

## CREW Case Study (By the British Heart Foundation)

Based in Calderdale, West Yorkshire, the CREW (Cardiac Rehabilitation through Exercise and Walking) Heart Support group lead walking and exercise programmes in their local area for patients in all phases of cardiac rehabilitation after release from hospital.

In May 2007 CREW took up the challenge of the National Campaign for Cardiac Rehabilitation. They set about raising the awareness of this life saving treatment in their local area.

CREW members wrote to their MP, their local NHS chief and to local newspapers. Additionally they organised fundraising events, including sponsored walks and sent delegates to the December 2007 BHF Westminster Parliamentary rally for cardiac rehab. They've even got members of their group on local NHS heart steering groups.



Through all this local activity CREW have certainly got their voice heard and managed to get many articles about them and their campaign into local newspapers.

Having high profile patrons endorsing their campaign has helped CREW get further local media coverage. CREW have two patrons-their local Calder Valley MP, Chris McCafferty and Consultant Cardiologist, Tim Bloomer.

CREW's hard work has certainly paid off...

In June 2007 when CREW started their local campaign only 42% of heart patients in Calderdale received cardiac rehabilitation. 18 months later this figure has risen to almost 60%.

Visit: [www.crewheartsupport.co.uk](http://www.crewheartsupport.co.uk) website