

WHAT WE DID



Blood pressure (BP) survey was open to the public in East of England between July - November 2022



Gained insight into people's understanding, perception and experiences relating to BP



Gained insight into people's experiences and preferences for monitoring BP



723 responses (49% male, 51% female). 60 to 79-year-olds largest cohort

MAIN FINDINGS

Over half reported high BP (60%)



Preferred method for submitting BP reading was via email (53%)

35% of respondents stated factors that cause BP were not very clear or not clear at all.



89% prefer to monitor their BP at home

92% of respondents had their BP checked at least once in the last 12 months.



On average respondents reported being "extremely confident" about taking their own BP.

OUR RECOMMENDATIONS



Continue to promote the importance of a population approach to education and advice on the causes, prevention, and self-management of high blood pressure through initiatives such as 'Making Every Contact Count' and 'Know your Numbers!'



Consider how quality and regularity of contact with patients can be improved, including utilising the wider workforce to maximise opportunities for risk stratification, assessments, signposting, education and BP conversations and tests into existing contact points.



Consider the importance of healthy lifestyle changes for people's health and this can be done through social prescribing services (e.g., referral to healthy lifestyle services, weight/stress management, nutritional advice, and smoking cessation services).



Reassurance to patients who are submitting regular BP readings that this is valued and is being used to inform medication reviews/follow-ups by health care professionals/pharmacists, including time to discuss concerns around side effects.

USEFUL RESOURCES

For Patients:

- Calculate your heart age
- Know Your Numbers!
- NHS Prevention High Blood Pressure

For Healthcare professionals:

- Hypertension case-finding service
- BP@home programme
- UCLP Proactive Care Frameworks for hypertension frameworks
- Eastern CVD Prevention website

