



Empowering communities to address Hypertension in Medway

A report from EK360

“ I had no idea I have high blood pressure, I don't go to a GP and wouldn't have thought to check, so thank you for prompting me, now I need to do something about it! ”

October 2022

Before you read this report, meet Jenny

When Jenny met the Hypertension Heroes in Medway, her blood pressure reading was very high.

Our volunteer Hypertension Heroes suggested that Jenny contact NHS 111 right away, which she did.

Jenny was taken by an ambulance and was given medication to reduce her blood pressure, something she never knew she needed.

Since taking the medication, Jenny has already seen a significant improvement in her blood pressure.

“You have made a real difference to my life. I did not realise I had dangerously high blood pressure at all. If I hadn’t met the Hypertension Heroes, I wouldn’t have known until it was too late.”

Since meeting our Hypertension Heroes, Jenny has made some changes to her lifestyle, such as exercising more and trying to stay stress free.

The Hypertension Heroes signposted Jenny to Kent Association for the Blind so that she could get support to dealing with a visual impairment and gain more independence. She told us this too has been invaluable and she felt confident that her health is improving as a result.

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Background

Kent and Medway Integrated Care Board secured personalised care money in 2021/2022 to support Blood Pressure management within the community. Medway Public Health secured additional funding to enable a pilot to expand to include Medway.

A multiagency working group, including representatives from Kent & Medway ICS, South East Regional Public Health Group, Medway Public Health and Kent and Medway Community Health Trust was established.

Working with community partners, the British Heart Foundation and engagement experts EK360, an innovative project was created that focused on personalisation for patients.

The model also addressed health inequalities around self management of hypertension, using an asset based approach that sought to build a social capital of motivated, skilled volunteers and community organisations with an interest in supporting health promotion activities.



Background

The aims of the project were:

- To reach 1240 people from identified communities in line with NHS Core20PLUS5
- Raise awareness of the importance of personal management of Hypertension
- Encourage people who have already been issued with BP monitors to use them and report results to their GPs
- Encourage and empower people to identify risk factors around Hypertension and seek diagnosis where required
- To support primary care to address health inequalities and increase personalised approaches in its levels of BP monitoring and identification
- To build a skilled and motivated community champion resource that can establish linkages and create entry points for other public / patient involvement initiatives across the system

Evaluation context

This six-month pilot project started in May 2022, with the first volunteers going live at the end of May. An interim report was undertaken in July to map levels of activity.

This final report evaluates the activities and outcomes of the pilot against the original objectives, as well as a review of the model and the flow of people through the pathways created.

This project evaluation report focuses on process, systems and outcomes of the pilot. It sits alongside a Social Return on Investment report by Healthwatch Kent that focuses on the impact of the pilot. You can read that report [here](#).



Evaluation of the model

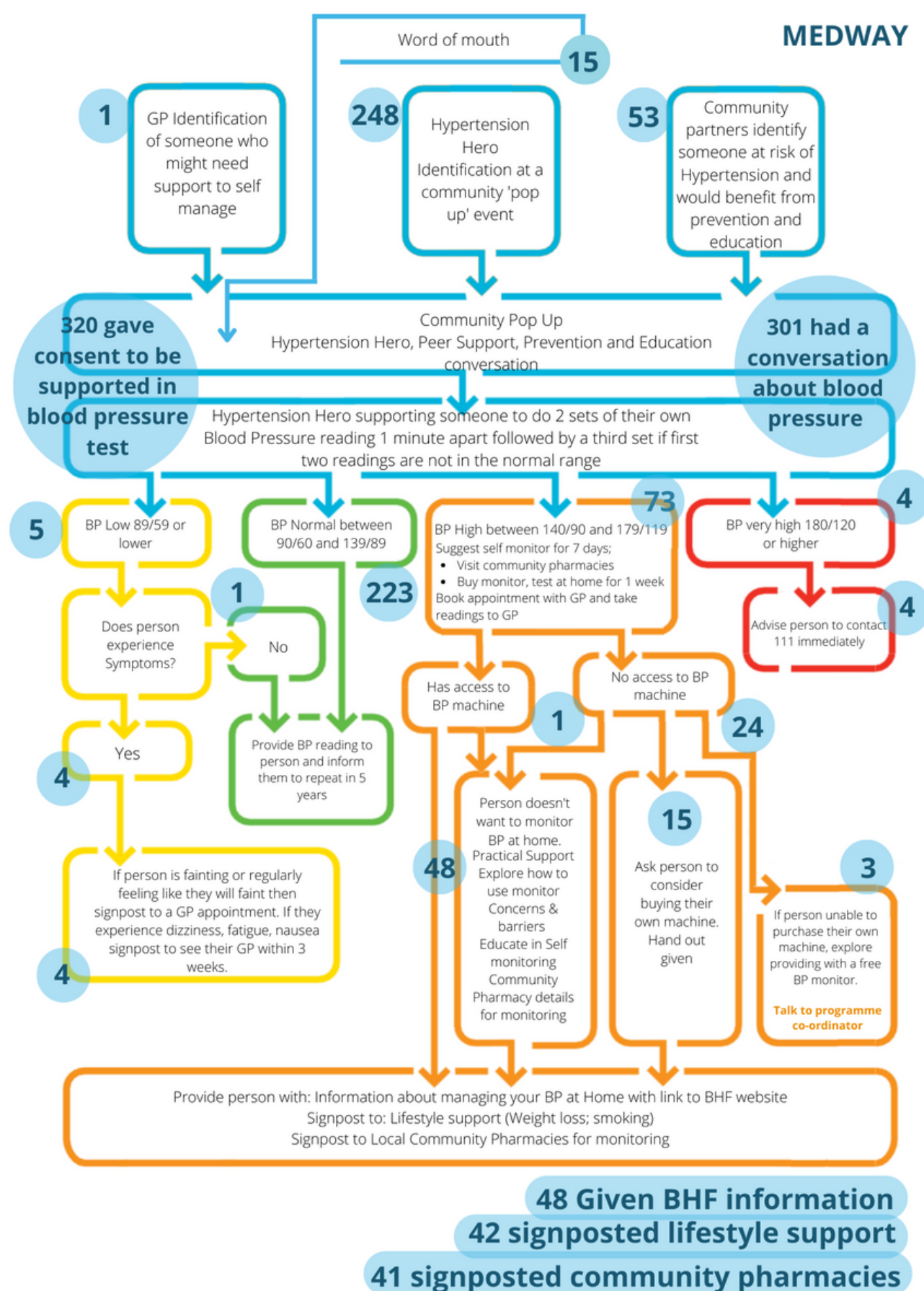


Image 1. Numbers of people 'flowing' through the model

Who used the Hypertension Hero community pop ups?

Over 6 months, the pilot enabled 320 people to take their own blood pressure reading. 8 people came back more than once.

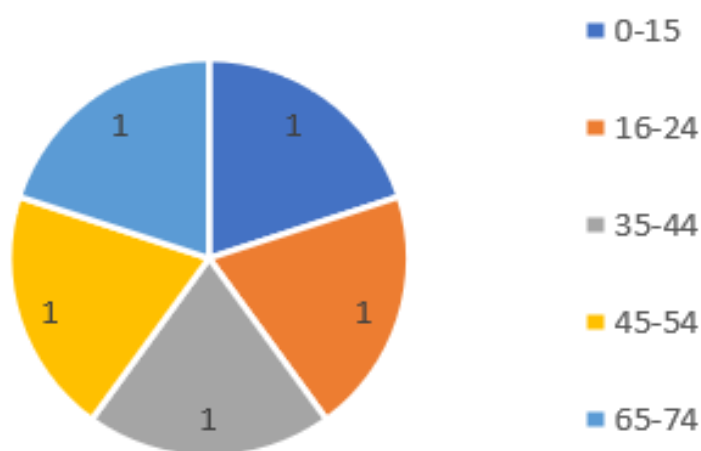
Of this 53% (170) were female, 46% (148) were male, 1% (2) identified themselves as transgender.

Yellow pathway

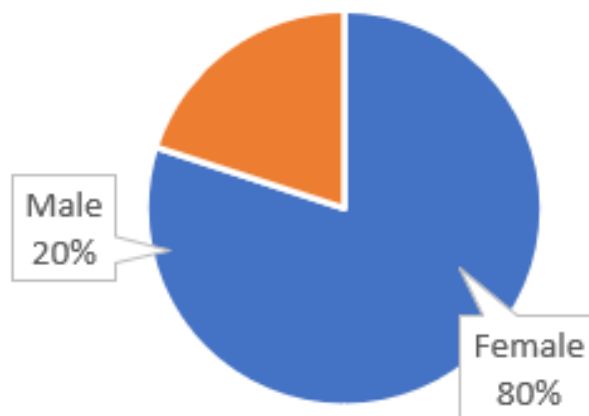
5 people had low blood pressure. This was called the yellow pathway.

Four people told us that they were experiencing symptoms such as dizziness, fatigue and nausea. All 4 were advised to see their GP within 3 weeks.

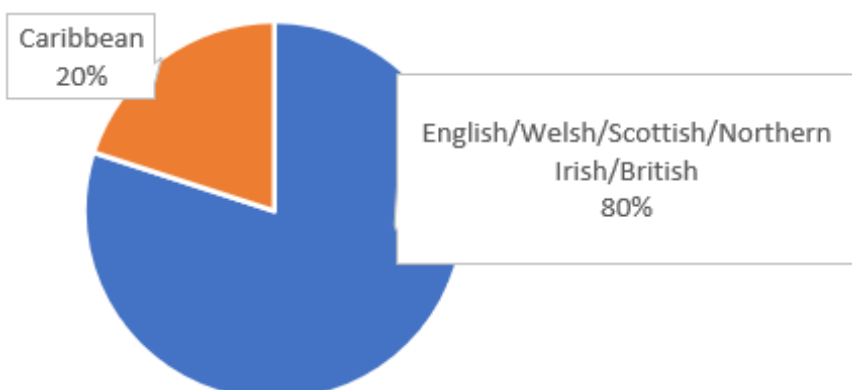
Yellow pathway by age



Yellow pathway by gender



Yellow pathway by ethnicity



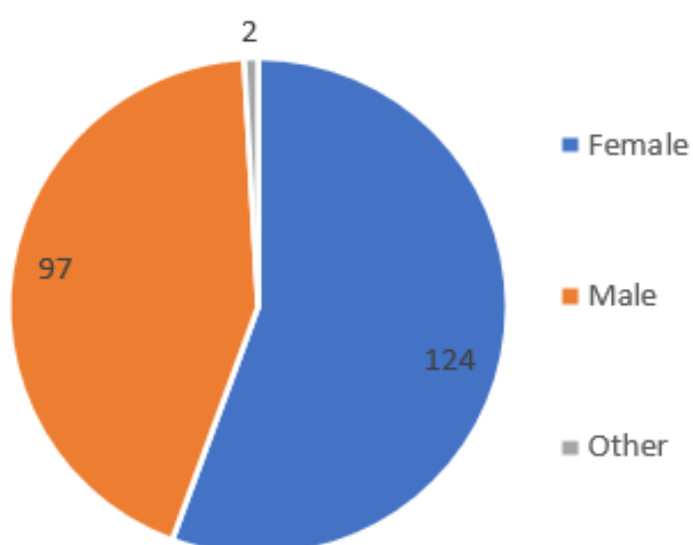
Who used the Hypertension Hero community pop ups?

Green pathway

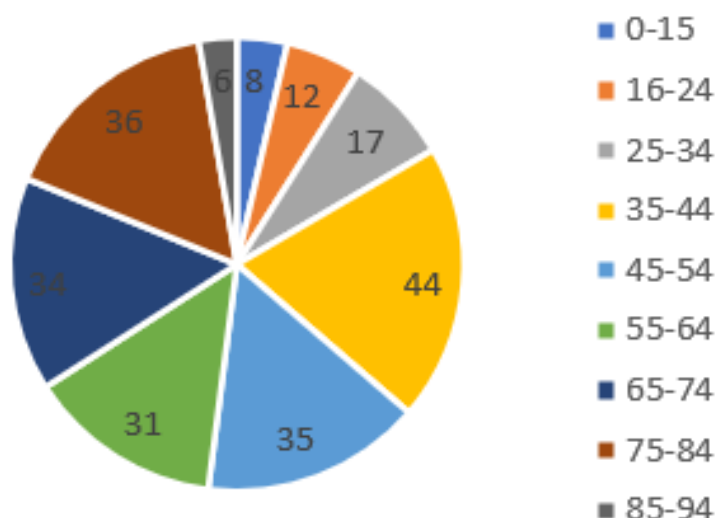
223 people had normal BP reading.

This was the green pathway.

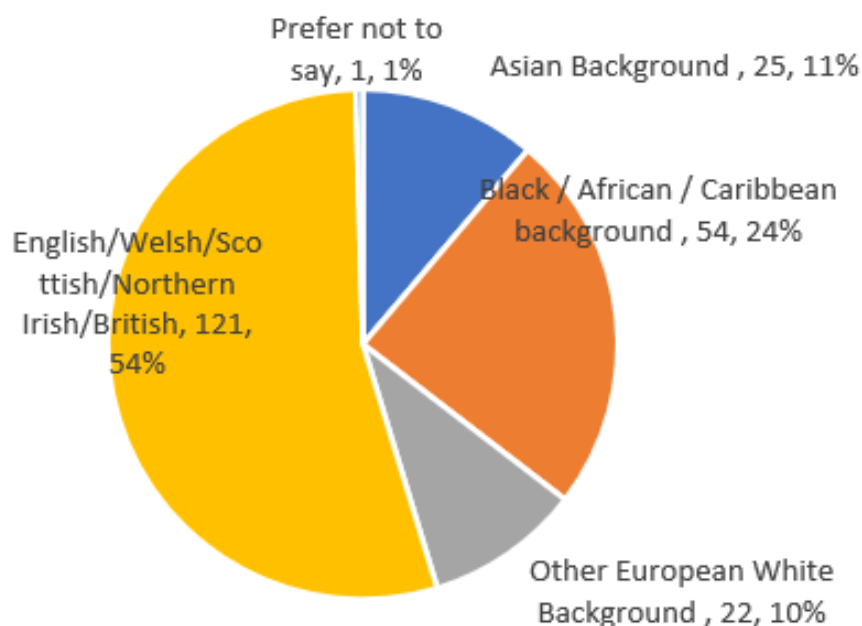
Green pathway by Gender



Green pathway by age



Green pathway by Ethnicity



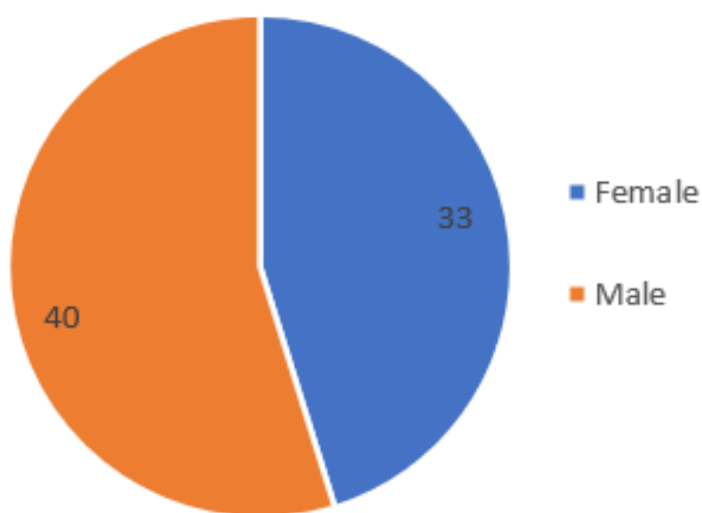
Who used the Hypertension Hero community pop ups?

Orange pathway

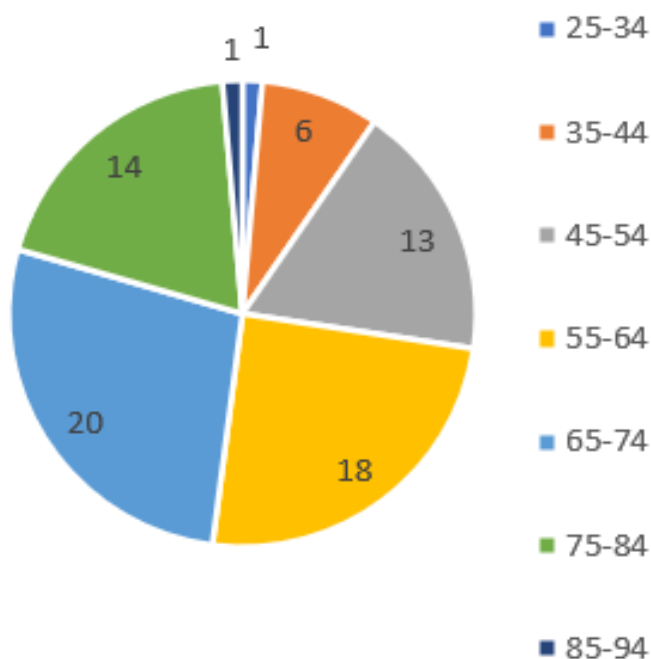
73 people had high blood pressure.

This was the orange pathway.

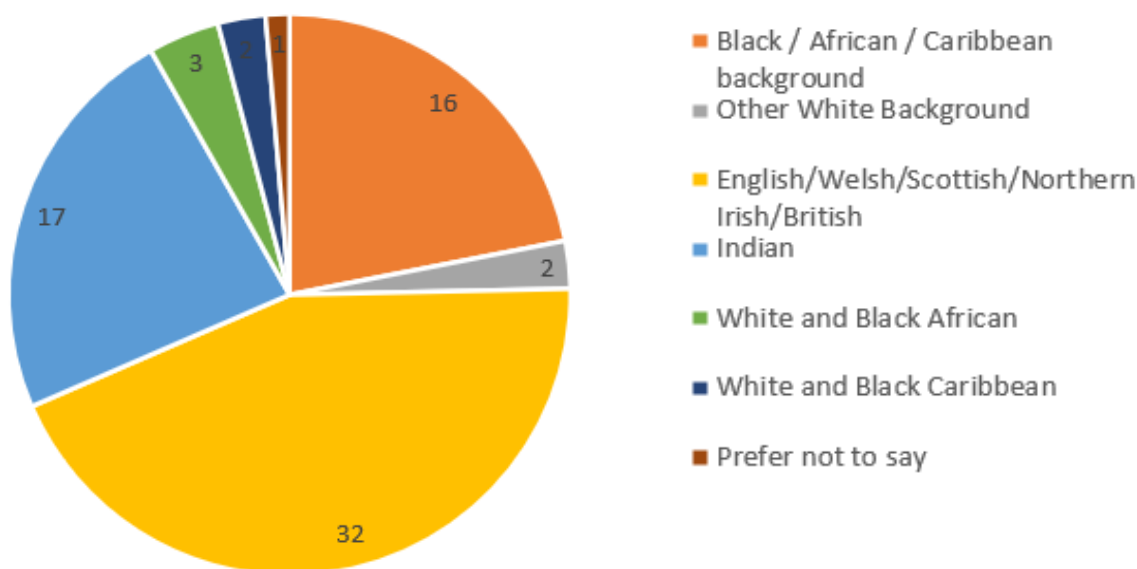
Orange pathway by gender



Orange pathway by Age



Orange pathway by ethnicity



The orange pathway in more detail

73 people were identified as having high blood pressure between 140/90 and 179/119. Of these, 66% (48 people) reported that they already had access to a blood pressure monitor, or had other ways to check their blood pressure.

Hypertension Heroes talked to these 48 people to understand more about their concerns and barriers around self monitoring.

- 'I am already on blood pressure meds, so I don't need to do anything'
- 'My machine is too old, I don't trust it'
- 'I like to go to my GP'
- 'I get stressed doing things like this... but I will try to manage'
- 'I am not sure that I am doing it correctly, I want to be sure I am applying the cuff correctly'

Some people identified ways that they could overcome these concerns and barriers

- 'I have a monitor at home and I will hunt it out and use it. I'll make an appointment to see Doctor.'
- 'I'll get a new machine'
- 'I'll take more time to relax and self monitor and go see my GP'
- 'I find music helps me relax'

96% (46 people) of this group said that they didn't feel confident about monitoring their own blood pressure at home.

When asked why they were not confident to monitor blood pressure at home, the most frequent answer was around a lack of confidence in using the home monitor or in understanding what the readings meant.

At the end of the intervention, 96% of this group (46 people) said that they felt more confident about monitoring their blood pressure at home in future.

We talked to 22 people about buying their own monitor to enable them to do ongoing testing at home. After talking about options for home monitors, 12 people told us they would like to monitor their blood pressure at home.

The remaining 10 said that they still felt that they did not want to test their blood pressure at home. The most frequently mentioned preference was to go to a local pharmacy.

Comments included:

- 'I struggle with placing the cuff and would need help to do it myself'
- 'I want to use a pharmacy'
- 'I just wouldn't do it'

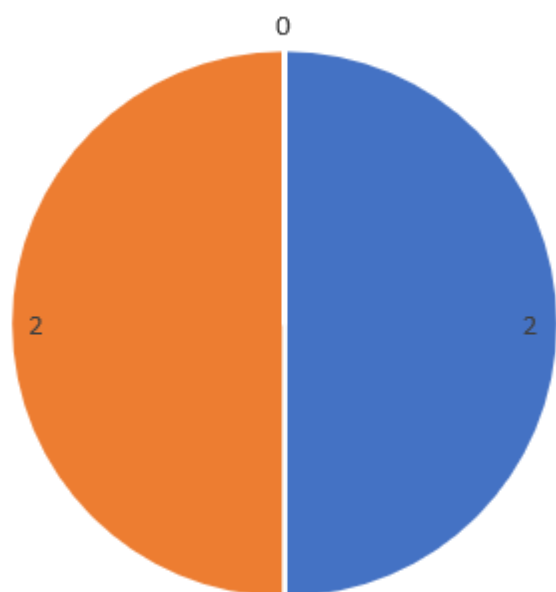
15 people asked for information about buying their own monitor.

The red pathway

Seven people had very high blood pressure.
This is the red pathway.

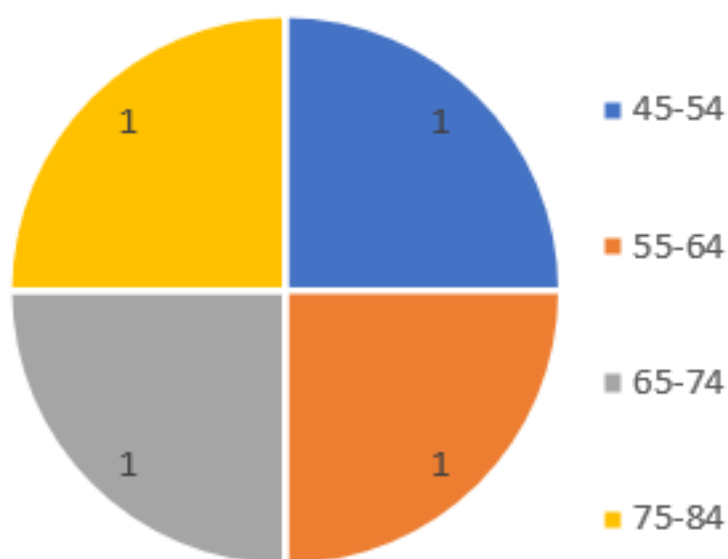
All of them were signposted to further medical attention.

Red pathway by gender



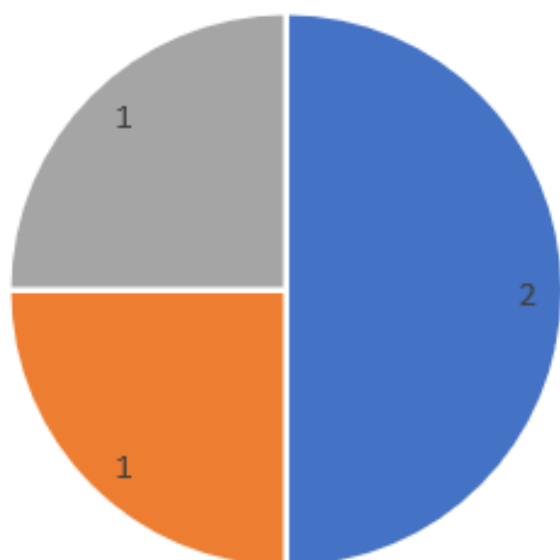
■ Female ■ Male ■ Other

Red pathway by Age



■ 45-54
■ 55-64
■ 65-74
■ 75-84

Red pathway by ethnicity



■ English/Welsh/Scottish/Northern Irish/British
■ Italian
■ Gypsy / Roma / Irish Traveller

Access to the Hypertension Hero community pop ups

The majority of people **76% (248 people)** who were seen at our pop up sessions in the community were opportunistic. They happened to be at the community venue at the same time as us, or they spotted us at an event, or were simply passing by.

During the pilot, we started to see a change in how people accessed the Hypertension Hero pop ups as more people started to hear about the sessions in their communities.

- ‘Opportunistic’ visits were reduced from **84% (135 people)** in July to **77.5% (248 people)** in October
- Levels of community partner signposting increased from **8% (13)** in July to **16.5% (53)** in October
- Levels of GP signposting reduced over the life of the project with only one person stating that they had been signposted by their GP. **0.6% (1 person)** in July and **0.3% (1 person)** by October.
- However, in October **4.6% (15 people)** told us they attended because of ‘word of mouth’ signposting, this was a new category.



How did people feel about doing their blood pressure?

Everyone we saw (100%) reported positive feedback about their time with the Hypertension Heroes and their new knowledge about doing their own blood pressure checks.

97.5% (312 people) said that they felt more confident and able to self monitor their blood pressure at home after the training from a Hypertension Hero.

- 'That was easy, I could happily do that at home now'
- 'That was simple; I had been worried that it would be more complicated'
- 'I found it difficult to get the cuff on, but once I tried a few times it got easier'

However, 2.5% (8 people), still felt that they needed additional support to self monitor their blood pressure.

- 'I struggle to do it on my own, so having you [Hypertension Hero] here to help me is great'
- 'I have trouble with my eyes so I would like a machine that can talk to me, but you Hypertension Hero] have been really helpful'
- 'I worry that I am not doing it right, so having you [Hypertension Hero] as a second opinion has been helpful'



Objective 1: To support primary care to address health inequalities in treatment of Hypertension

The pilot had a target of reaching 1,240 people living in Medway Central PCN. This PCN was identified as a pilot site because they currently have low treatment to target measures for Hypertension.

The project reached 320 people, 26% of the envisaged target.

30% of people (96) reported that they were registered with a GP in Medway Central PCN

20% (65) told us that they were registered with a GP within the Gillingham South PCN



Spread of beneficiaries across PCN areas

Medway Central (target area)	Balmoral Gardens (MPA)	35	96 patients 30% of total people seen
	Brompton Medical Centre	1	
	Bryant Street Medical Practice	6	
	Kings Family Practice	12	
	DMC St Marys Island Surgery	11	
	The Halfway Surgery	4	
	(MPA) Sunlight Surgery	27	
	St Werburgh Practice	2	
Gillingham South (target area)	The Elms Medical Centre	3	65 patients 20% of total people seen
	Glebe Family Practice	9	
	Malvern Road Surgery (Medway Medical Centre)	24	
	Napier Road Surgery	3	
	Pump Lane	3	
	Upper Canterbury Street	5	
	Railside Surgery	6	
Medway South	Woodlands Family Practice / Gillingham Medical Practice	15	22 patients 7% of total people seen
	King George Road Surgery	4	
	Maidstone Road Chatham Surgery	5	
	Reach Healthcare (Walderslade Village / Health Living centre Gillingham)	3	
	Stonecross and West Drive Surgery	5	
	The Churchill Clinic	3	
Medway Rainham	(MPA) Princes park medical centre, Chatham	2	15 patients 5% of total people seen
	Church View Practice	1	
	Eastcourt Lane Surgery		
	Long Catlis Road Surgery	3	
	Maidstone Road Rainham Surgery		
	Matrix Medical Centre	1	
	Orchard Family Practice	1	
	Parkwood Family Practice	4	
	Thames Avenue	2	
Waltham Road	1		
Strood	Wigmore Medical Centre	2	13 patients 4% of total people seen
	Apex Medical Practice	2	
	Court View Surgery	11	
	Gun Lane		
	Marlowe Park Medical Centre		
Medway Peninsula	Riverside Medical Practice		11 patients 3% of total people seen
	Highparks Medical Practice	6	
Rochester			5 patients 1.5% of total people seen
	Borstal Village		
	(MPA) Castle Medical Practice	1	
	City Way Surgery	2	
Mid Kent	Cuxton medical centre	1	2 patients 0.6% of total people seen
	The Thorndike Centre	1	
	Sydenham House medical centre	2	
Ashford Medical Partnership			1 patient 0.3% of total people seen
	St Stephens Health Centre	1	
Whitstable			1 patient 0.3% of total people seen
	Whitstable medical Practice	1	
			231 patients

Table 1. Breakdown of registered GPs by PCN area

72% (231 people) identified their GP practice, as illustrated in table above.

24% (77 people) of participants did not identify their GP.

4% (12 people) were not registered with a GP.

Of the 12 people who were not registered with GP:

- 5 had just moved into the area
- 3 people didn't want a GP
- 2 people waiting to hear back from a GP about registration
- 1 person was homeless
- 1 person lived outside of the Medway area

Healthwatch Medway assisted the pilot by providing information and support to help three people to register with a GP.

Here's just one example;

Anna arrived in the UK in September this year to start her permanent residence.

She visited a Hypertension Hub that same month and the Hypertension Heroes talked to her about registering with a GP.

The Hypertension Hero passed Anna's details onto Healthwatch Medway with her permission. As a result, Healthwatch Medway were able to talk to Anna and support her to register with a GP.

In October, the Hypertension Heroes met Anna again and she was happy to report that within 6 days of her visit to the Hub, she had been supported by Healthwatch Medway and was now successfully registered with a nearby GP.

Reaching people not accessing primary care

The model was designed to reach people and communities within the target geographical areas who may not be engaging with health services and GPs.

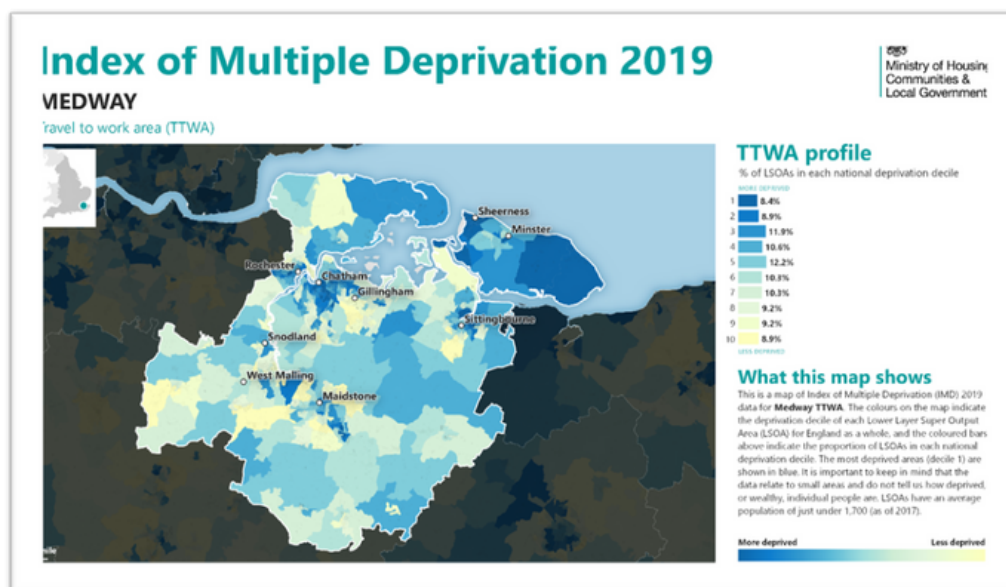
We specifically drew Hypertension Heroes from trusted community groups and organisations to champion the project and enable us to reach target communities.

Looking at the demographic data, the pilot engaged:

- People from across all age groups
- 53% (170) were female, 46% (148) were male, 1% (2) identified themselves as transgender
- 48% (152) of participants identified as being from a non white English, Scottish or Northern Irish background
- 63% (202 people) told us that they lived in a postcode area reflecting areas with high deprivation indices. 22% (71 people) of people gave a postcode reflecting the most deprived wards in Medway, Luton & Wayfield, River, Chatham Central, Strood South and Twydall. 41% (131 people) gave a postcode covering the Gillingham North ward. However this postcode also includes areas of Rainham and Hempstead.
- 20% (63) of the Hypertension Hero sessions with people were delivered in a language other than English. Hypertension Heroes used their first language to engage other people within their communities, including Gujarati, Punjabi, Polish and mime.



Reaching people not accessing primary care



Qualitative evidence from participants indicate that the project is reaching people who are not currently accessing their GP.

- 'I can never get to a GP, so I am thankful for making me aware about my blood pressure and now I know I can do this at home'.
- 'There are a lot of people here who don't bother with going to a GP'
- 'I haven't got a Doctor so this is really helpful'
- 'This is a novel idea. I haven't been to my GP in years so this has made it easy to do something to keep track of my health'
- 'I had no idea I have high blood pressure. I don't go to a GP and wouldn't have thought to check, so thank you for prompting me. Now I need to do something about it!'
- 'This is a great idea, especially as none of us here really go to the Doctors'



Objective 2: Raise levels of HT self management

Increased awareness & motivation

Community champions and Hypertension Heroes were trained to convey awareness raising and educational information to people in a conversational style approach.

78% (248) of people gave feedback on what they found most motivating about seeing a Hypertension Hero. The most frequently mentioned themes were:

Understanding what blood pressure is and why it's important.

- 'It's been really good to have the time to sit here and have you talk to me about the importance of keeping an eye on my blood pressure. Now I understand what I should think about it and look after it.'
- 'Now I understand what the markings on the cuff mean and how the machine works, it all makes more sense to me now'
- 'I found it really educational, I'll keep doing it now'
- 'It's a good feeling, to understand it all'

Being proactive and aware of their general health.

- 'I was worried about taking my blood pressure as I am getting older and you've got to look after these things, but you helped make it easy'
- 'I feel so relieved that my blood pressure was ok, I had never done it before and so had no idea what it might be like'
- 'It's good to find out about things like this; now I know it's a bit high I can do something about it'
- 'I like to do things to keep my health in check'
- 'Thank you for giving me the opportunity to try this in a nice environment. I had some trouble with the cuff. But got there in the end. It feels good to be able to do something for myself'

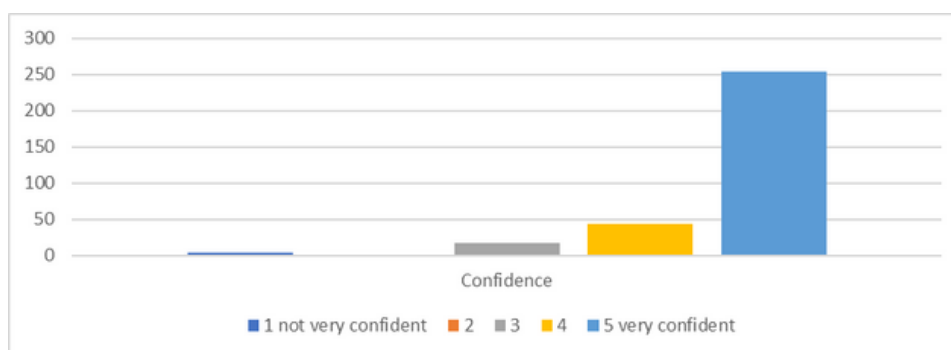
Learning how to manage their blood pressure.

- 'I know my blood pressure is high, but it's a good feeling to understand things more. It helps me focus on doing something about it'

Objective 2: Raise levels of HT self management

Increased confidence

At the end of the session people were asked if they felt more confident to now take their own blood pressure. People were asked to rate this on a scale of 1 to 5.



93% (298 people) felt confident or very confident to do their own blood pressure check.
5% (17) of people felt that they needed more practice to build their confidence.
2% (5) of people still felt that they lacked confidence to undertake their own blood pressure.

- 'I have a machine at home, but I don't use it very often, now I can get it out of the cupboard and use it with confidence'
- 'This was great, everything was explained to me. I can do this at home, no problem! It's actually been quite relaxing sitting here quietly learning about it all'

Increased self monitoring

320 people have been trained to take their own blood pressure using a monitor.

We found that **71 out of 73 people (97%)** on the orange pathway knew how to report their blood pressure to their GP. But only a few people were actually doing this.

After the session with a Hypertension Hero, **97% (310)** of people talked about continuing to test their blood pressure at home. This included **86% of people** on the orange pathway.

- 'I think that learning about it and then testing yourself helped me understand things better. I have high blood pressure; now I am going to get a monitor and keep checking at home. It's not so scary now'
- 'I can do it at home now, it's simple! I don't have a machine, but I will get one!'
- 'Now I know about blood pressure and it's not such a mystery what all the technical words means; I can do it myself'
- 'I was showed ages ago, but stopped doing it. This was a great refresher and now I can do it at home'
- 'I have been using the machine all wrong at home! Now I know what I am doing!!'
- 'Now I realise how important it is, I feel lazy that I haven't been doing it before. Now I am happy to do it regularly'

Over half (56%) of the people we saw on the orange pathway were encouraged to visit their community pharmacy for ongoing monitoring and support.

Objective 3: Increase personalised approaches in BP self management

Looking at the principles of personalised care:

Prevention

- 'Anything that increases your awareness of your own health is a good thing. This has been quick and easy, and now I know I need to make some changes'
- 'I had no idea I had high blood pressure, thanks for helping me identify it and give me some things I can follow up to try and reduce it'
- 'It's a good idea for the community who may not have heard of blood pressure, or have access to the information you have given us'
- 'It was a shock to find out it was high, but without this hub I wouldn't have known, at least now I can do something about it'

Shared decision making

When meeting a Hypertension Hero, a person is given tailored information specific to them. The aim of this information is to enable them to be able to make decisions about their own ongoing self management of their own blood pressure.

Of the **73 people** who were identified on the orange pathway people, 60% (44) spoke to us about how the session had helped them to understand that they could be more in control of their own blood pressure and how monitoring at home could become an important part of looking after themselves.

Education was the most frequently mentioned issue behind someone's thinking around their own self management:

- 'The blood pressure information you have given me is very informative. I feel that there are things I can do'
- 'I know that I can use a blood pressure monitor now, and it's simple, not scary'
- 'This was perfect timing because I have just been diagnosed with high blood pressure and now I know more about it and what I can do'
- 'Last time I did a blood pressure test was before Covid, but I have put on weight and I kept getting pushed back by health professionals in terms of appointments. The Hypertension Hub has enabled me to do my own blood pressure and care for my own blood pressure'

Other people identified how they would like to look at making changes to their lifestyle, most notably in relation to diet and exercise.

- 'I am going to try and loose weight'
- 'I really encourage others to exercise because it helps all areas of your life. Not just blood pressure.'
- I know I need to lose weight and this has been good to do. I can take the reading to my Doctor next time I see them and talk more about what I can do next'
- 'I know I need to stop smoking, maybe now's the time'

The pilot signposted **20% (15 of 73)** of people on the orange pathway to the A Better Medway service for lifestyle support.

Social prescribing

One of the aims of the pilot is to create a community support network for GPs to signpost people who are not monitoring their blood pressure at home. However, only one person came to a Hypertension Hub after been signposted by their GP.

There is some evidence that signposting is taking place between community groups into Hypertension Heroes, as well as from the Hypertension Heroes to community groups that can offer people ongoing support in their aspirations for self management or lifestyle changes.

We've seen an 8.5% increase in the number of people coming to Hypertension Hubs from community groups in the second half of the pilot as more and more have started to send their beneficiaries for blood pressure testing.

Peer and community based support

There is qualitative evidence of growing peer support around awareness of hypertension, as well as identification and self management of blood pressure within communities. 5% of those attending a Hypertension Hub, told us they had been informed about it by someone they knew.

- 'It's been great to be part of this. I really wanted to know how to help my community and it's been great to be able to tell people who didn't know about hypertension, what they can do for themselves'

There is qualitative evidence that increased awareness within communities is encouraging peer motivation for people who were not previously monitoring their blood pressure, to maintain a programme of taking regular readings and submitting them to GPs.

- 'It was good doing it here (community group setting), I felt more relaxed'.
- 'This initiative makes it easier for me to get my blood pressure checked'
- 'Now we understand more about it, we can look out for each other'
- 'We can help jog each other into doing things'



Objective 4: To build a skilled and motivated community champion resource

Hypertension Hero volunteers

The Community Champion Hypertension Hero programme was designed to create friendly, approachable faces who have a 'layman's' understanding of blood pressure and its associated health risks.

They work in small groups at pre-selected community venues with the aim of reaching members of the public and talking to them about blood pressure. They offer people the opportunity to check their own blood pressure. Each Hypertension Hero Hub session was supervised by a paid co-ordinator.

Champions worked out of a range of community venues and attended community events.

The basic set up was two chairs with a small table. The blood pressure monitor was on the table. The Champion sat with the member of the public and using a designed pathway flow on an iPad, they guided the person through pre designed pathway options.

Volunteers were trained in how to show someone to take their own blood pressure. The training objectives were that a Hypertension Heroes should:

- Feel confident and competent in talking to a lay person about hypertension and the importance of self management
- Feel confident that they could talk to a health professional, ie a GP or a Community Pharmacist about the Hypertension Hero role and the aims of the pilot
- Feel confident and competent in using a blood pressure monitor and supporting someone to take their own blood pressure
- Feel confident about following the pathway and signposting people accordingly
- Feel confident and familiar with all the recording and data capture forms required
- Understand the role they will play at community Hypertension Heroes 'pop ups' and the boundaries to their role
- Be able to start mapping their local communities and have informed a schedule of community 'pop up' activities and events



12 people were trained to become Hypertension Heroes, with 10 of them going on to become actively involved.

These volunteers gave 94 hours of their time. 58% of the hours spent at Hypertension Hubs during the pilot were delivered by volunteers.

Together they supported 176 (55%) people to monitor their blood pressure.

Four volunteers supported over 20 people each to undertake their own blood pressure. We celebrated this milestone and presented them with a certificate of thanks.



Community hubs

The pilot worked with five community organisations in Gillingham area.

- Gillingham Street Angels
- Medway Diversity Forum who also helped us to reach the Kent Ghanaian Association and the Kent Ramgarhia Darbar & Community Centre
- Medway African and Caribbean Association
- Osbon Pharmacy
- Sunlight Centre

These organisations became our Hypertension Hubs, fostering engagement with communities and encouraging people from within those communities to volunteer as Hypertension Heroes.

Each participating organisation received remuneration for their time in supporting the activity and enabling access to the communities they serve.

Location of Hypertension Hero hubs	Number of people engaged
Gillingham Street Angels	94
Medway African and Caribbean Association	55
Kent Ramgarhia Darbar & Community Centre	32
Sunlight Centre	13
Sunlight Women's Mental Health Group	8
Osbon Pharmacy	1
	203

Table 2. Number of people engaged at community venues and events

Community 'pop ups'

As well as delivering Hypertension Hubs in community organisations, volunteers also delivered pop up sessions at community events.

Location of Pop up sessions	Number of people engaged
Armed Forces Day	81
Medway Gillingham high street	19
Kent Ghanaian Association	17
	117



Public feedback about the Hypertension Hero project

100% of public feedback was positive.

Within this there were two core themes, listed in order of frequency mentioned:

- Benefits to the wider community who gained knowledge and understanding about hypertension
- The Hypertension Heroes were operating within a familiar community setting

Benefits of communities gaining knowledge and understanding of hypertension

- 'Its was brilliant to have things so well explained; now I understand the markings on the cuff and how the machine works'
- 'Now I understand about hypertension, and so does my community; we can help people look after themselves'
- 'It was good to get people to be more aware of what blood pressure means'

The sessions are within a community setting

- 'It's great that I could talk to people in my own language and do this'
- 'I am thankful for the information sheets being in Punjabi. It's one thing having it translated but having information to take away that I can understand is great. It was so accessible for me'
- 'I was worried about doing the test, but I felt so at ease with the volunteer. I am so grateful for the opportunity to learn and check my blood pressure'
- 'This has made it easy for those of us that are scared to go to GP, to check their blood pressure. It was much less stressful.
- 'Outreach is so much better than sitting waiting for people to come to you. Being in their own setting, where people are comfortable is so obvious'
- 'Being here you capture people who wouldn't normally bother with checking their health'

Lessons from the pilot

EK360 reflections

Enthusiasm of volunteers.

A small core of excited passionate people is vital to generate the necessary local excitement to embed it within communities. Take up rates of volunteers has been slower than anticipated, but those that did get involved delivered more hours than we thought.

Start small and grow.

In Medway the pilot had a 'sponsor' within the Medway Central PCN area. But despite this connection, only one person was signposted to the Hypertension Heroes directly by their GP.

Partnerships with PCNs.

The enthusiasm and commitment from a range of community groups in Medway has been instrumental to the success of the pilot.

Hypertension Hero reflections

Process improvements

- 'I felt some of the questions were not particularly appropriate, such as what they enjoyed from my discussion about hypertension, or words similar to that effect.'
- 'Personally I feel that if any improvements were necessary it would be around the IT software and advertising. Could the software be set up to carry over Name, Date, and Venue for the duration of each event. (I do find it rather time consuming putting that in each time – especially the date, with drop down boxes, when people are waiting).'
- 'Some posters up in the community giving dates and venues would hopefully increase footfall, but I believe this is being looked into.'

Accessibility

- 'Other languages is a must, a couple of times I have had non English speakers and their friends have kindly translated. Alternatively attend community groups where translation will be on hand.'

Public reflections on what more could be done

More community hubs

- 'Need more of these sort of Hubs, with education in communities, to raise awareness'
- 'Go into shops and on high streets to grab people and prompt them to check'
- 'Could you do pop ups in town centres?'

Advertising

- Make the Hubs more visible within the community
- 'I don't take much notice of adverts, but seeing you here in my local community made me take notice'

Further health needs

- 'Need more awareness around different conditions and to encourage healthy eating, quitting smoking and keeping fit. It should be taught in schools and younger communities.'
- 'Could we have better links with stuff about exercise, diet and things to help us

Learnings and next steps

The learnings from this pilot have been combined with pilot in Kent which ran at the same time focusing on Folkestone & Gravesend.

Collectively we can see that the evidence demonstrates that a community asset based approach can work within a structured partnership between the VCSE, public health and the NHS.

We will continue discussions about a second phase of the pilot building on the following core elements:

- Asset based community development approach, building on the capacity that has already been generated
- Working more proactively with GP practises, community pharmacies and PCNs to identify target cohorts
- Building on our brilliant Hypertension Heroes and offering them more opportunities to champion issues on behalf of their communities
- Generate linkages for communities to access NHS Health checks
- Continue to work with Healthwatch to enable people to access information and support
- Enhance the opportunities for people to receive more signposting to access community support
- Understanding if people are changing their behaviour after meeting a Hypertension Hero

Appendix 1 - Ethnicity

Identified Ethnicity	
African	20
Armenian	1
Other Black / African / Caribbean background	5
Other White Background	3
British Asian	1
Bulgarian	1
Caribbean	31
English/Welsh/Scottish/Northern Irish/British	169
German	1
Gypsy / Roma / Irish Traveller	2
Indian	36
Irish	4
Italian	2
Latvian	2
Lithuanian	3
Nepalese	3
Pakistani	4
Polish	1
Romanian	6
Russian	1
White & Black African	17
White & Black Caribbean	5
Prefer not to say	2
	320

Appendix 2 - Postcodes of participants

CT2	Canterbury (Hales Place, London Road, St Stephen's and Broad Oak Road, St Dunstons and Whitstable Road), Harbledown, Rough Common, Sturry, Fordwich, Blean, Tyler Hill, Broad Oak, Westbere	1
CT5	Whitstable, Seasalter, Tankerton, Chestfield, Swalecliffe, Yorkletts	1
CT19	Folkestone (north), Cheriton	1
TN23	Ashford (town centre), Kingsnorth, Singleton	4
ME1	Rochester, Burham, Wouldham	13
ME2	Strood, Halling, Cuxton, Frindsbury	14
ME3	Rural, Hoo St Werburgh	13
ME4	Chatham	25
ME5	Walderslade, Blue Bell Hill, Lordswood Luton	28
ME7	Gillingham, Rainham, Hempstead	131
ME 8	Rainham, Parkwood, Twydall, Hempstead, Wigmore	18
ME10	Sittingbourne, Kemsley, Milton Regis	2
ME16	Barming, Allington and west Maidstone	2
DA3	Longfield, Hartley, New Ash Green, New Barn, Fawkham	1
DA7	Bexleyheath (north), Barnehurst, Crook Log	1
DA11	Gravesend (west), Northfleet	2
	Not Recorded	55
	Outside of Kent and Medway	7

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A dark grey speech bubble with a tail pointing towards the bottom right, containing white text.

We engage
We reflect
We improve peoples
lives