

# Person Activation in Primary Care

## Introduction

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With rising demand on emergency and primary care, Neighbourhood Health models aim to increase people's active participation in their own care (Activation), delivering all 3 NHS shifts towards prevention, community and digital.

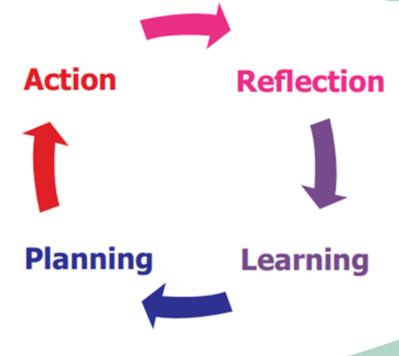
In Dorset we have been working with colleagues at the National Association of Primary Care (NAPC) to test a Single Question: "How good are you at taking care of your health" to stratify and tailor behaviour change interventions to a Person's described Activation Level, and test the impact on clinical outcomes.

'Higher activated individuals are more likely to engage in positive health behaviours & have better health outcomes'

(Hibbard 2015)

## Objectives

- To engage Primary Care Networks, through the Hypertension Optimisation Programme, to deliver one of three behaviour change projects: Large Scale Education Events, Improving Health Literacy, Tailoring support to Person Activation and present their findings at a system Learning event.
- To deliver a measurable improvement in Detection, Access and Optimisation in Hypertension and a reduction in Smoking prevalence.
- To test new knowledge mobilisation approaches e.g. Action Learning Sets, Webinars, Fellowships and Impactful Posters



## Method Examples

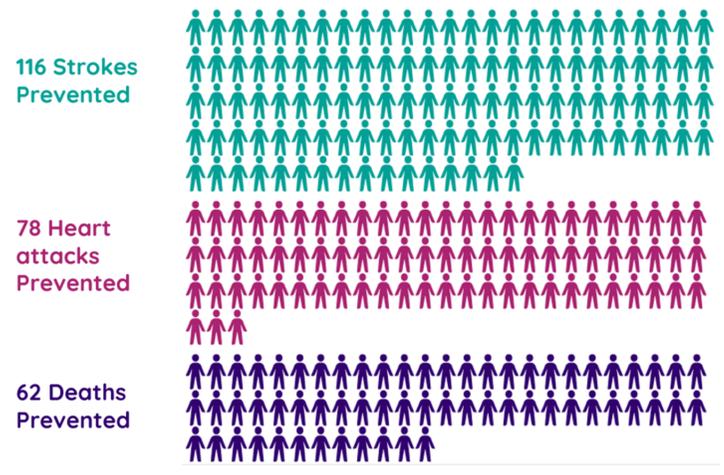
- Large-scale multi-agency in-person events and/or Webinars
- Onboarding patients to BP@home, digital home monitoring
- Workforce development including Health Literacy & MECC
- Health Coaching and HOPE courses
- Opportunistic BP checks in the community and outreach e.g. Greggs, Foodbank, Library,
- Improved access through clinics, appointments, campaigns

## Results and Discussion

- High engagement in monthly Action Learning Sets, where participants supported each other's learning and problem solving.
- All PCNs submitted an Impactful Poster describing their project, learning and results.
- New partnerships formed with local services and providers which support tailoring offers to Activation levels.

## Impact - What if it works?

Between Mar 2024- Feb 2026, 13,000 people had their hypertension managed to target preventing:



Changing our behaviour, what was stopping us? - Bournemouth East Collaborative

NHS Health Checks in Asylum Hotels - South Coast Medical Group

Taking the pressure off our patients - Crane Valley

CVD PREVENT PROJECTS - Dorset Health Literacy Focus

What is Health Literacy? - Dorset Health Literacy Focus

Did you know? - Dorset Health Literacy Focus

Feedback from participants - Dorset Health Literacy Focus

Before Training - Dorset Health Literacy Focus

After Training - Dorset Health Literacy Focus

7630 Page views - Raising the level of awareness and co-creating improved services with our patients

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