

# **Hypertension Heroes in Kent**

## **A Social Value Analysis by Healthwatch Kent The Summary**



**October 2022**

## Background

Kent and Medway ICB secured funding for a six-month pilot scheme to support blood pressure management within the community.

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

The purpose of the project was to reach people from identified communities within Folkestone & Gravesend which are part of the NHS Core20PLUS5 focus. They wanted to raise awareness amongst them about the importance of managing their blood pressure (hypertension) and support them to have the confidence to take their own blood pressure readings. Free Hypertension sessions were run throughout community venues and via community organisations.

To support the project and to understand its success, Healthwatch Kent has undertaken an independent review to determine how much social value has been generated by the project.

This document offers a summary of that analysis, but you can read the full social return on investment [here](#).



## The headline statistics:

510

people were given blood pressure readings

28

volunteers were trained to work their communities supporting and encouraging people to get their blood pressure checked and helping them to understand the importance of a healthy blood pressure



A total of £155,253 worth of social value has been generated



Every £1 invested in this pilot has generated £3.11 worth of social value



On average, every single person who had their blood pressure read has benefited from £306 of social value



## What changes has the pilot delivered?

Let's look at the changes people experienced, and what some of the people involved in the project told us:

### People have an increased awareness of hypertension

"I didn't know much about monitoring blood pressure, so it was good to learn new information"

### Reduced risk to health complications

"I'll keep an eye on my reading and try to do more exercise. I'm going to try to lose weight"

### Improved physical health

"You may have saved my life!"

### Reduced health inequalities

### Increased sense of independence

"I didn't understand how to use the blood pressure device before this or understand what the readings mean; thanks for explaining it!"

"I am really happy to know and understand my readings"

### Reduced anxiety

"I found I relaxed better than going to a pharmacy or Doctors. Can I come back here?"

### Sense of achievement

"I loved interacting with people and knowing I helped them" speak first as they didn't say anything when they picked up the call.

## Meet Ruth

We delved deeper into one person's story to understand how the experience of meeting the Hypertension Heroes could benefit someone.

Ruth met with the Hypertension Heroes in September. She was advised to monitor her blood pressure for a week and then contact her GP with the results.

She told the Hypertension Heroes that she would follow their advice, but that she wasn't registered with a GP. The Hypertension Heroes gave Ruth information about how to register with a local surgery. Armed with the right information, and the encouragement to get signed up, Ruth was able to register with the GP.

She took her blood pressure readings to the GP, and they then sent her for further tests.

As a result, Ruth discovered that she may be diabetic and requires medication to manage her blood pressure.

Two weeks on and Ruth is extraordinarily grateful for the advice and support from the Hypertension Heroes.

**She told us, "You don't know what you have done - you may have saved my life!"**



If you would like to chat with us about the report you can reach us through the following routes:



**Online:**  
[www.healthwatchkent.co.uk](http://www.healthwatchkent.co.uk)



**By Telephone:**  
Healthwatch Kent Freephone  
0808 801 01 02



**By Email:**  
[Info@healthwatchkent.co.uk](mailto:Info@healthwatchkent.co.uk)



**By Text:**  
Text us on 07525 861 639. By  
texting 'NEED BSL', Healthwatch's  
British Sign Language interpreter  
will make contact

 @HealthwatchKent

 @healthwatch\_kent

 @hwkent