

Appendix Two Public Health / British Heart Foundation Hypertension Detection Project

Last year Telford and Wrekin Council Public Health were successful in a bid for funding from British Heart Foundation (BHF) to pilot a community blood pressure testing service. The funding is part of £1.5 million that the BHF has awarded across the country to test community-based approaches to blood pressure testing. The bid to BHF was successful for a number of reasons.

We were able to demonstrate our commitment and ability to fully support the project within our communities, as it is completely in line with our ethos of helping communities to help themselves. We aim to make the project sustainable through the future recruitment and support of community volunteers. BHF could see that our infrastructure and approach is all about developing people's own assets and supporting that with knowledge and confidence – our Blood Pressure Pilot will build on strengths that we already have within our communities. We were also able to demonstrate that in partnership with Telford and Wrekin CCG, tackling high blood pressure had been identified as a priority, and to demonstrate evidence of need, with much higher than average hospital admission rates for coronary heart disease.

The programme will be led by Public Health in the Council, primarily the Public Health Nurse with support from the Health improvement team.

The funding will be used to recruit and train 2 non clinical blood pressure advisors, and to purchase monitors for community loan. The key aim of the project is to prove whether our model of community based blood pressure testing can increase the number of people diagnosed with high blood pressure.

The Objectives are:

- To carry out 5000 tests per year in each of the 2 years of funding
- To target the most deprived wards in Telford
- Target adults between 40-65 years
- Target the most at risk ethnicities –South Asian and Black/Afro Caribbean
- Target people unlikely to attend their GP without symptoms

To encourage people to take part, the service will be designed to be easy to use, close to home, simple, and visible. The call to action will be “Get your blood pressure checked here”. British Heart Foundation branding and resources will make the service visible and the advisors will become known as a trusted source of information about Blood Pressure in the community. The service will be social and timely, with convenient drop in sessions in community locations at a variety of times.

The project will start in April 2019 with a soft roll out taking place with Council staff, aiming for community roll out to begin from mid May 2019.

A Pre-launch survey has already taken place to engage with target groups and understand how and where people would like to access the service, and patient

participation groups are represented on the BHF Project Steering Group. Recruitment to the posts is in progress, along with development of a data capture system to ensure that individual results are captured, and that the project outcomes can be fully evaluated.

Primary care interface:

If people need to be referred to their primary care provider after using the community service they will be supported to do this, and pathways will be in place with GPs to ensure that data is safely captured and transferred to clinical records. One aim of the project is to ensure that primary care is not swamped with people who have a one off high reading. People will only be referred to primary care once they have been through monitoring and require formal clinical diagnosis and treatment. However, the results of all tests (i.e. the blood pressure measurement) will be relayed to GPs via secure NHS email in order to record tests done and prevent duplication of work in primary care.

The BHF blood pressure project compliments and supports the Telford Healthy Hearts Hypertension work stream in many ways:

- Those referred to primary care will be managed and treated in line with the newly designed optimal hypertension management pathway
- Both projects will promote better attainment of the NICE treatment targets
- Signposting to lifestyle support will be standard practice in the BHF service
- The BHF project will increase population understanding of blood pressure, what the numbers mean, the risks associated with high blood pressure, and the steps people can take to reduce blood pressure.