**Project aims:**

The British Heart Foundation (BHF) is spending £1.5 m on funding 15 community BP projects to improve the detection and management of hypertension in the UK. These programmes involve community approaches to BP testing, by reaching out to the local population through a variety of approaches such as working with football clubs, setting up checks in supermarkets, barber shops and shopping centres, and training pharmacists and volunteers to deliver BP tests.

**Project title:**

BHF blood pressure pilots: changing the conversation about hypertension

**Cost:**

£1.5 million initial investment – see resources link for further details.

**Outcomes:**

* Bradford Districts clinical commissioning group (CCG) is working with HALE (local charity) to reach out to high-football areas such as community centres, places of worship and large workplaces. October 2018: 2000 tests have been carried out and >500 people have been asked to book GP appointments
* Greenwich CCG – ‘Be sure of blood pressure’ campaign resulted in 5,500 people screened and 250 with dangerously high blood pressure and 250 with raised blood pressure, 35 people with AF have been confirmed since 2017