

Cheshire & Merseyside Blood Pressure Annual Report 2018 Cheshire East Council Case Study

‘Know Your Numbers!’ awareness-raising campaign

Each year, Cheshire East Council is involved with Blood Pressure UK’s [‘Know Your Numbers!’](#) campaign as part of their workplace health initiative.

KYN 2017

In 2017 Cheshire East Council worked in partnership with Everybody Sport and Recreation Trust (ESAR) who delivered health checks alongside the blood pressure (BP) checks.



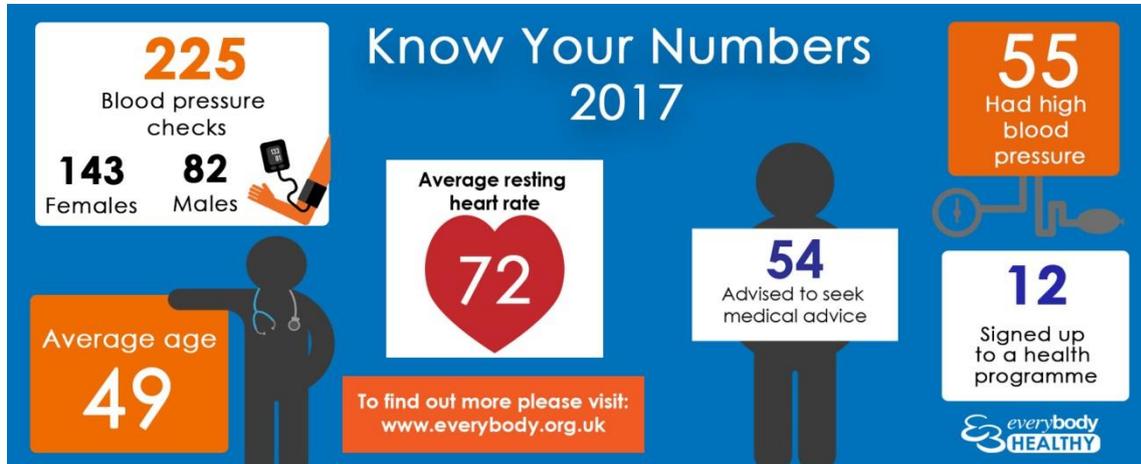
Photo: Samuel Bostock Public Health Development Officer Cheshire East Council and Donna Williamson, Health and Wellbeing Manager for Everybody Sport and Recreation Trust.

Two Blood Pressure days were allocated for staff to attend blood pressure checking sessions and as a result 75 people had their BP taken. Other lifestyle advice was given to staff on healthy eating, cutting down on salt and alcohol.

An article was published in the Councils newsletter ‘Team Talk’ to raise awareness of high blood pressure and a Public Health Blog was completed on the importance of understanding blood pressure. The hashtag #KNOWYOURNUMBERS was used and had 877 impressions. There were 177 media views for one social media post as well as 1,548 impressions and 208 media views for another. Facebook was also used with 576 people reached.

The pharmacies who were offering free blood pressure checks across Cheshire were promoted throughout the campaign.

Blood pressures checks were also offered to Councillors. Cheshire East worked with Everybody Sports and Recreation Trust and over 225 people in external venues had their blood pressure taken during Know your Numbers Week.



KYN 2018

In 2018 there was a partnership focus, working with the Eastern Cheshire CCG, South Cheshire CCG, Eastern Cheshire Hospital Trust, South Cheshire Hospital Trust, Housing Trusts, Everybody Sport and Recreation Trust and a variety of Community and Voluntary Sector organisations. Therefore there was a continuation with workplaces but also extending into local communities.

The future vision is to equip staff and volunteers in the 30 Connected Community Centres across Cheshire East to use the self-care model to encourage people to look after their own health as well as others. This will include the training of staff and volunteers in the centres to use BP measuring equipment and signpost residents to Healthy Living Pharmacies and to Cheshire East Councils Integrated Wellness service 'One You'. The Live Well directory for Cheshire East is promoted in each centre giving people opportunities to identify suitable activities and services to improve their wellbeing.