

## Cheshire & Merseyside Blood Pressure Annual Report 2018

### Update on Key High Blood Pressure Work Streams (2018)

#### **Blood Pressure Work Streams for 2018**

- 1. Community empowerment**
  - Know Your Numbers
  - Happy hearts website
  - MECC
- 2. Detection** - BP testing in community and workplace settings
  - BHF pilots, rounds 1&2
- 3. Community pharmacy** roles
- 4. General practice** quality improvement
- 5. Innovation and digital technology**
- 6. System leadership and accountability**
- 7. Data and Outcomes**

#### **1. Community Engagement and Empowerment**

##### **Know Your Numbers! Campaign**

September 2018 was the third consecutive year C&M partners have supported the national Blood Pressure UK awareness-raising campaign, 'Know Your Numbers!'. In addition to locally-registered pressure stations, 120 Healthy Living Pharmacies and other BHF pilot sites were registered through BHF funding. The Champs Support Team developed a KYN digital campaign for Facebook & Twitter which ran for a week from 10<sup>th</sup> September, and a campaign toolkit supported promotion locally.

This year the local KYN Facebook campaign directed people towards the C&M Happy Hearts website (see below) which included, amongst other things, a 'Pressure Station' location search tool. A more holistic CVD prevention message was promoted during KYN across C&M this year as the KYN campaign was dovetailed with the PHE Heart Age campaign on the Happy Hearts website.

##### **Happy Hearts website**

The C&M 'Happy Hearts' website ([www.happy-hearts.co.uk](http://www.happy-hearts.co.uk)) launched in September 2018 to support Know Your Numbers week.

C&M is the first STP in England to roll out the public- and professional-facing CVD Prevention 'Happy Hearts' website. The website is based on similar 'Healthy Hearts' websites developed in Bradford and the Vale of York, and is the result of the **NHS RightCare** Hot Housing Scheme identifying C&M as a sub-region with a mature BP system that could roll out a bespoke localised version of the website at pace and scale.

This collaborative project is led by a cross-sector steering group (with input from Prevention-, BP, CVD, and MECC Boards), Chaired by Lee Girvan, PHE (North) CVD Prevention lead. The website aims to underpin coordinated and consistent public and professional information and communications by supporting:

- **Public engagement:** Promotion of CVD prevention messages to the public and provision of education, information and signposting. The website emphasises lifestyle advice and promotes local lifestyle services
- **Professional CVD Prevention hub:** Provision of a central point of focus for a wide range of CVD prevention information and resources relating to work across C&M.

A second phase of development is now underway during which content for a broader range of CVD prevention risk factors will be developed by the cross-sector steering group, moving to a more distributed model of responsibility for delivery. Governance and accountability arrangements for website development and maintenance are being finalised.

## **Making Every Contact Count**

Making Every Contact Count 'at scale' is a priority deliverable within the BP HCP delivery plan, as well as being a well-established work-stream independent of the BP work. The MECC Partnership Board has ratified a strategic framework and dashboard. A successful HEE Local Workforce Action Board bid will help drive forward the implementation of MECC across C&M, focusing on;

- **Changing organisational culture** - Embedding MECC into organisational strategies as part of a wider focus on prevention and enabling sustainable delivery.
- **Scaling up training** - Training resources to be collated using a skills escalator approach and accredited face to face training is to be rolled out from January 2019.
- Maximising the impact of MECC across C&M through **Communications and Engagement** and a shared learning portal. A Communications and Engagement Strategy will be developed (including MECC link website in partnership with YAS).

**'Prevention pledge':** Linking into and supporting MECC, a Prevention Board CQUINs task and finish group is exploring how to support NHS Trusts to engage fully with CQUINs that align with HCP Prevention priorities.

Development of a 'Prevention pledge' for NHS Trusts has been proposed that could build on the Local Authority Declaration on Healthy Weight, to underpin a broader prevention focus and commitment. A package of implementation support will be crucial. Partners are co-developing project plans in order to help secure resources to implement.

## **2. Detection: British Heart Foundation Community BP Testing Pilots**

### **BHF Round 1: Community BP testing by a Community Partners**

The BHF Steering Group, Chaired by Helen Cartwright, continues to make great progress. In this first round pilot, BP testing is being undertaken by a range of community partners in a range of settings across C&M, including; Fire and Rescue Safe and Well checks, Healthy Living Pharmacies, Halton Health Trainers and a Wellpoint BP kiosk in Warrington, all working to a locally-developed pathway for consistency.

Also as part of the pilot a 'Happy Hearts' conversational tool has been developed to support community-based conversations that empower the public to be aware of, and take action in relation to their own BP.

The minimum target of 5,000 BPs per annum has been exceeded in the pilot's first year; since commencement of the project to 30<sup>th</sup> September 2018:

- **271 individuals** have so far been **trained** to undertake BP Checks (accredited to City and Guilds Health and Social Care – Level 3)
- **6,110** new case BP checks have been conducted. Of these:
  - 3,817 (62.5%) were female and 2293 (37.5%) were male
  - 3,942 (64.5%) had a reading that was normal (<129/84 mmHg) to high side of normal (130/85- 139/89 mmHg)
  - 1,683 (27.5%) had a reading that was high (140/90 – 179/109 mmHg)
  - 146 (2.4%) had a reading that was very high (140/90 – 179/109 mmHg)

A high proportion of tests are being undertaken in the most deprived areas (32% of tests in the most deprived quintile).

### **BHF Pilots Round 2: BP Testing in C&M Workplaces '*Beating the Pressure at Work*'**

Helen Cartwright will chair the steering group for the second round pilots which will scale up BP detection across C&M by embedding BP checks within wellbeing at work programmes across all nine C&M local authorities, in addition to C&M Fire and Rescue Services and Healthy Living Pharmacies. Funding will;

- Provide equipment and accredited training to enable over **700 Health and Wellbeing champions/workplace champions** to undertake BP Checks.
- Provision of a state of the art **touch screen health kiosk** in 4 local authorities (Sefton, St Helens, Halton and Warrington). The kiosk calculates BP, Body Mass Index, Body Fat, Heart Rate and Heart Age using the Heart Age Tool.
- Enable a further **120 Healthy Living Pharmacies** to be trained to undertake BP Checks.
- Interest has been expressed by a general practice and acute NHS Trust on Wirral to also participate in the pilots.

Through the focus on workplace settings and workforce health it is hoped high BP workplace testing will be embedded in local **industrial strategies**, and the work further supported by locally elected council members.

### **3. Blood Pressure in Community Pharmacies**

Optimising BP prevention, detection and management opportunities in community pharmacies is embedded in the HCP BP plans. NHSE-Chaired C&M Community Pharmacy BP Oversight and Implementation Groups are making good progress in a number of projects:

**Healthy Living Pharmacies (HLPs)** have a strong presence in the most deprived areas across C&M making them ideal settings to drive a reduction in inequalities. Through the **BHF pilots** a total of 240 HLPs will receive BP testing equipment, training and resources. In BHF

Round one, 1,613 new case BP checks have been undertaken in HLPs so far, exceeding their 1,500 p.a. target.

**NHSE** have committed funding to support implementation of a **standard contract extension for remuneration of community pharmacy BP-testing activity** (for both new case-finding and to support antihypertensive Medication Use Reviews). The contract extension is planned to go live in early 2019 and will support longer term sustainability of the progress made with the BHF pilots, as well as driving quality improvement through medicines optimisation.

#### 4. Quality Improvement in General Practice

C&M are leading the way nationally with a solution to quality improvement in general practice BP care (the 'BPQI package'). There are national developments for a central audit of CVD prevention care in general practice ('CVD PREVENT' audit), but an ongoing national gap regarding solutions to the unwarranted variation in BP care and control.

While some CCGs have undertaken local audits, practices and commissioners are largely unaware of their performance against NICE hypertension guidelines, and workload pressures make quality improvement initiatives challenging. Good progress has been made in developing an effective and acceptable quality improvement solution in C&M, the 'BPQI package'.

**The BPQI Package:** Development of the BPQI package has been a voluntary sector, health, public health and Arms-Length Body collaboration. Building on insights from a NICE-led workshop (2016) with Wirral practices, British Heart Foundation Clinical Development Coordinators co-developed and piloted a high BP quality improvement package with Sefton CCGs and practice staff. A small number of practices across C&M became early adopters of the primarily nurse-focused BPQI package, which includes:

- EMIS-embedded dashboard/ audit tool (aligned to NICE quality standards)
- EMIS-embedded consultation templates (new and existing patients)
- Practice protocols
- Printable patient information leaflet
- Training support

NHS England funding enabled dashboard refinements and insight with early adopting practices. As a result the dashboard enabled comparison of practice-level performance at baseline with performance at 14 weeks (average), and semi-structured interviews and an email survey were used to collect views of practice nurses, health care assistants, practice managers and GPs from 3 practices.

**Results:** The findings demonstrate that the BPQI package is effective (practice-level performance against indicators for BP care and control improved between approximately 3% and 15% at 14 weeks) and is acceptable and popular (staff feedback was positive with staff describing the package as intuitive, time-saving, and effective).

Consequently, **NHSE C&M**, including the **C&M General Practice Nursing Collaborative** has confirmed its support for a phased roll-out of the BPQI package across C&M, and the pathway to achieving this is being explored.

The BPQI package is featured on the NICE Shared Learning Database, and in light of recent progress, the package is going through the process for formal **NICE endorsement** of the package.

## 5. C&M CVD Prevention Digital Solutions

The potential to revolutionise and modernise how we deliver BP care through digital innovations is huge.

Examples of digital innovation underway across C&M to tackle high BP include:

- BP kiosks to detect BP in the community
- BPQI package dashboard and templates to support quality improvement in general practice
- Home BP monitoring pilot in Warrington
- Flo app for BP monitoring, as used in Liverpool

A small working group with partners from CVD-, Prevention-, and BP- Boards, the BP in Pharmacy group, and the Innovation Agency are exploring how to build on progress made through the recent test bed bid application - the bid itself was not successful but much progress was made in developing understanding and innovative ideas for next steps.

Connectivity between community pharmacy and general practice software will be an important digital step in improving the BP pathway.

## 6. System Leadership and Accountability

Since it was established in 2015 the C&M BP Board continues to go from strength to strength, with partners from a wide range of sectors and organisations actively participating in strategy development and delivery.

The BP board reports to the C&M Health and Care Partnership Prevention Board for work streams that fall under the remit of the HCP.

The national reputation of the C&M BP board's work is building. The C&M BP Board is represented on, and works closely with, the National CVD Prevention System Leadership Forum (previously the National BP Board). The national CVDSLFC Chair described the C&M BP work as 'phenomenal' at the 2018 PHE conference.

The work has been presented at a number of national conferences (e.g. NICE, PHE, FPH, Health plus Care), and is cited in national publications (e.g. PHE Tackling high BP update 2018, as an exemplar for cross sector system working). As a direct result opportunities such as the NHS RightCare offer of support to roll out the Happy Hearts website across C&M have arisen.

## 7. Data and Outcomes

Progress against the C&M BP strategy, 'Saving lives: Reducing the pressure' continues to be monitored by a PHE-led working group, using a logic model-style indicator dashboard that sets out a series of deliverables, short-, medium- and longer-term key performance indicators reflective of the strategic objectives.

For an overview of the impact of this work so far, please refer to the 'demonstrating impact' overview.