

Making Community Blood Pressure testing accessible and effective to increase diagnosis of hypertension



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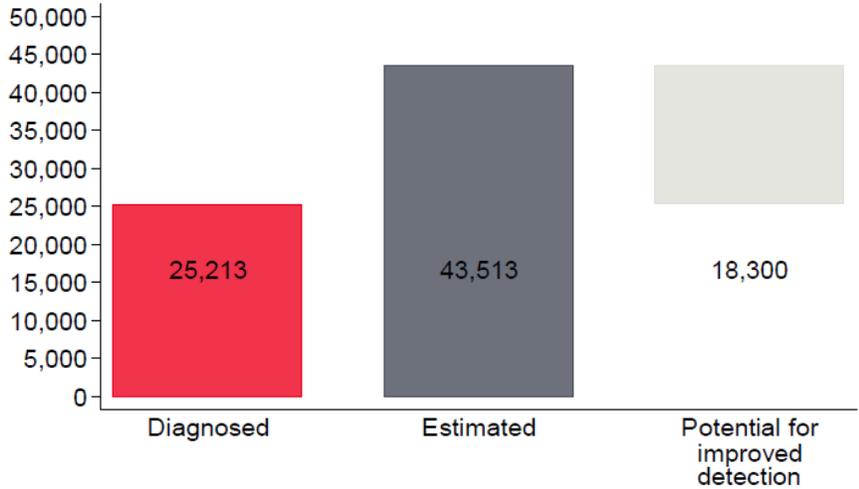
Detection opportunity in Telford and Wrekin



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For every 10 people who are diagnosed with high blood pressure,

A further 7 people remain undiagnosed and untreated



Data source: Diagnosed - QOF: 2016/17
Estimated - NCVIN: 2017



Data collated and visualised by the National Cardiovascular Intelligence Network (NCVIN) in Public Health England

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The challenge of community testing



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The Interventions	Cross Cutting: High BP detection and treatment
The Opportunities	5 million un-diagnosed, 40% poorly controlled
The Evidence	BP lowering prevents strokes and heart attacks
The Risk Condition	Blood Pressure
Detection and 2°/3	
The Outcomes	50% of all strokes & heart attacks, plus CKD & dementia

- Testing may lead to Detection
- Detection may not lead to diagnosis
- The diagnosis gap - how many tests do we need to carry out to find our undetected 18,000+?



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The community testing Model

- Recruit and train 2 non-clinical Blood pressure advisors
- Target deprived neighbourhoods and high risk groups
- Test in community venues and local workplaces
- Use existing links to build networks and extend reach
- Use simple visual material to give consistent advice
- Provide Monitor loan scheme
- Promote self-measuring by supporting HBPM
- Signpost to GP after HBPM confirms clinical diagnosis needed



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Simple consistent advice and guidelines

Localised Fact Sheet

Blood Pressure Facts

High Blood Pressure is called Hypertension

It affects one in four adults in UK

At least half of all those over age 50 are affected

Half of all strokes and one in five heart attacks are caused by high blood pressure

Some things put you at more risk:

- Having a family history of raised Blood Pressure
- African Caribbean or South Asian Ethnicity
- Having diabetes or kidney disease

Hypertension rarely has symptoms, so it is often called the "Silent Killer"

A third of people with high blood pressure don't know they have it

Many people only find out they have high blood pressure after having a stroke or a heart attack

Congratulations, you have had your Blood Pressure checked.

- Make sure you follow the Next Steps Advice over the page
- What will you change? Set your blood pressure goals and start taking control
- Get referred to the Healthy Lifestyle Team - call 01952 382582
- Go to the British Heart Foundation website today for support and information www.bhf.org.uk

Self testing - BHIS recommend validated monitors for home use. Go to their website to find out more: www.bihsoc.org/bp-monitors/for-home-use/

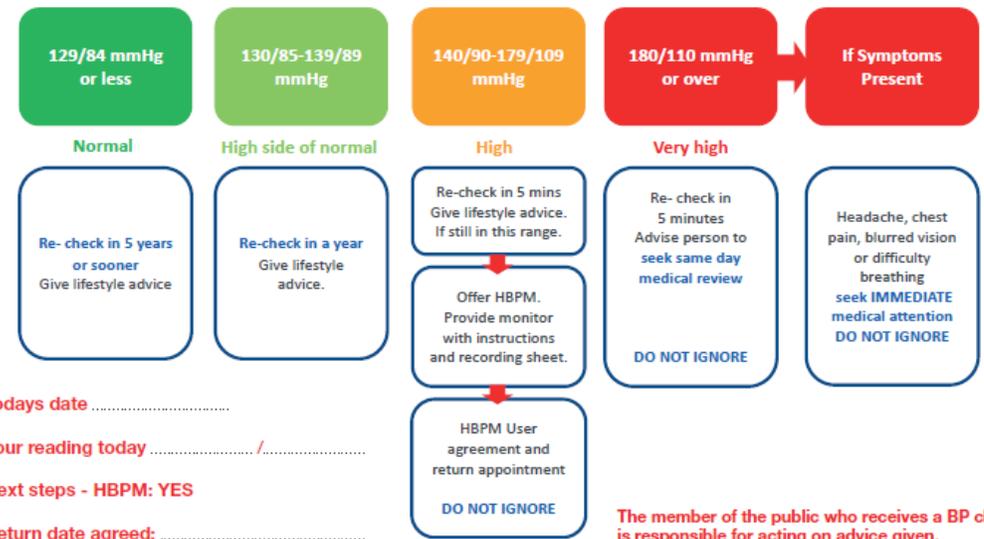
Now you Know your Numbers, take the Next Step.

Personal results

Guidelines for BP measurement – Check your pressure

Verbal consent given to take Blood Pressure

Blood Pressure Result



Offer to local Employers

- The service is free and confidential
- The project is funded by the BHF
- 2 trained BP advisors
- Flexible ,responsive service
- On- site BP testing in the workplace
- Monitor loan for self-testing
- Staff get a copy of their result
- Staff get tailored advice about lifestyle and what they can do to reduce their risk of stroke or heart attack



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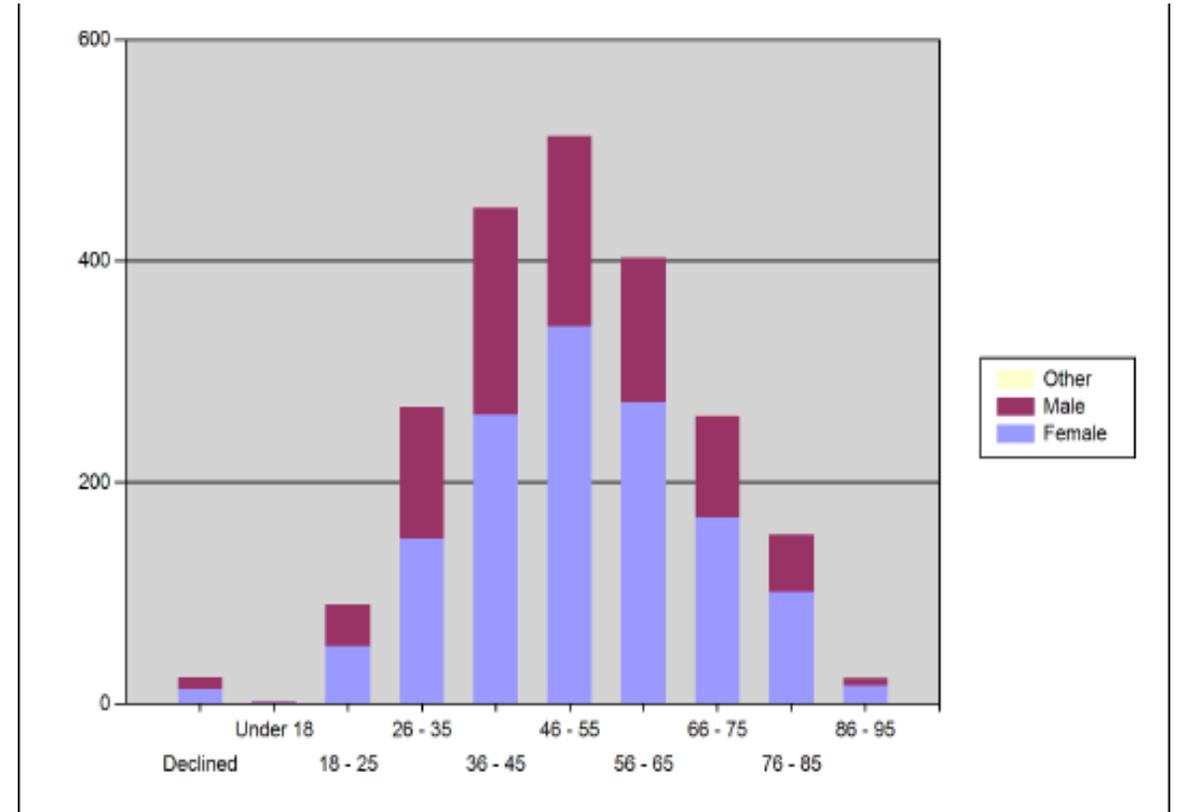
Where do we test?

- Local Employers – small and large
- LA Partners – Police, DWP, NHS
- Voluntary sector (Age UK, CAB)
- Local Peer support groups:
 - drug and alcohol recovery
 - homeless charities
 - Carers support groups
- Faith venues
- Local community organised events
- Large LA organised events

Reaching high risk ethnicities and deprived groups:

- 15 % from non white BAME
- 12.5% are current smokers

Who do we test?



Total tests 2214

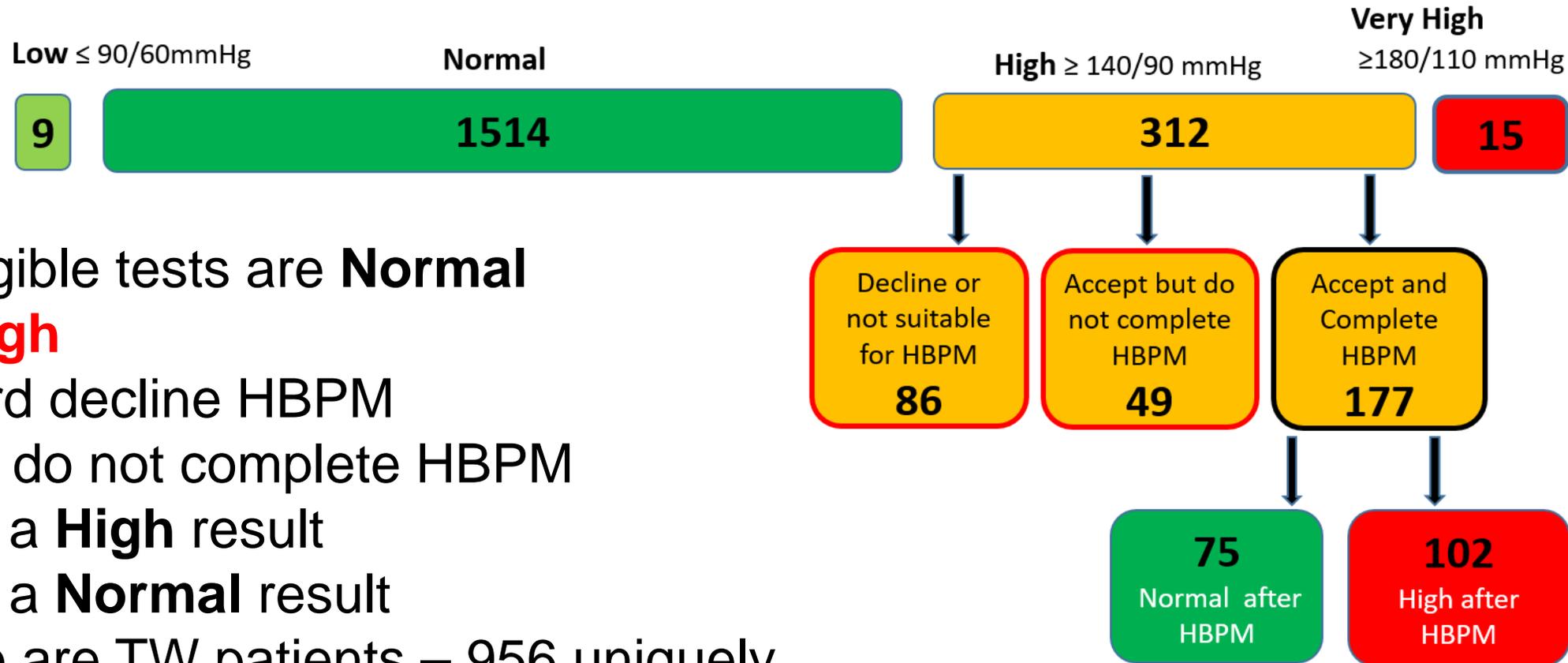
63% Female, 37% Male



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Results so far.....

1850 Eligible BP tests



- 82% of all eligible tests are **Normal**
- 16.9% are **High**
- Less than third decline HBPM
- 15% start but do not complete HBPM
 - 58% have a **High** result
 - 42% have a **Normal** result
- 1300 of these are TW patients – 956 uniquely coded to the project in GP practice to date
- 33 new hypertension diagnosis



The future of CVD prevention



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The BHF ambition is to help people in their communities to understand their risk and take action to reduce and improve it.

This will include reaching out to underserved communities to address health inequalities.

Awareness

Increase awareness of the risk of high BP, impact, and importance of getting tested

Motivation

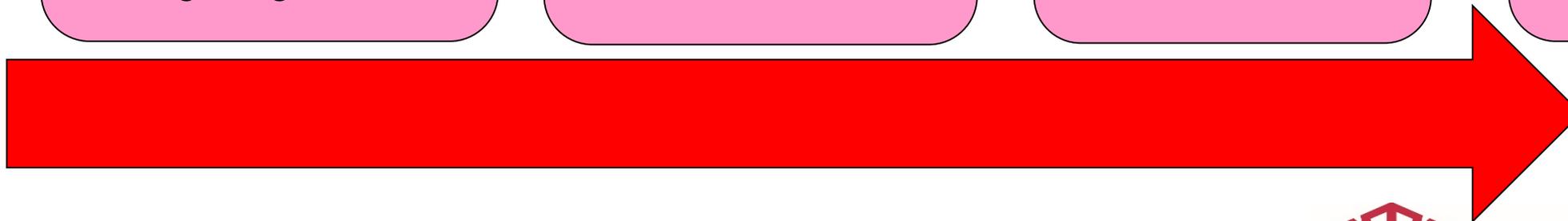
Motivate people to regularly get BP checked and make this routine behaviour

Activation

Reduce barriers and increase access to testing

Change

Increased diagnosis and treatment prevents CVD events and deaths



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Key Points



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- Small team with single focus can achieve wide reach
- Quality of staff is key to engagement and community coverage
- Communities are open and receptive to testing
- People are willing to undertake HBPM
- To find the undetected you have to test a lot of people
- Converting detection to diagnosis needs link with primary care
- Need better understanding of the barriers people face



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