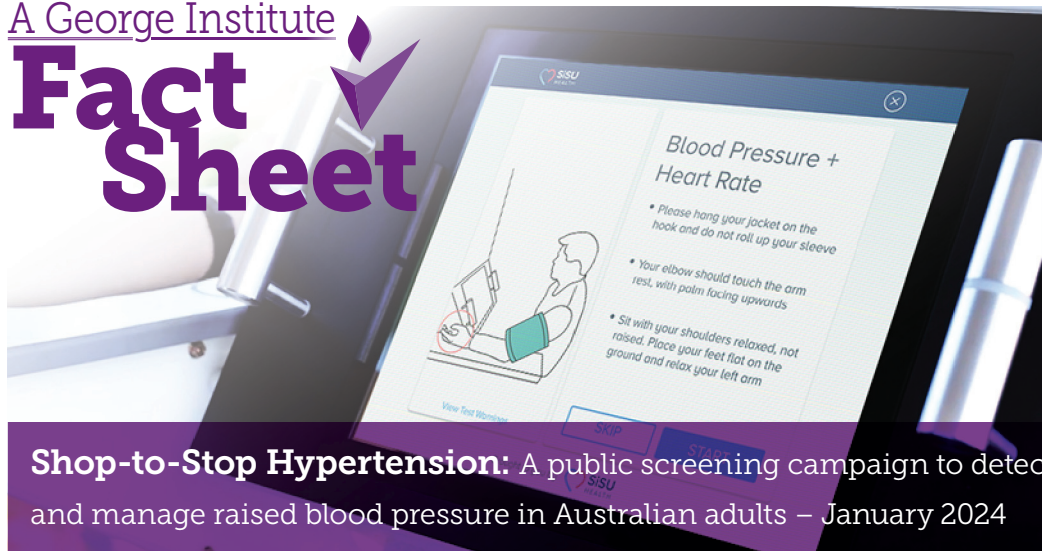


A George Institute Fact Sheet



Shop-to-Stop Hypertension: A public screening campaign to detect and manage raised blood pressure in Australian adults – January 2024



The George Institute
for Global Health

Facts:

- Worldwide, the leading risk factor for death is raised blood pressure, with ~30,000 deaths daily.
- In Australia, 1 in 3 adults have hypertension, but only 1 in 2 with hypertension are aware of their condition.
- Better blood pressure control could save more lives than any other single treatment strategy.

Background:

- The leading worldwide risk factor for death is raised blood pressure. High blood pressure (or hypertension) can increase the chance of stroke and heart attack.
- Hypertension is called the 'silent killer' because most people who have raised blood pressure do not have any symptoms and are not aware of it.
- Finding new ways to inform the public of the prevalence and risk of hypertension are needed. Increasing awareness will hopefully encourage people to get their blood pressure checked and see their GP for support and management.

Aims:

- To identify, refer and follow adults in need of hypertension care, while raising population-wide awareness.
- To identify differences in various health outcomes when participants receive text-message nudges to re-check their blood pressure and visit their GP, compared to those who do not receive these messages.

Methods:

- SiSU Health Stations will be installed in 30 Bunnings hardware stores across NSW for a 12 month period. These medical-grade kiosks will allow customers and retail staff to measure their blood pressure, and other health measures, free of charge and on a self-serve basis.
- Study participants measured with high blood pressure on half of the deployed stations will receive TXT nudges to recheck their BP in a week and to see their GP.

Impact:

- This research may provide a new and innovative way to increase public awareness of the risks of hypertension, as well as improve identification of people with hypertension.
- The 30 Bunnings stores are spread throughout NSW, including regional and rural areas, where there is typically less access to GPs. Additionally, screening in a low stress environment and access to a large customer base in Bunnings stores has the potential to reach thousands of people across NSW, Australia.

Project Cycle:

2023–2025

Partners:

The George Institute, Australia

UNSW Sydney, Australia

University of Sydney, Australia

SiSU Health

Supporters:

The George Institute for Global Health

NSW Health

National Health and Medical Research Council (NHMRC), Australia

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