



Barnsley's Community Blood Pressure Service

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Aims of the session



Explain what our How's Thi Ticker offer is



Explain why more people may be presenting at primary care in relation to blood pressure



Discussion around how we can better link with pathways in GP practices

Why did we create a blood pressure service?



Developed in response to Barnsley's significantly high levels of preventable deaths from cardiovascular disease compared to the England average – prevention

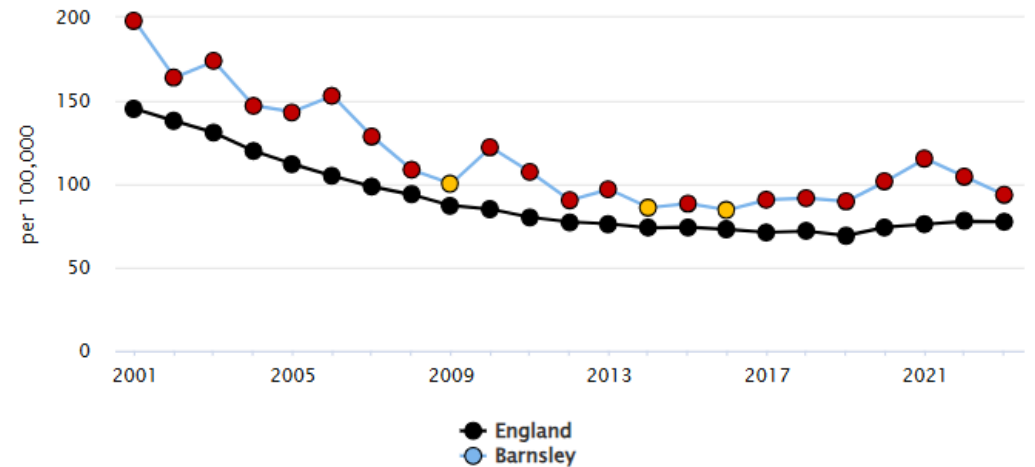


Launched after Covid pandemic - research found that people were not going to see their GP in person as much and were missing routine checks



Stoic population – 'it'll be right' - people less likely to visit their GP

Under 75 mortality rate from cardiovascular disease



Aims of the campaign

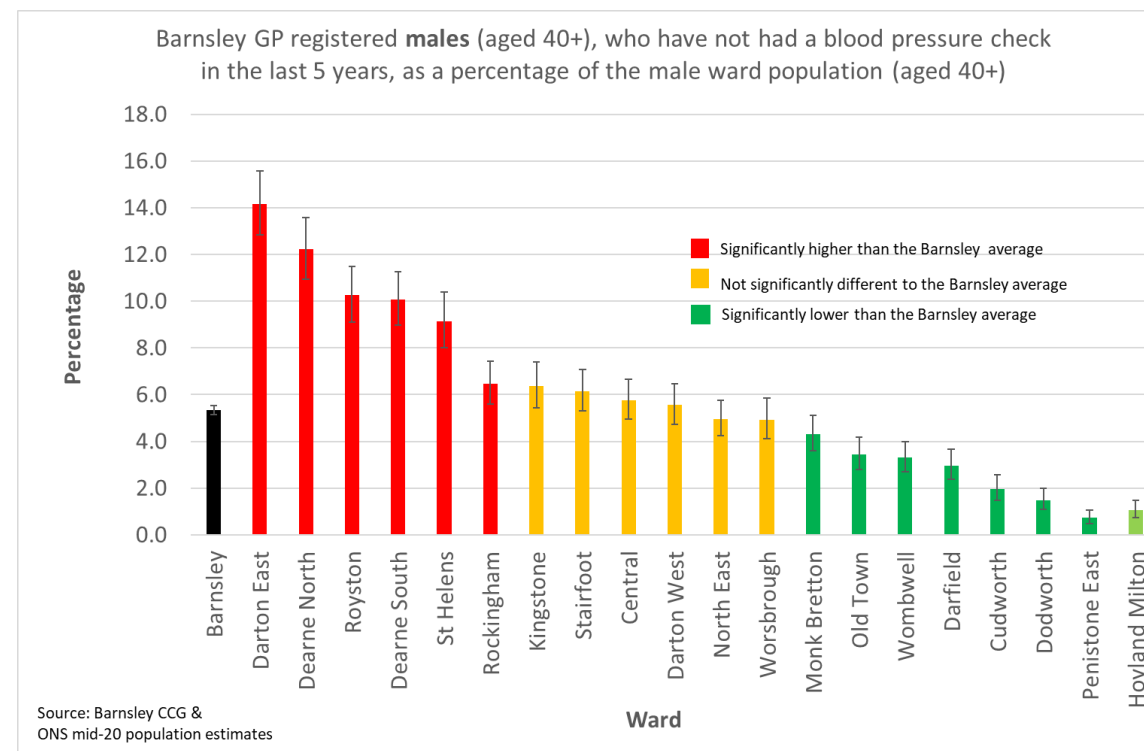
- Prevent heart health issues and long-term conditions by acting early
- Provide free blood pressure checks in the community. Identify people with high blood pressure, not usually picked up through their GP
- Refer to pharmacies and GP practices under the Hypertension Case Finding Service

Target audience

- The service will support any Barnsley resident
- Men aged between 50 and 70
- Greater focus in areas of deprivation or where access to healthcare can be a barrier

Targeted approach

- Data from Barnsley GP registered patients (aged 40+) who had not had a blood pressure check in the last 5 years
 - 5,483 patients aged 40+ had not had a blood pressure reading in the last 5 years
 - 62% of these were men and the key age bracket was 50-59
- Evidence of large geographical differences in this data. 5 wards (Darton East, Dearne North, Dearne South, Royston and St Helens) account for around 45% of those who had not had a check



Taking services into the community



LESS ANXIETY –
NON-CLINICAL
SETTING



QUICK AND
CONVENIENT



ACCESS TO INFORMATION
ABOUT OTHER SERVICES



Locations the service visits

Barber shops

Supermarkets

Libraries

Workplaces

Market

Community
events

Food pantries

Sports clubs

Barnsley
Hospital



BBC NEWS

Home UK World Business Politics Tech Science Health Family & Education

Barnsley men targeted for blood pressure checks at barbers

Lee Tindle, owner of Eastgate Barbers, has his blood pressure checked by Kaye Mann (middle) and Louise Hunt

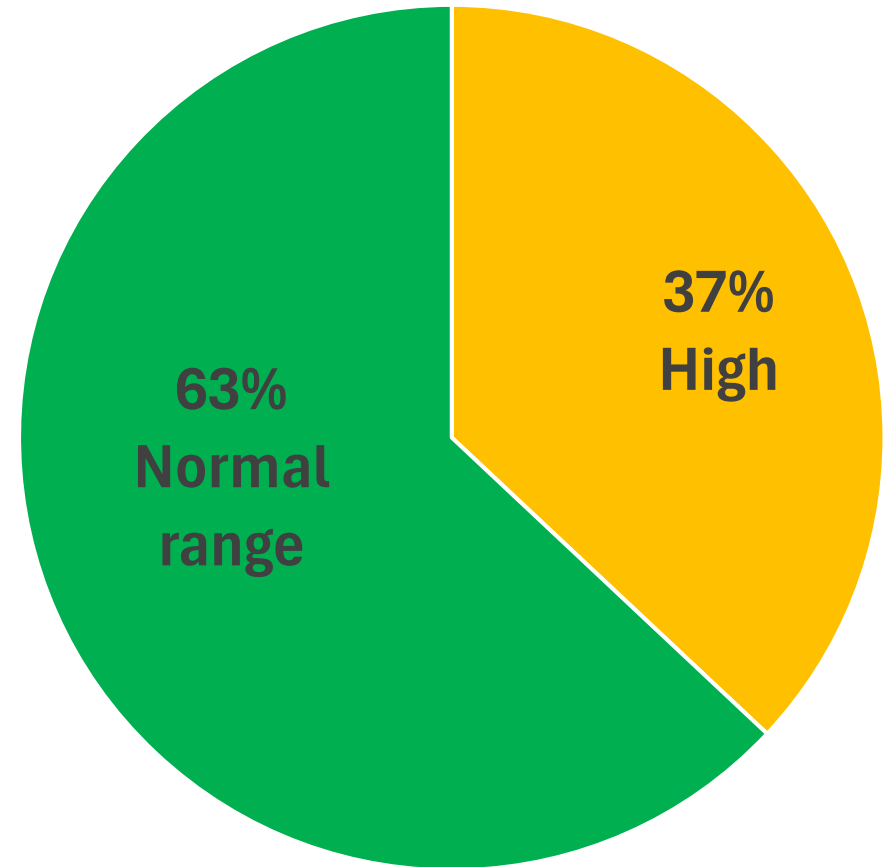


HOW'S THI TICKER?		
Get a free blood pressure check today - it could save your life! TUESDAY 12th December, 10AM-3PM		
BARNSELEY NHS		
PRICE LIST		
HAIRCUTS		£10.00
OAPS		£7.00
Beards		£2.50

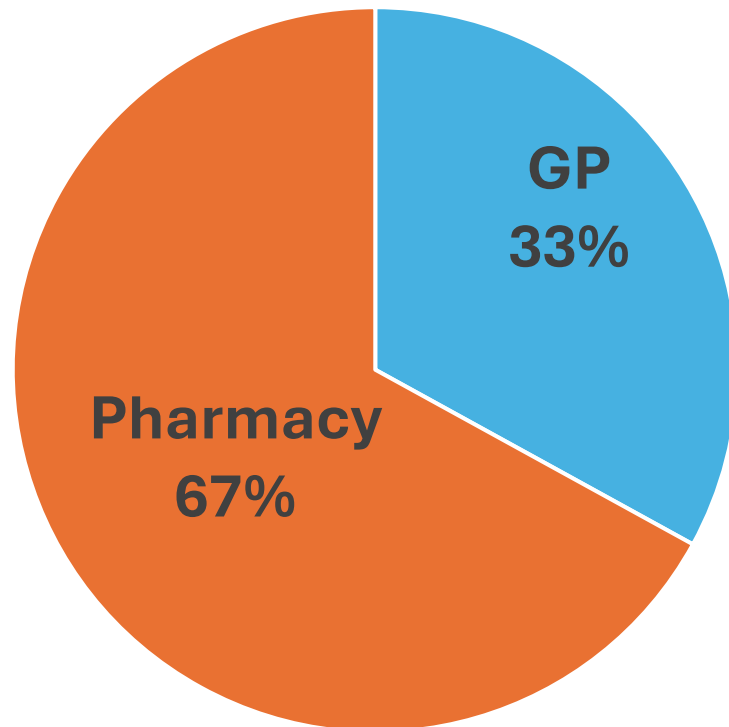
Key stats

- 5,500 blood pressure checks since July 2023
- Funding from the Department of Health and Social Care = further 1,600 checks
- The average age of people having a check is between 55-59

BP reading outcome



Referrals



Feedback

'I have recently been diagnosed with hypertension and I'm now on medication to control this. Following your readings and advise back in August. I wasn't aware there was an issue until I came to see you.'

'I had my blood pressure taken, it was high, so I've been to get sorted at the chemist. I'm now having a 24-hour monitor fitted.'

'My husband thought he was fit being a runner and walker but on testing his blood pressure he was dangerously high. Thank you, you probably saved his life.'

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Discussion

1. Can you think of any ways we can better link with GP practices, particularly relating to data and following the patient journey?

2. Who in our communities do you think we can further target?