**Project aims:**

A range of community partners in Cheshire and Merseyside (C&M) used a common approach to do blood pressure (BP) checks to increase opportunities for BP testing and monitoring outside of GP practices.

**Project title:**

***3. Halton and Healthy Living Pharmacies: using a conversational tool to activate participation in BP testing and behaviour change***

*Blood pressure testing outside of general practice – Case Study (BHF)*

**Outcomes:**

The [Heart Age tool (HAT)](https://www.nhs.uk/conditions/nhs-health-check/check-your-heart-age-tool/), co-developed with the BHF, Public Health England (PHE) and UCL, helps people understand their risk of heart disease and offers a way to encourage more participation in BP testing and lifestyle change.

The BHF funding has been used to develop a conversational ‘toolkit’ (including training programmes, and workshops for professionals and health workers) to engage people, encourage participation in BP testing and promote the adoption of healthy behaviours.

They will do this using the HAT and behavioural insights to change the way health workers introduce the concept of BP to people. The aim will be to test whether this can impact people’s willingness to learn about BP and motivate them to look after it by adopting healthier behaviours.

**Cost:**

Not specified – see attached link for further information: <https://www.gov.uk/government/case-studies/blood-pressure-testing-outside-of-general-practice>