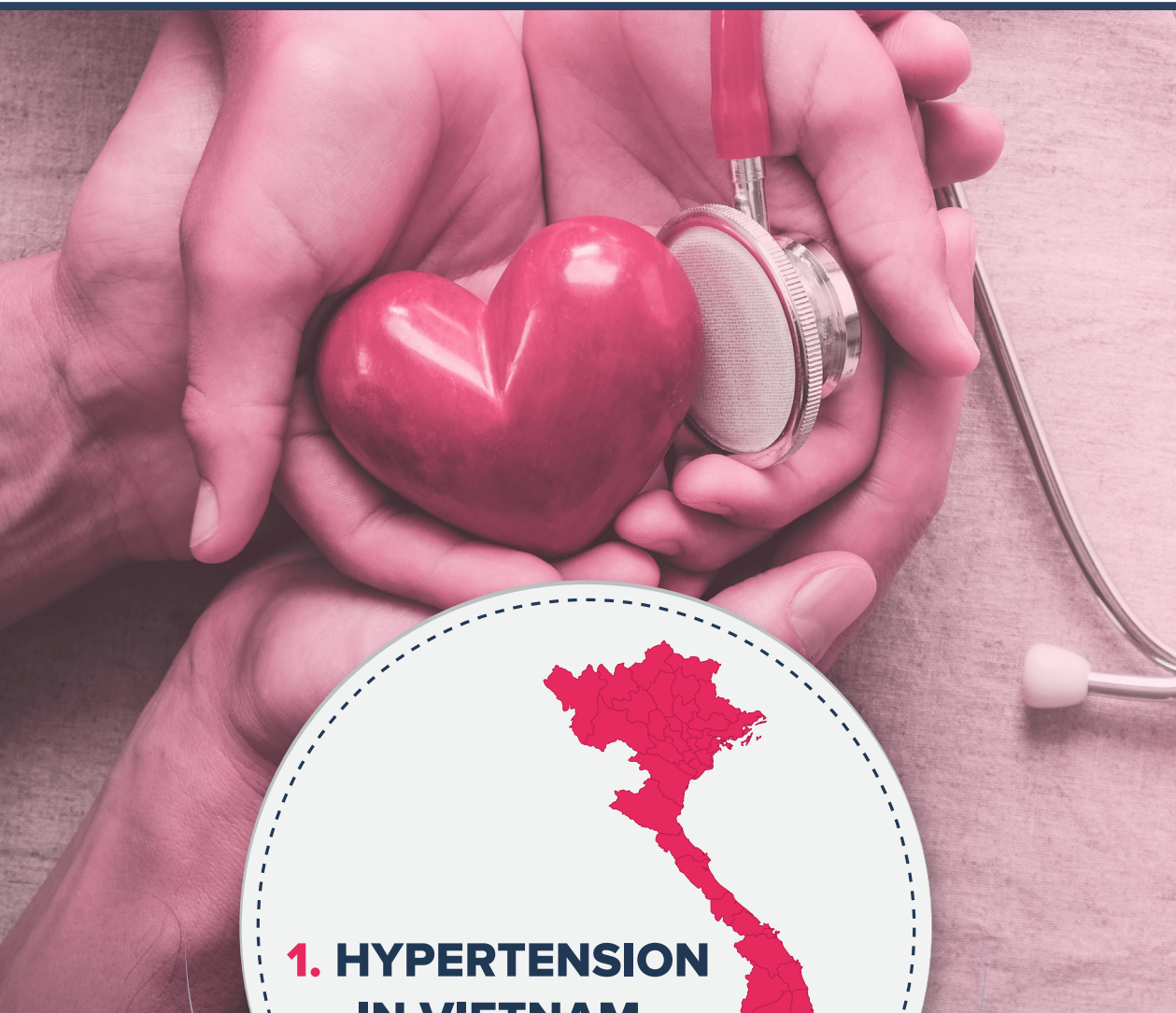


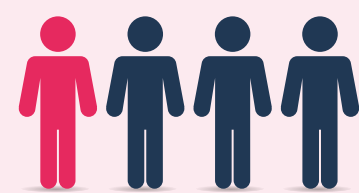
ATTACKING HYPERTENSION FROM ALL SIDES: IMPROVING HYPERTENSION PREVENTION AND CONTROL IN VIETNAM THROUGH A HOLISTIC MULTI-STAKEHOLDER APPROACH

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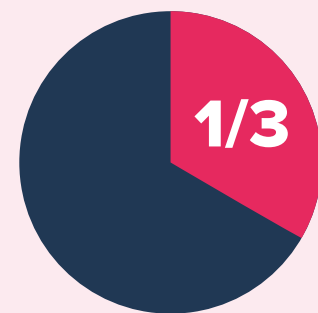


1. HYPERTENSION IN VIETNAM

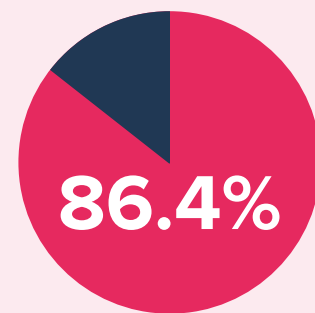


1 IN 4 VIETNAMESE ADULTS HAVE HYPERTENSION

Over **50%** of HYPERTENSION cases are not detected



1/3 HYPERTENSION CASES ARE UNTREATED



86.4% HYPERTENSION CASES ARE NOT MANAGED

Source: Pham Thai Son et al. 2012. Hypertension in Vietnam: From community-based studies to a national targeted program.

2. ABOUT COMMUNITIES FOR HEALTHY HEARTS

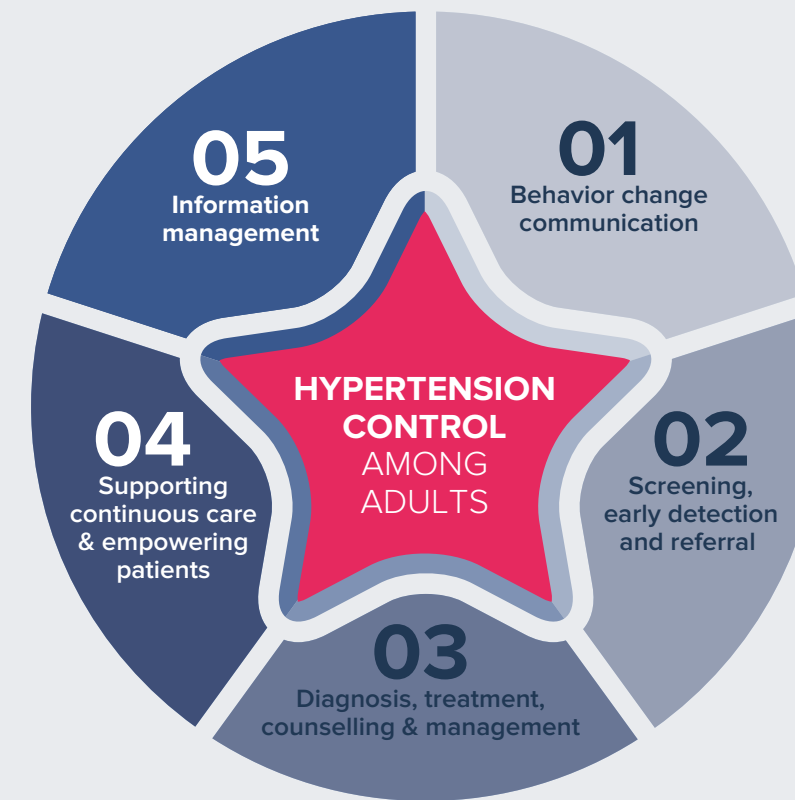
Launch in 2016

Launched in 2016, PATH implemented the Communities for Healthy Hearts project using a multi-sector approach that engages the government, public and private health care providers, social enterprises, and community members to improve hypertension (HTN) management and control.

4 districts in HCMC

The program is piloted in 4 districts of Ho Chi Minh City (HCMC) over a 3-year period, in collaboration with HCMC's Provincial Health Department and Preventive Medicine Center, and the Novartis Foundation.

3. APPROACH



Communities for Healthy Hearts implements a multi-strategy hypertension prevention and care model that includes:

- Reaching people at risk of hypertension with targeted **messages**.
- Increasing diagnosis through **enhanced blood pressure screening** in primary health care services and highly trafficked non-traditional locations, such as marketplaces, pharmacies and local businesses.
- Decentralizing **hypertension management to public and private primary care clinics** and increasing access to health insurance coverage.
- Developing a cadre of lay community case managers who **support continuous care and treatment adherence** among clients at home.
- Using analogue and digital tools to boost client medication adherence and self-care, and track client outcomes over time.

These approaches serve to:



1. Offer chronic care and support for patients with hypertension, along the patient journey.



2. Enhance the quality of service provision.



3. Increase patient awareness and empowerment through person-centered care approaches.

4. STAKEHOLDERS INVOLVED IN HYPERTENSION MANAGEMENT

16 COMMUNE PUBLIC HEALTH STATIONS THAT MANAGE 358 CHECKPOINTS

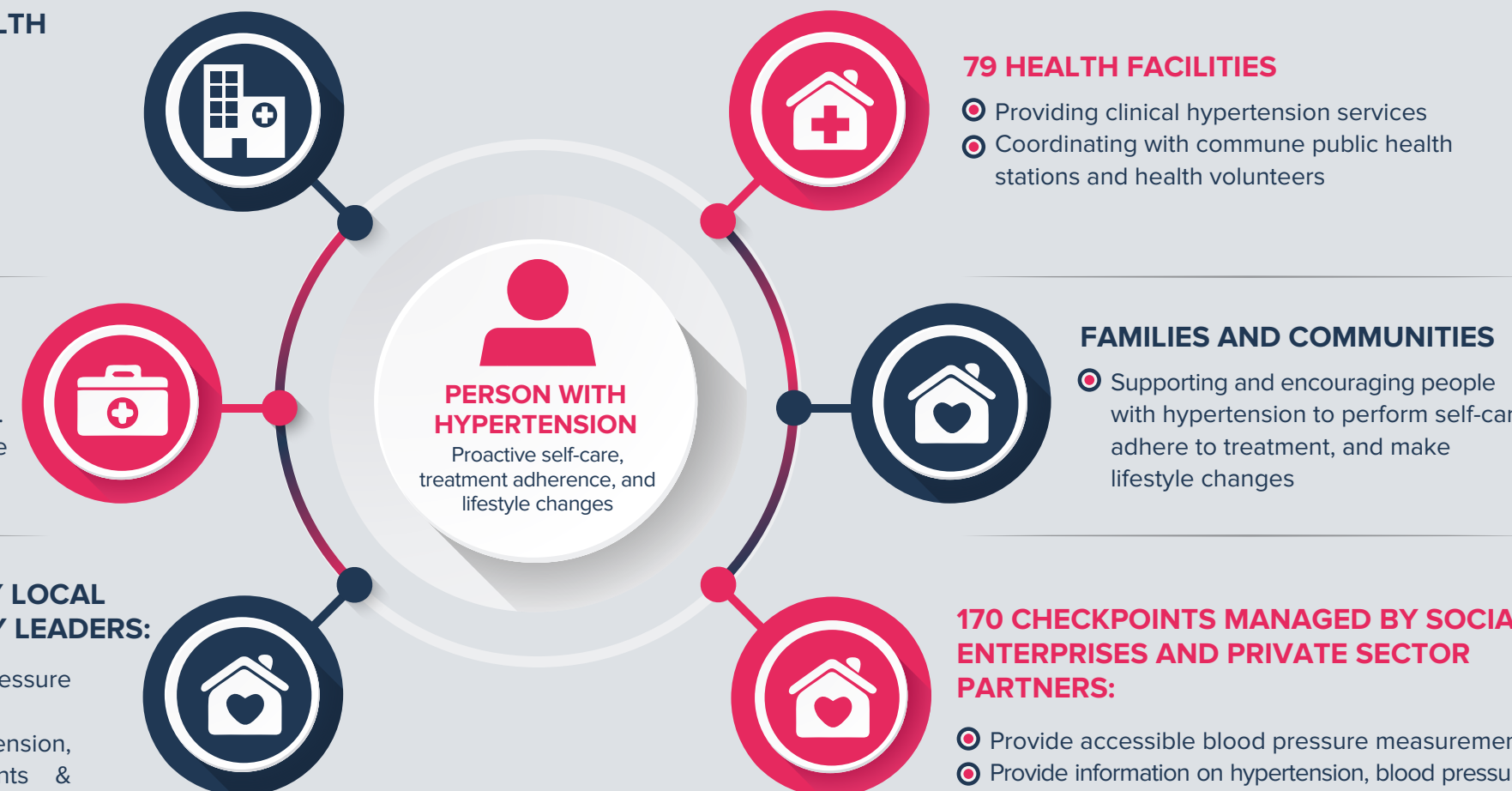
- Coordinate case management in the community.
- Manage health volunteers and 358 checkpoints.

132 HEALTH VOLUNTEERS

- Raise awareness.
- Provide screening and referrals.
- Support community-based case management.

358 CHECKPOINTS RUN BY LOCAL BUSINESSES & COMMUNITY LEADERS:

- Provide accessible blood pressure measurement.
- Provide information on hypertension, blood pressure measurements & appropriate referrals for next steps.



79 HEALTH FACILITIES

- Providing clinical hypertension services
- Coordinating with commune public health stations and health volunteers

FAMILIES AND COMMUNITIES

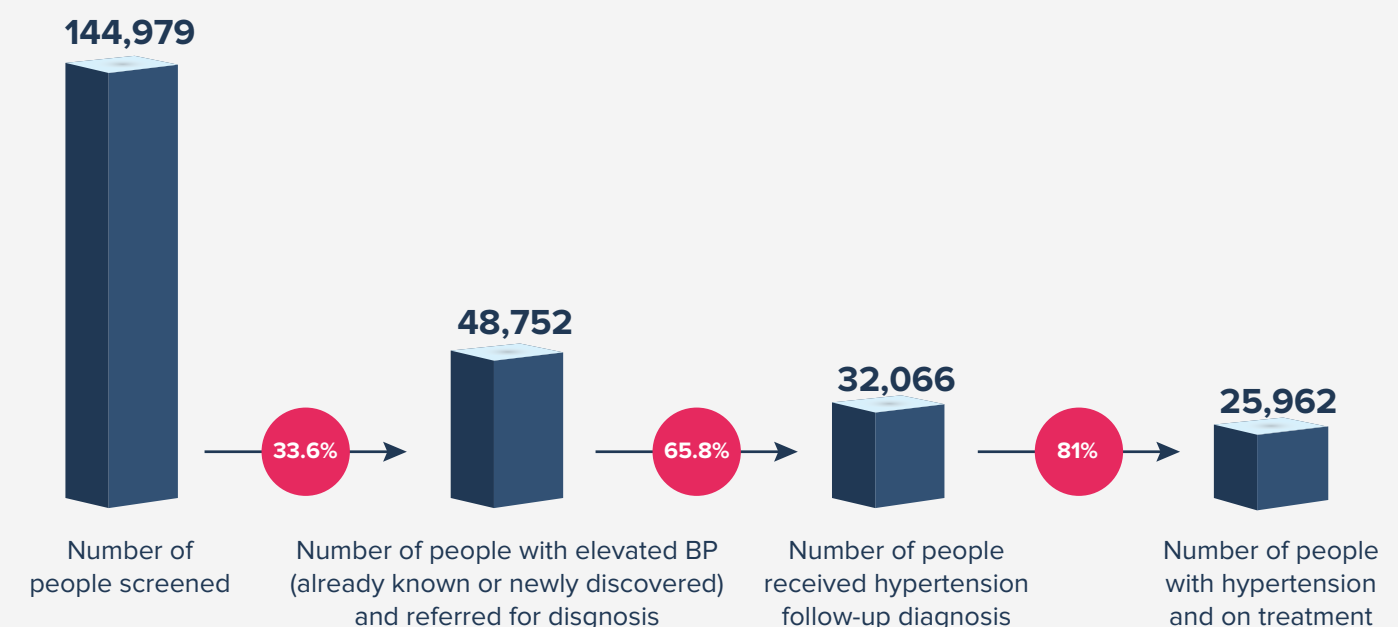
- Supporting and encouraging people with hypertension to perform self-care, adhere to treatment, and make lifestyle changes

170 CHECKPOINTS MANAGED BY SOCIAL ENTERPRISES AND PRIVATE SECTOR PARTNERS:

- Provide accessible blood pressure measurement.
- Provide information on hypertension, blood pressure measurements & appropriate referrals for next steps.

5. RESULTS

Screening to treatment cascade from September 2016 to October 2018



In contrast, the Vietnam 2016 National Survey on the Risk Factors of Non-communicable Diseases (STEPS) found that only 13 percent of people with hypertension were being managed by a health facility.