

# A Success Story...

## TARGETING AND INVOLVING COMMUNITY INTERACTION

CHD: Involve patients in delivering and developing care

### Central Bayside General Practice Network - VIC

In order to address the growing health risks associated with inactivity and obesity in the local community, Bayside General Practice Network (BGNP) planned a Health Check activity as part of Men's Health Week 2007. The aims of this event were:

- To promote the role and importance of GPs in addressing the health needs of the community in particular the 45-49 year old age group
- To 'build' an opportunistic benefit for males who characteristically are difficult to engage with general practice
- To bring GPs together with the local community to promote a healthy lifestyle activity in a fun and social environment
- To raise awareness of BGNP and its role in the community
- To obtain health data on the main health priorities of the local population



BGNP plans to conduct a range of activities, which would be provided free of charge to patrons at the local Bunnings Warehouse. These activities are Blood pressure testing, waist measurement, blood cholesterol testing and healthy lifestyle advice.



Testing area at Bunnings, Mentone Vic

### Context

**B**ayside General Practice Network is a local membership organisation representing approximately 215 GPs in almost 50 practices.

Established in 1993 as Central Bayside Division of General Practice, BGNP includes the Melbourne suburbs of Brighton, Hampton, Sandringham, Highett, Beaumaris, Black Rock, Mentone, Cheltenham, Dingley, Parkdale, Mordialloc, Aspendale, Aspendale Gardens, Chelsea, Chelsea Heights, Springvale South and Edithvale.

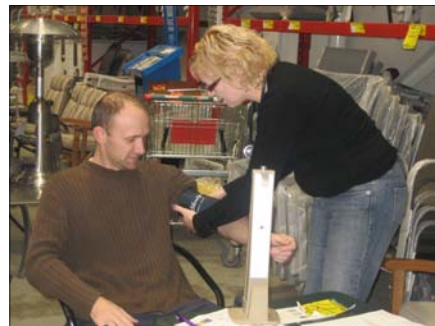
"Involving patients in the delivery and development of their own care is an integral step...that has delivered a substantial impact on the quality of CHD care."

Context *continued...*

BGPN extends over both Kingston and Bayside local Government areas and has dedicated program areas that target particular health priorities within the community.

Some of these programs include Diabetes, Cardiovascular Disease, Mental Health and Population Health. This initiative was division wide with 16 Collaborative practices participating and over 40 GPs, Practice Managers, Practice Nurses and Network staff involved.

Shoppers at hardware stores can be of both genders and of all ages, however any opportunity for a quick health check would be of benefit to 45-49 year old males who characteristically are difficult to engage with general practice.



*Blood pressure check*

## The Situation

**L**ifescrpts is an initiative that supports general practice to build on current preventative activities and discuss healthy lifestyle behaviours with patients. These tools and resources are designed to make it easier for GPs, Practice Nurses and community health workers to encourage and support patients to make healthier lifestyle choices.

Resources provided through the Lifescrpts program cover a wide range of information about quitting smoking, eating a healthier diet, reducing alcohol consumption, increasing physical activity, maintaining a healthy weight, or a combination of these.

Yet integration of these resources into general practice has not been an unqualified success within division program areas or education events.

It was hypothesised that this is in part because the locus of control was with the GPs and not self generated, thus adherence and concordance for lifestyle change is often difficult to initiate and maintain. In particular this was true for males who characteristically are difficult to engage with general practice.

“This community driven approach is designed to bring GPs together with the local community to promote a healthy lifestyle.”



*Healthy lifestyle advice*

This community driven approach is designed to bring GPs together with the local community to promote a healthy lifestyle activity in a fun and social environment where the patient [client] initiates the interaction.

Involving patients in the delivery and development of their own care is an integral step in the Change Principles that have delivered substantial impact on the quality of CHD care.

## The Change

**P**DSAs undertaken in preparation were:

- Weekend agreed – International Men’s Health Week 16<sup>th</sup> June
- Bunnings participation secured through Head office and local management
- Expression of Interest (EOI) sent to all practices (see Figure 1) across the Network but special attention to Collaborative practices
- Decisions regarding set up /positioning and advertising schedule
  - ⇒ Venue: Bunnings Hardware, Nepean Hwy, Mentone
  - ⇒ Positioning: In store and at the front was agreed as it was too cold for a tent or open air
  - ⇒ In store advertising the week before, which was Queen’s birthday weekend, agreed and developed
  - ⇒ Bunning’s Staff involvement was encouraged through a series of pre-event visits
- Confirm equipment from suppliers
  - ⇒ Cholesterol testing kits were the single largest expense at nearly \$1000 for the strips. (Roche did not donate!)
  - ⇒ All other suppliers supplied free of charge
    - Practice staff supplied their own Sphygmomanometers
    - National Heart Foundation – waist strips and EL Lily Tape Measures
    - International Men’s Health week support was exceptional
- Adapted the SNAP assessment sheet
- Contacted Neighbouring divisions for their advice and list of sponsors, they were extremely helpful and relating their experience through their own community project ‘Oakleigh Festival’. Through this contact we received support free of charge from:
  - ⇒ Sanitarium (Snack packs)
  - ⇒ DHS (Water)
  - ⇒ Bunnings supplied pop corn
  - ⇒ The ‘Beach House’ local gym supplied Gym Passes for the month of July
- Letter sent to local Members of Parliament (MPs); Andrew Robb MP, Federal Minister for Vocations and Further Education attended and had a health check
- Developed a roster to cover time 9-5pm
  - ⇒ Three GPs and three nurses every hour
- In store advertising invited shoppers to undertake a free and simple finger prick test and blood pressure monitor. While waiting, the patients were asked to complete a short checklist aimed at identifying potential lifestyle and disease risk factors to chronic illness
- Any shopper identified as suitable for a 45year-49 year old health check or presenting with a serious or potential risk factor was referred back to their general practitioner for further follow up (a specially designed referral form)

The Change *continued...*

Health information was readily available for all shoppers. These resources included educational and other materials (e.g. QUIT, HeartLine, Beyond Blue, Go for your Life) and healthy fruit snacks (which was direct competition to the sausage sizzles).

The Outcome

The Bunnings event was very well received. Anecdotal comments and quotes from the survey reflect this and include the following:

- “This was a great idea- I can never get my husband to the doctor”*
- “I didn’t realise how quick it would be ....”*
- “Are these scales accurate?” - “Is the BP machine Accurate?”*
- “Are the doctors doing this for free? Aren’t they great to do this for the community”*
- “I actually enjoyed the day and would come again next year“ [GP]*

The following information was collected as result of the event:

Information collected:	Results	Ranges of Results
Total Number seen:	146	
Males*	55%	
Females*	45%	
Under 45	56.4%	
Over 45	43.6%	
Smokers	17.8%	
Last medical check up	2 years	Range seen Never –last week
Regular exercise session	Average 1.8	Range seen 0-7
Blood Pressure	Average	Range seen
Systolic	129.8	190-105
Diastolic	79.8	105-55
Cholesterol	Average 4.56	Range seen <3-7.01mols
Abdominal circumference **	Average 89.8 cm	Range seen 140-55 cm
Weight **	Average 78.07 kgs	Range seen 45.5-131 kg

\*\* Estimated only- does not differentiate between males and females

## Support Material

Bayside General Practice Network developed the following material to support the event:

- EOI to practices (Figure 1)
- EOI to Sponsors
- Letter to Politicians
- SNAP Questionnaire
- Record sheet
- GP referral Letter
- Thank You Letter
- Thank You Certificate

Figure 1 - Expression of Interest to practices

**Central Bayside**  
General Practice Association Ltd

**Can you spare an hour for your community?**

Get **involved**,  
have loads of **fun &**  
make a **difference!** at

Central Bayside  
Health Renovation Rescue Day  
Saturday 16<sup>th</sup> June 2007  
9am - 5pm  
Bunnings Warehouse  
Nepean Highway Mentone

Join in the fun at CBGPA's Health Renovation Rescue Day at Bunnings Mentone and help promote healthy life style in the Central Bayside Community

Our Health Booth will provide:

- Height, weight and waist measurement
- Blood pressure checks
- Cholesterol testing
- and have healthy give away show bags

We would like to hear from GPs & Practice Nurses who can contribute an hour to a worthwhile community project.

If you are interested in helping please fax back this expression of interest to Kerry at CBGPA on 95533811 and she'll get back to you straight away. And if you don't get back she'll still get in touch so be warned!

YES - I'll be part of the Health Renovation Rescue Team .....

Name .....

Practice .....

Telephone.....

Probably but I would like to know more about the project.....

Preferred Time .....

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