

APPENDIX D

Core20 Connectors



Introduction

- Core20 Connectors was a community outreach project to raise awareness of hypertension
- Summary - Healthwatch & Core20 project
- Demographics
- Numbers with high blood pressure
- Planned actions
- Learnings



Summary

Healthwatch Barnet:

- We gather residents' views on local health and social care services & work with service providers to make improvements
- We also do outreach projects in the community

Core 20 Project:

- Funded by NHS England - all five NCL Healthwatch took part
- Data in this presentation are only from Barnet
- Barnet events ran from February to October 2023
- 967 blood pressure checks
- We targeted groups at greater risk - black & minority ethnic community, disabled people, people in financial hardship
- Project was smaller scale than Healthy Heart



Core20 Project

- Recruited four Community Connectors who worked for us freelance
- Management included fortnightly meetings
- Training sessions from clinicians included Dr Katie Coleman (City Road Medical Centre)

Stalls at events:

- Took blood pressure
- Explained chart
- Blood pressure card
- British Heart Foundation leaflet
- If high blood pressure, signposted to GP, pharmacy or A&E



Background - locations

Smaller events:

- Food banks
- Community garden
- Romanian Hub

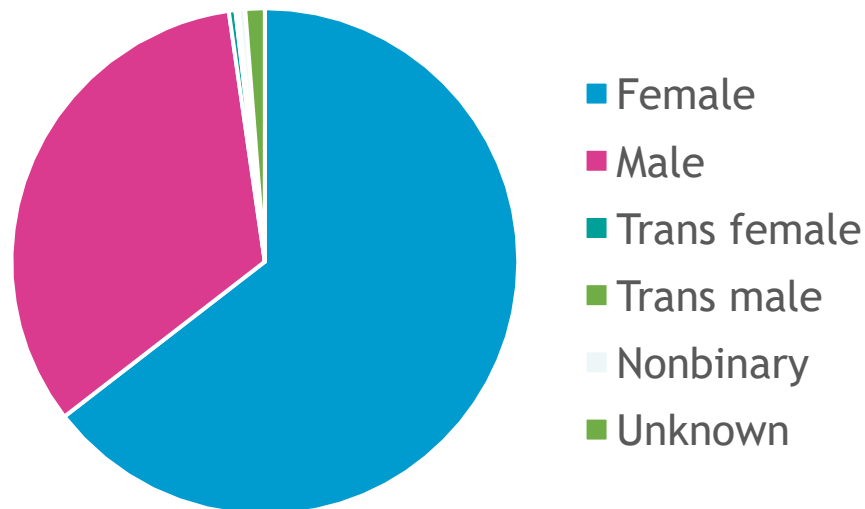
Larger events:

- Community & Religious Centres
- Age UK Barnet events
- Clitterhouse Farm
- Edgware Shopping Centre
- GLL Leisure Centres



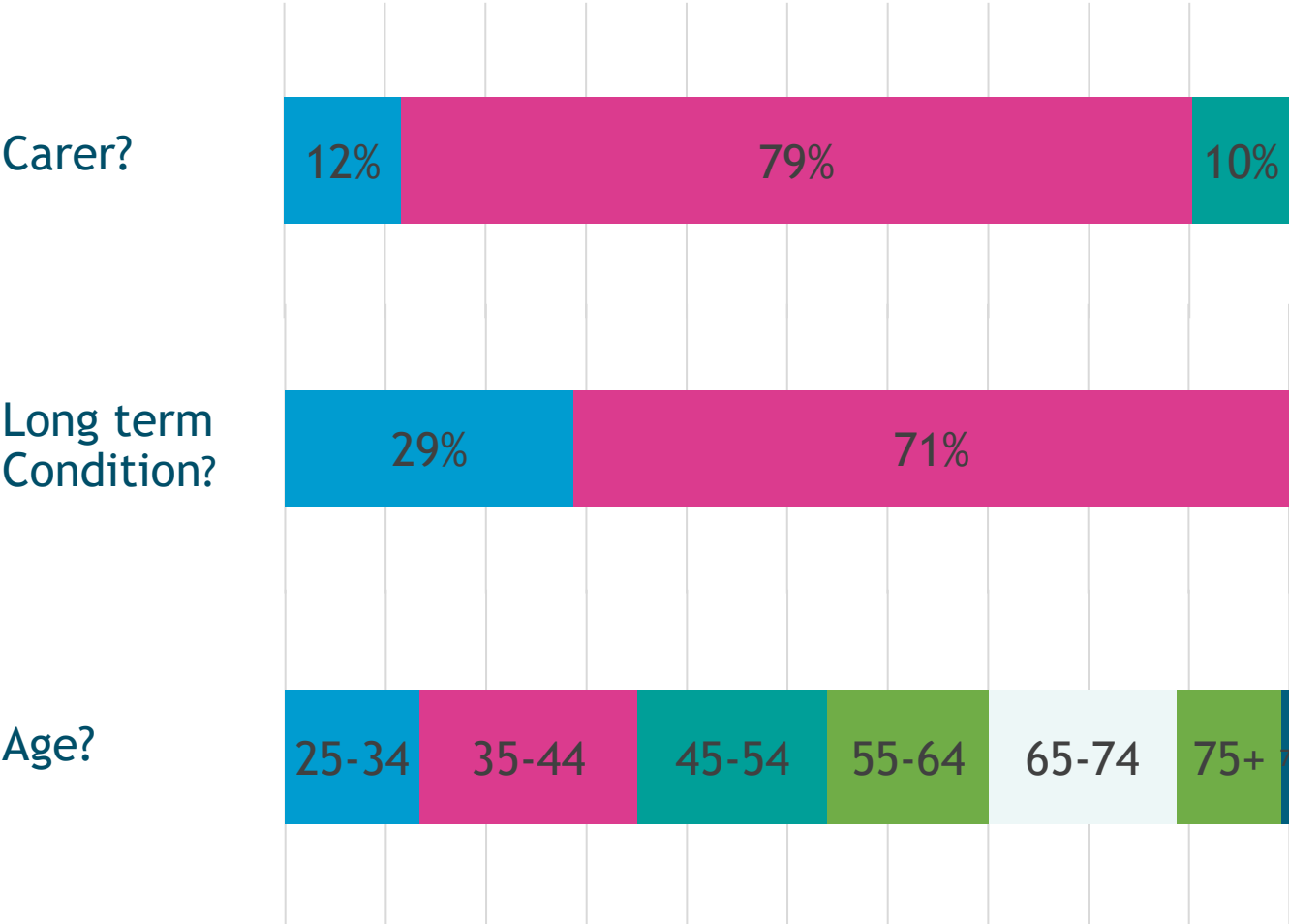
Demographics - Gender

- Female - 65% (n=624)
- Male - 33% (n= 321)
- Trans & Non-binary - 1% (n=10)
- Increasing male participants:
 - Diversity in team
 - Choice of venues -
GLL gyms, Edgware Shopping
Centre, Romanian Hub



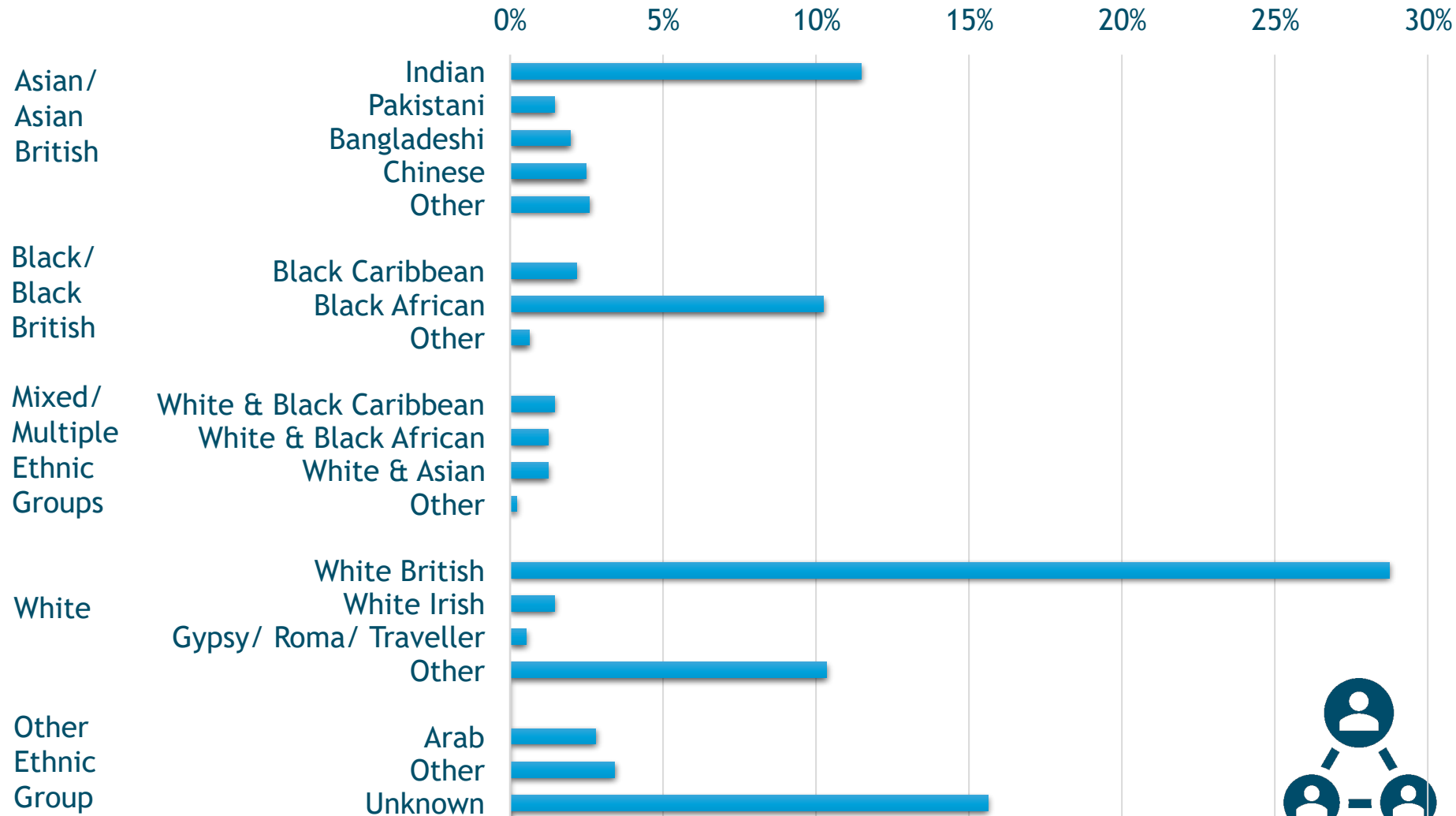
Carers/ LTCs/ Age

■ Yes ■ No ■ Unknown



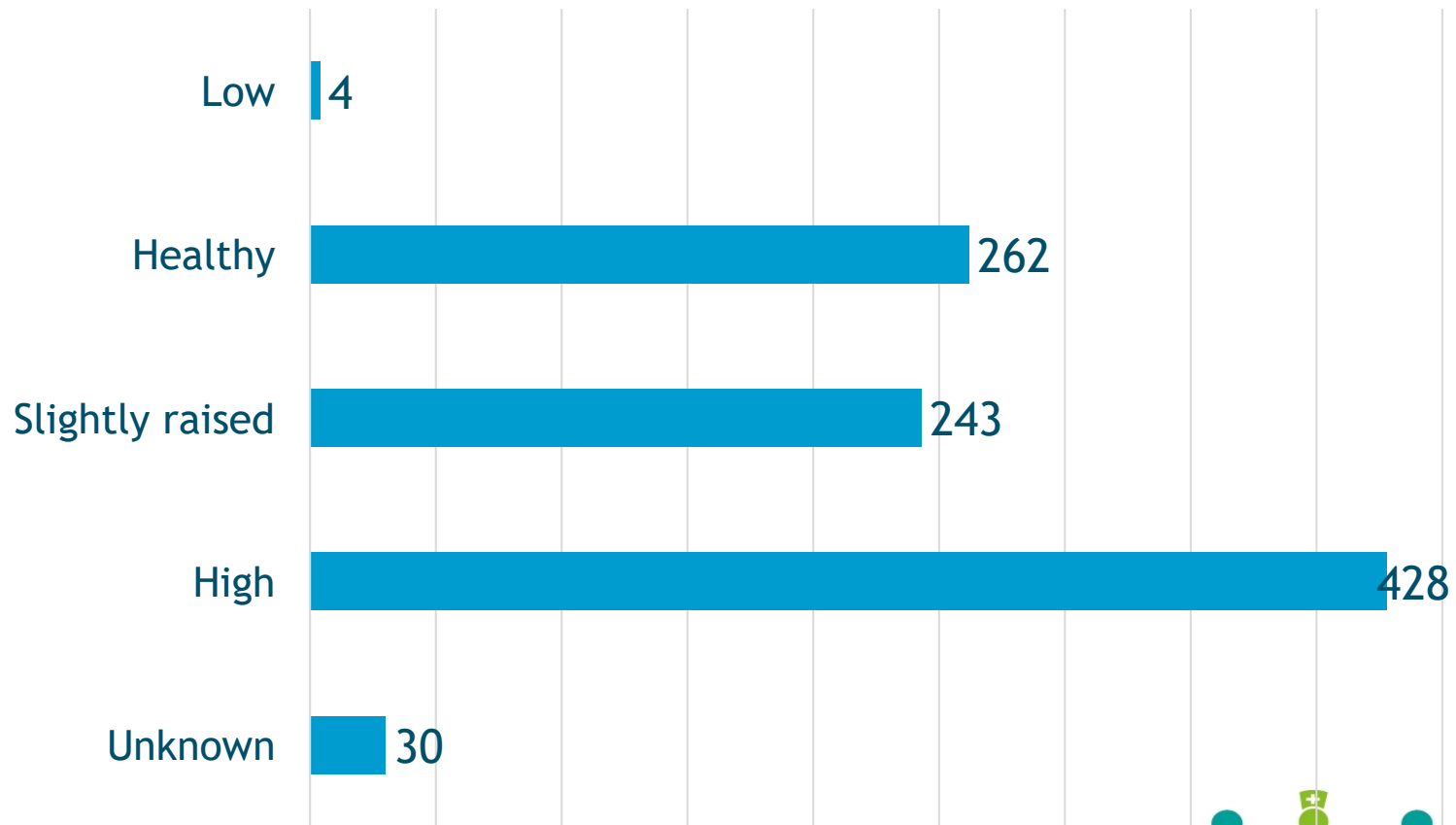
Ethnicities

Languages: 39% (n=378) of participants said English was not their first language.

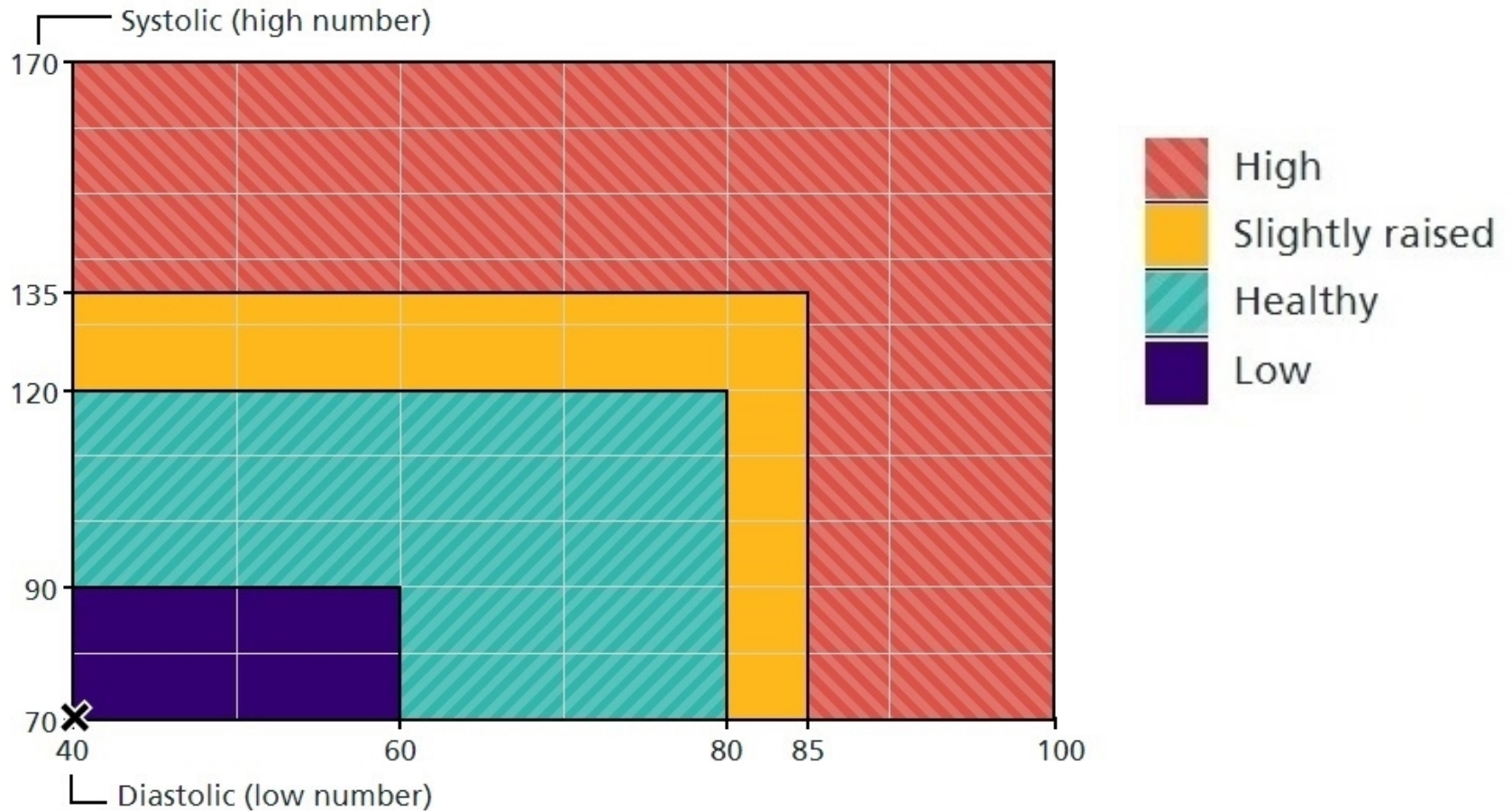


Numbers - high blood pressure

967 - categorised using NHS online 'Check your blood pressure reading' tool



NHS online 'Check your blood pressure reading' tool

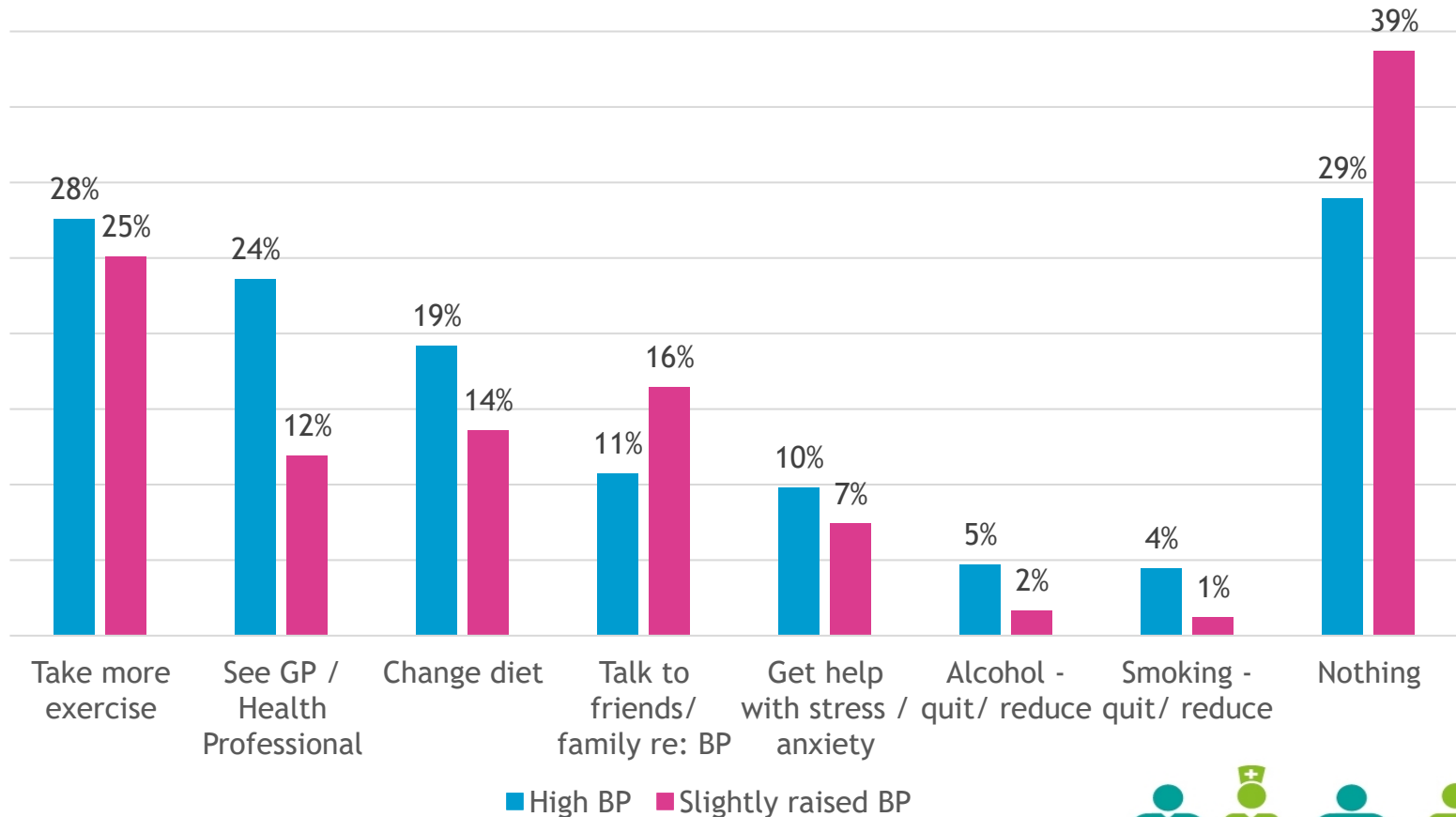


[nhs.uk/health-assessment-tools/check-your-blood-pressure-reading](https://www.nhs.uk/health-assessment-tools/check-your-blood-pressure-reading)



Planned actions

Participants could tick multiple options re: any action they planned to take as a result of the Core20 intervention. Per cent responses for the 428 with high blood pressure, and 243 with slightly raised blood pressure are set out below.



Feedback from participants

Awareness:

- ‘It was very helpful for me to know that I have very high blood pressure, staff serving were friendly and helpful’

Learning:

- ‘Absolutely fantastic - explained the numbers - I understand this now (for the first time in my life), thanks’
- ‘Wonderful idea - has made me ask questions about the BP measurements & I’m going to look into it. It’s all about educating ourselves.’

Community outreach:

- ‘Thankyou for making me feel comfortable’
- ‘Good idea to have this in common places where people go every day (rather than healthcare settings)’
- ‘[The connector] was very approachable & friendly, shared personal detail that I can also relate to my health journey, especially around keeping doing what I know & increase & make changes.’



Key points

Behaviour change:

- Primary care - access challenges including re: interpreters
- Lack of awareness re: Hypertension Case-Finding Service
- Impact of cost of living crisis, particularly on diet
- Exercise was perceived as a more accessible change

Reaching communities:

- Recruiting diverse staff and utilising their community links
- Small, targeted events can reach vulnerable groups
- Using Smart Survey to review demographics at different venues
- Spreading awareness through family and community links



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