**Project aims:**

* To reduce mortality from cardiovascular disease (CVD) and to reduce inequalities in mortality within the population
* To raise public awareness of the importance of managing blood pressure
* To prevent ill health

**Outcomes:**

2679 patients were added to hypertension registers, which will potentially prevent around 70 cardiovascular events including heart attacks and strokes per year.

Average increase in hypertension register size across all practices is 9.95%

Achievement against Records 11, ‘The blood pressure of patients aged 45 years and over is recorded in the preceding 5 years for at least 65% of patients’ has increased by 2.34% since the start of the project from 88.96% to 91.30% which equates to approx. 2,000 more people in this age group with a recent blood pressure reading entered onto their records.

Epact data for July to September 2013 compared to January to March 2013 (before the programme) shows an increase in prescribing of anti-hypertensive drugs of 4.9% with an expected trend towards prescribing as recommended by NICE.

Hypertension prevalence across Blackpool has increased from 15.31% to 17.83% (↑2.52%)

**Cost:**

Not available – may vary between localities.

**Project title:**

Blackpool: identify and treat people with undiagnosed high blood pressure