



## NHS England Wessex Community Pharmacy Public Health Pilot Campaign Report Heart Age (September 2018)

Thank you to all pharmacies who participated in the Heart Age public health campaign. Heart Age is the final public health campaigns that will be promoted in pharmacies across the South of England as part of a pilot project between NHSE and Public Health England during 2018. We hope this campaign feedback report is useful.

### Heart Age Campaign Activation

During September 2018, 316 (63% of) community pharmacies in the Wessex region took part and completed evaluations for the Heart Age public health campaign. The South region average was 51%.

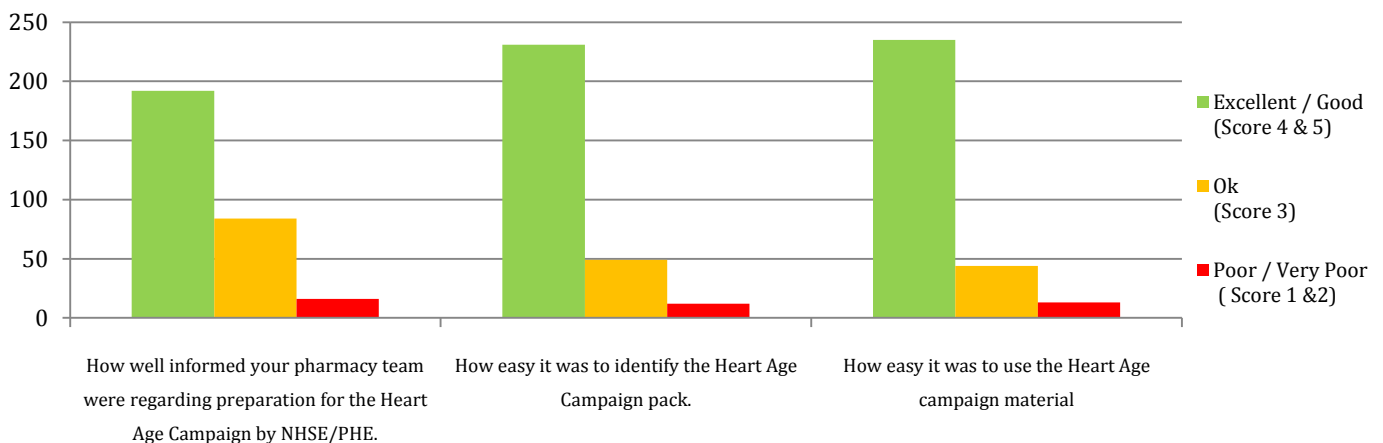
Table 1 - Number of community pharmacies in Wessex who took part in the Heart Age campaign

NHSE Area	Wessex										
	CCG	Dorset	Fareham & Gosport	North East Hampshire & Farnham	North Hampshire	South Eastern Hampshire	West Hampshire	Isle of Wight	Portsmouth	Southampton	Total
Pharmacies		149	34	34	35	44	94	30	42	43	505
Engagement		108	19	20	18	24	58	19	20	30	316
Percentage		72%	56%	59%	51%	55%	62%	63%	48%	70%	63%

### Heart Age Wessex region campaign results

- 4514 conversations regarding the Heart Age campaign were recorded
- 1361 (30%) conversations occurred during Medicine Usage Reviews or New Medicine Service consultations
- 1636 patients received blood pressure readings for as a result of the Heart Age campaign
- 192 customers were signposted to GP or health services following stroke Heart Age conversations
- 25 pharmacies promoted the Heart Age campaign through social media channels
- 9 pharmacies put on special events promoting the Heart Age campaign
- 106 pharmacies requested online training to support future health campaigns

### How pharmacies rated the Heart Age campaign support information



## Typical Heart Age Pharmacy Comments

What worked well?
The tool was very easy to use, a quick conversation with the patients to check their heart age resulted in doing a BP check as well which people normally don't know they can have in Pharmacies. Talked to them during MURs and NMS as well. Overall very engaging campaign and as a new pharmacist in the branch it really helped me to know my patients well.
This is an excellent campaign idea as it gives the patient an idea of heart age, and quite straightforward suggestions as to how to try to reverse this. The campaign has made me think that we should offer BP monitoring as one of our services, and that our journey toward becoming a Healthy Living Pharmacy becomes more vital.
I loved there was an online link I could send to people once we had discussed it
We were quite excited as soon as we got the pack, as a team, to try the tool ourselves in the pharmacy, the findings were then a point of conversation between ourselves which helped engage us all to deliver the campaign. Patients were able to pick campaign materials from the counter while waiting.
Patients appreciated campaign – they were not aware of high BP- with no symptoms. Also the phone app was well received for monitoring heart age
It provided an interactive and fun way of getting people involved. The tool kit was easy to use.
The campaign appeared well received and did lead to positive outcomes in terms of the overall Healthy Living strategy and culture.
The heart age tool was excellent as health care assistants could give out the leaflets and also target certain patients when giving out medication as well as targeting the topic in MUR's.
Some patients were surprised to see the results and they were positive that they will change their lifestyle.
One lady asked if we could measure her height, weight and take her blood pressure reading, she said she had experienced pains and shortness of breath so I referred her to her GP.
The campaign was very interactive and the phone app was very useful, many patients were keen to download the phone app as it was interactive and had a 'fun' element to helping achieving a healthy heart and lifestyle.
These promotions do promote awareness and allow patients to bring up questions which they would normally not ask.
What didn't work well?
Some patients found the results very distressing and some elderly patients found navigating the site difficult since they don't usually use computers.
Not all our elderly patients are able to access the online test so we supported them instore.
We liked that there was a smaller credit card sized leaflet for people to take with them as well as a normal size leaflet. A few of our customers were put off by the tool being online as they had no access or were not confident with internet use.

### Conclusion

The majority of pharmacies found the resources eye catching and easy to use. A number of pharmacies commented that the online tool was a barrier to some customers due to the age profile of their clientele. The campaign worked well, when pharmacies were able to carry out blood pressure checks or take customers through the tool.

Thank you for making a difference to the health of your local communities by promoting the Heart Age public health campaign. We appreciate that NHS England geographical changes mean that Wessex no longer exists therefore this is the final report from this footprint.