

Opportunities to engage residents on CVD health with community digital health kiosks

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NW London R&I Mission 1 – Optimising Care for Long-Term Conditions

Innovation opportunity: Community Pods to tackle challenges in CVD detection and prevention, including inequalities

Challenge space – CVD



Undiagnosed / untreated HTN; smoking prevalence; obesity



Strong link to health inequalities



NHS Health Check uptake below national ambition



Convenient, trusted, accessible health checks

Solution we're testing



Microtech Community HealthPod key features:

- Self-service, in accessible community locations
- BMI, BP, smoking, alcohol assessments
- Customisable signposting to local services
- Automatic data transfer into GP record via SNOMED coding, configurable alerts

Criteria for good locations to place health kiosks

- ✓ **Resident access:** long opening hours; familiar, neutral, easily accessible space; minimal staff intervention required; high daily footfall
- ✓ **Staff support:** on-site staff available for issues and willing to support visibility, troubleshooting and local liaison (e.g., library or community centre manager)
- ✓ **Reliable IT infrastructure** and connectivity
- ✓ **Security presence** and CCTV
- ✓ Meets minimum **physical space** requirements
- ✓ **Willing local partners** e.g. public health / LA / neighbourhood health to promote resident awareness, PCN leadership to link data & support evaluation
- ✓ **Community engagement:** opportunity to link with health-related activities and integrate into local community communication channels

Potential suitable locations (non-exhaustive!)



Libraries



Supermarkets



Community centres



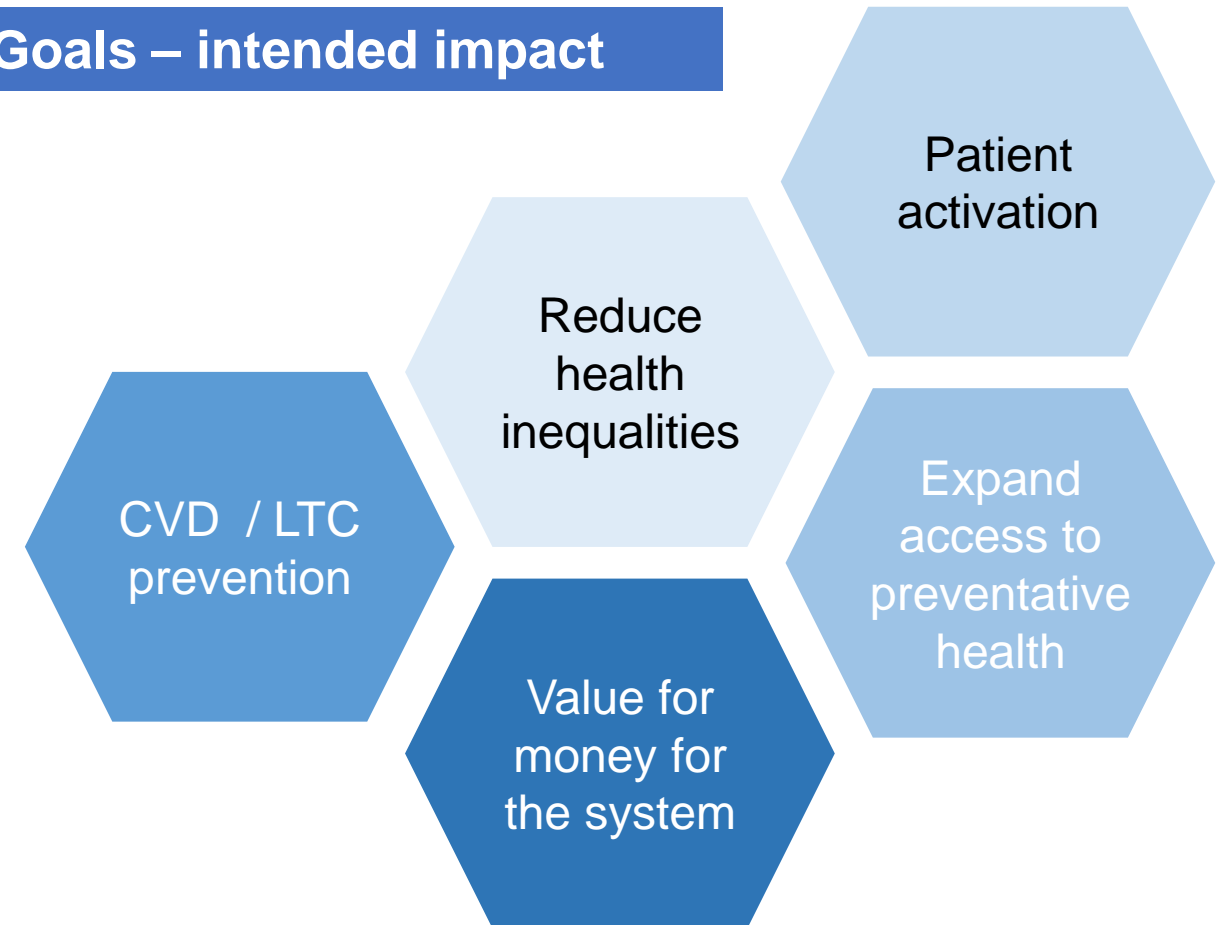
Town halls

Theory of change

Hypotheses...

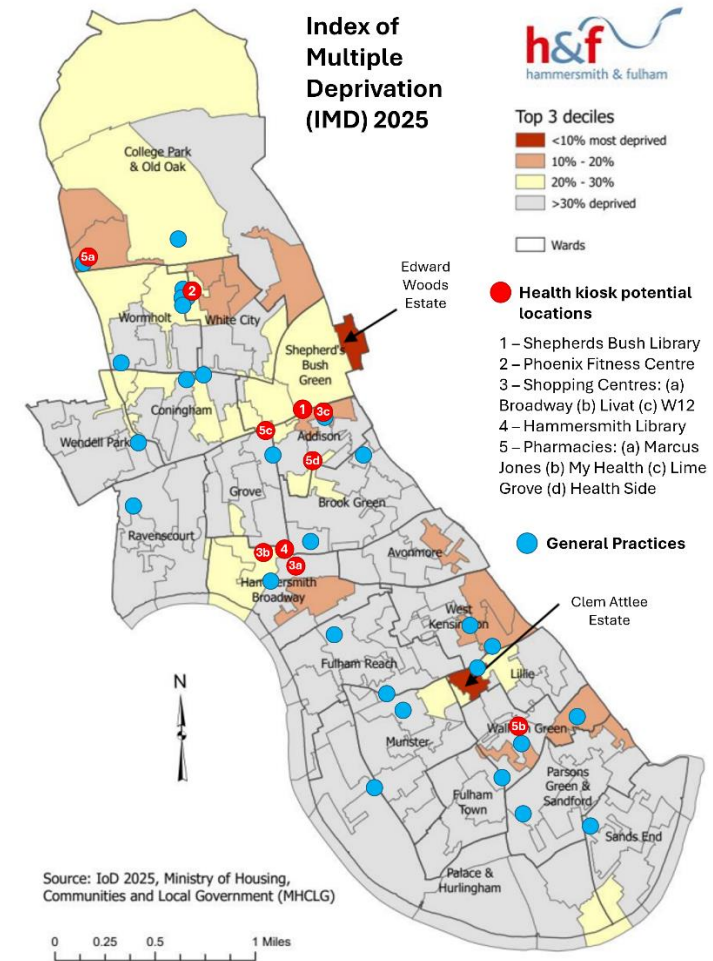
- **Access:** a location open in evenings/weekends will help overcome barriers of access/convenience
- **Awareness:** a location with high footfall will mean some residents will opportunistically find it; some residents will respond to messaging inviting them to try it
- **Use:** placing a health kiosk in a neutral, non-clinical setting will help overcome barriers of mistrust; the kiosk will be easy to use
- **Follow-up:** residents will see their GP or take up local services if results indicate they are at risk

Goals – intended impact



Ideas so far – awareness and engagement to drive success

- **On-site awareness:** pop-up banners; HCA/nurse or med student attenders; train staff on site
- Link to **health promotion activity via local organisations** – e.g. Fulham football clubs, W12Together, Thriving Fulham, Sobus community development agency
- Link with existing project to **train library staff** as first-line social prescribing
- Nearby **practices** – **bulk texts/emails** to patients requiring BP check
- Work with our **CVD lived experience partners** to draft resident-facing communications



Discussion

How do you feel the community health kiosks could best support H&F patients in making lifestyle changes and connecting with wider services in the borough?

- What routes/channels might we use to advertise awareness of the kiosks in the community to patients? What groups would you hope to use the kiosks?
- When residents use the kiosks for health assessments, how can we then best support them to make lifestyle changes and engage with their health? What kind of messaging will be inclusive and relevant?
- What sorts of services should we be signposting residents to from the kiosks, and how can we help make it easy for them to take next steps?