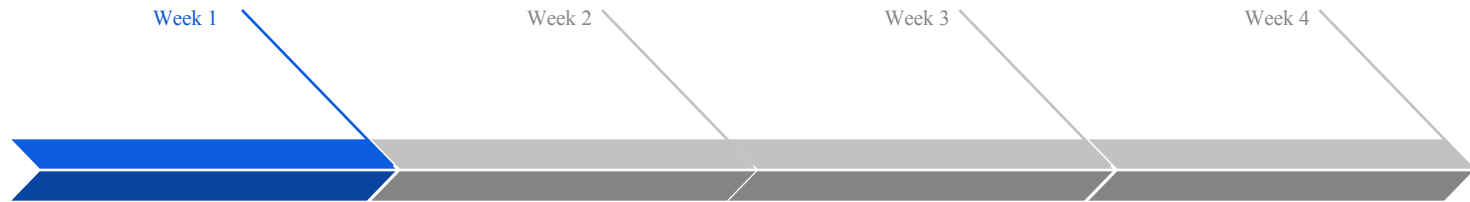
Collecting Data

Purpose:

- Data collected initially can help improve intervention plan
- Evaluate the effectiveness of interventions



Timeline



Start

- Screening
- Questionnaire
- Awareness survey
- Educational workshop 1

- Screening
- Educational workshop 2

- Screening
- Educational workshop 3

- Screening
- Awareness survey
- Educational workshop 4

Mayo Clinic Heart Disease Risk Calculator

- **Screening:** BMI, blood pressure, blood sugar
- **Lifestyle questionnaire:** smoking, physical activity, history, nutrition

Awareness Survey

- Risk factors
- Signs & symptoms
- How to maintain a healthy lifestyle, ex: Can eating foods that are high in sodium increase your risk of high blood pressure?

INTERVENTION

EDUCATIONAL AND BEHAVIORAL:

A Volunteer Medical team conducting lectures/workshops on risks and ways to control cardiovascular diseases(will be done in Urdu/Hindi and Bengali)

Fun physical activities

Instalment of exercise equipment in the labor camp (i.e. weights)

Healthy food and fresh produce will be provided on a daily basis to the participants during the pilot study duration

Posters/graphics with basic facts around the camp

Evaluation

- Weekly data collected on BMI, blood pressure and blood sugar
- Survey to be conducted at the beginning and the end of the pilot study
- *Statistical Analysis Software (STATA/R) for data analysis*
- Quantitative and Qualitative analyses will be done

References

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