

# Happy Hearts



Dear Colleague,

As you know, undiagnosed hypertension is a serious problem in the region, but many patients aren't engaging with their own potential risks. To support you in providing blood pressure checks in your community, Champs Public Health Collaborative and the British Heart Foundation have collaborated on a new digital tool to help you start conversations about blood pressure and wellbeing with the public.

The Happy Hearts tool aids health professionals, like yourself, by offering a 2-3 minute intervention that leads to a blood pressure check. It has been carefully structured in a way that encourages patients to talk about themselves, their life and interests, before allowing you to illustrate how the health of their heart plays a crucial role in their life.

This will hopefully increase their propensity to take a blood pressure check. It is not meant to be completed by either party on their own and should always be used during a two-way discussion.

Here you should find all the information you need to get you ready to use the tool. Face-to-face or video training will also be made available, but please bear in mind that this is a soft launch so there may be areas that require improvement. If you spot anything that you think could be better, or have any questions after completing your training, let the development team know at [experiences@kadm.co.uk](mailto:experiences@kadm.co.uk).

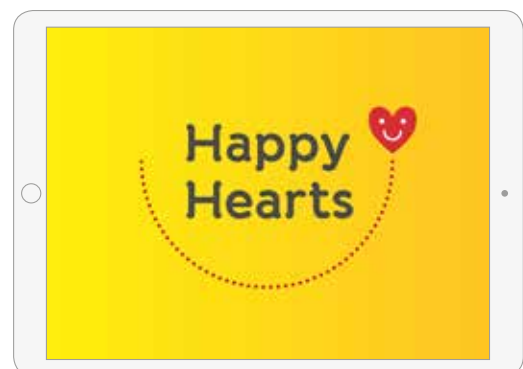
We hope that you find the tool useful.

Kind regards,

Champs Public Health Collaborative

✉ Email: [champscommunications@wirral.gov.uk](mailto:champscommunications@wirral.gov.uk)

☎ Tel: 0151 666 5123



To try the tool now visit:

👉 <http://tool.happy-hearts.co.uk>



# Frequently Asked Questions

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## ♥ When should the tool be used?

Happy Hearts is designed to be used at any point in a conversation with a patient. It isn't targeted at any specific groups, you can use it broadly at your discretion.

It's suitable in a range of settings, from health care environments and appointments, to community events and forums. You don't have to use it with everyone, it's an aid, not a strict system. If someone enters asking for a blood pressure check, there's no need to use it.

## ♥ How can I access it?

Simply go to <http://tool.happy-hearts.co.uk> on any web-enabled device – you don't need a username or password. There you will find a selection of resources, including a video guide, and a link to the tool itself.

We recommend you save the link location to the homepage of your device so you can access it quickly. If you're on an iPad, go to the 'share' icon at the base of your screen, then select 'save to homepage'.

## ♥ How should test results be recorded and followed up?

Happy Hearts is a standalone tool that helps engage patients in conversation. It doesn't capture blood pressure readings or provide medical advice.

All your blood pressure readings should be captured via PharmOutcomes and existing care pathways followed. Supporting literature, including fold-out cards, will be available for you to share with patients, including lifestyle advice and space for patients to record their blood pressure numbers.

## ♥ What data does the tool store?

A small amount of data about the patient will be captured within the tool to help personalise the experience on-screen, and to enable regional usage reporting.

It is essential that patients feel reassured that the tool will not store any personal identifiable information. They should understand at all times that all data they share will be stored securely, and it will not be shared with anyone else.

This is captured in an on-screen statement early on within the tool, but you should also reiterate it verbally as you see fit.

## ♥ Why was the tool created?

The conversational tool draws on a piece of research commissioned by BUPA, Public Health England and the World Health Organisation.

In 2016, Frog Design was commissioned to undertake a qualitative study with cohorts across Cheshire & Merseyside. The aim was to understand how to motivate people to make healthy lifestyle changes, using blood pressure measurement as a proxy for overall wellbeing.

The research concluded that the best way to engage with people was through a non-prescriptive conversation.

Instead of focusing on the 'Cause and Effect' of our choices, peoples' hobbies and aspirations should be used to help initiate behaviour change. Considering the journeys patients are on in their life is a far more productive technique for intervention.

## ♥ How was the tool created?

These insights were used to commission design and digital agency Kaleidoscope to create, test and deliver training for the conversational tool.

Designed by them to be user-friendly, quick and effective, it is aimed at people who have not had a check previously or who are reluctant, although there is no limit to who the check is open to.

## ♥ Who are Champs Public Health Collaborative?

Champs Public Health Collaborative are an organisation which incorporates the nine local authorities in Cheshire and Merseyside.

The Directors of Public Health from each area work together, pooling resources to deliver on a number of key priorities, including tackling high blood pressure.