

## **Champs Public Health Collaborative secures British Heart Foundation Innovation Award of £100,000**

**£100,000 over 2 years to be used for development and implementation of innovative, community focused approaches to the testing and detection of high blood pressure in Cheshire & Merseyside (C&M), with a target of achieving 5000 new case blood pressure checks per year.**

This work will support the implementation of the C&M five year cross sector strategy “Saving Lives: Reducing the Pressure”.

### **Purpose of Briefing**

To inform local authority colleagues, key partners and the wider stakeholder network, of the successful bid made by Champs Public Health Collaborative to the British Heart Foundation (BHF).

The bid was led by Champs Public Health Collaborative with strong collaboration with key partners: C&M Fire and Rescue Services, Public Health England (PHE), Halton BC, Warrington BC & Clinical Commissioning Group and NHS England.

### **Background**

The C&M Directors of Public Health and the C&M Blood Pressure Partnership Board, established in November 2015, agreed that a sub-regional system wide approach to tackling high blood pressure (BP) was a key priority. With over 625,000 people thought to be affected by high BP in C&M and almost half this number thought to be unaware that they have the condition, it is critical that urgent action is taken to prevent, identify and manage those at risk.

In May 2016 the C&M five year cross sector strategy to tackle high BP “Saving lives: Reducing the pressure” was launched. The nationally and internationally recognised strategy sets out the vision, aims, objectives and high level action plan for prevention, detection and management of high BP. It aims to relieve the pressure on health and social care services by empowering healthier lifestyles and self-care.

### **The impact of the enhanced and newly developed initiatives on C&M communities**

The combinatorial approach maximises provision of BP checks. It aims to shift the detection of raised BP into the community so that people can be managed in alternative venues, freeing clinical space for higher risk patients.

### **Making use of the funding**

One key aim of the C&M BP Strategy is to develop innovative approaches to testing and treatment of new high blood pressure cases by working closely with key partners. Learning from service users, providers and existing intelligence is paramount to the success of the strategy.

#### **1. C&M Fire and Rescue Service (FRS). Improving public access to information, BP measurement, and signposting in community settings**

A 3 month pilot with C&M FRS will see the “safe and well” visits include BP measurement, advice and signposting. The BHF funding will be used to enable the FRS teams to be equipped with standards compliant BP machines, and staff to receive relevant training. Wider roll out across C&M will follow the pilot phase.

## 2. Warrington Digital Technology

The health and care economy in Warrington is currently developing a new care record/portal that will draw information from the 5 main health providers to enable services to access information from all sources about an individual.

The BHF funding will help develop this approach by purchasing interconnected community based technologies that detect blood pressure in a community Prevention Hub linking in with the Warrington portal.

## 3. Using a conversational tool to activate participation in BP testing and lifestyle change - Halton and Healthy Living Pharmacies.

Evidence suggests that identification of high BP alone does not always lead to behaviour change. The way BP is explained to people can influence their willingness to adopt new behaviours.

In 2016, a qualitative study identified effective ways to use conversation to motivate behaviour changes around risk factors, self-care and medication adherence.

The Heart Age tool (HAT), co-developed with the BHF helps people understand their risk of heart disease and offers a way to encourage more participation in BP testing and lifestyle change.

The BHF funding will be used to develop a conversational 'toolkit' to engage people, encourage participation in BP testing and promote the adoption of a healthy lifestyle. They will do this using the HAT and behavioural insights to change the way health workers introduce the concept of BP to people. The aim will be to test whether this can impact on people's willingness to learn about BP and motivate them to look after it by adopting a healthier lifestyle.

**Dr Muna Abdel Aziz, DPH at Warrington and C&M DPH Lead for Blood Pressure said:** "We are delighted to have secured this funding. Our collaborative work on blood pressure in Cheshire & Merseyside is exemplary as a whole system partnership; and the addition of these services will enhance our achievements and improve the health and wellbeing of our communities."

**Jenny Hargrave, Director of Innovation and Health Wellbeing at the British heart Foundation, said:**

"Hypertension is one of the biggest risk factors for cardiovascular disease. With 16 million people diagnosed in the UK, and many more undiagnosed, there is an urgent need to address this growing epidemic through more research and better detection and treatment.

"It is essential that we have more opportunities to test for high blood pressure in alternative places to GP surgeries, especially in areas where people are more likely to be at risk.

"We are pleased to support the collaborative bid from Champs Public Health Collaborative and are hopeful the project will allow more people to be detected and monitored, undoubtedly saving lives."

### Next Steps

A steering group has been established to lead and manage the implementation of the project and includes key stakeholders pertinent to each element of the overall project.

For further information please contact Helen Cartwright – [helencartwright@wirral.gov.uk](mailto:helencartwright@wirral.gov.uk)

Read the Cheshire & Merseyside "Saving lives: Reducing the pressure" Blood Pressure Strategy via the Champs Collaborative website. <<insert link>>