

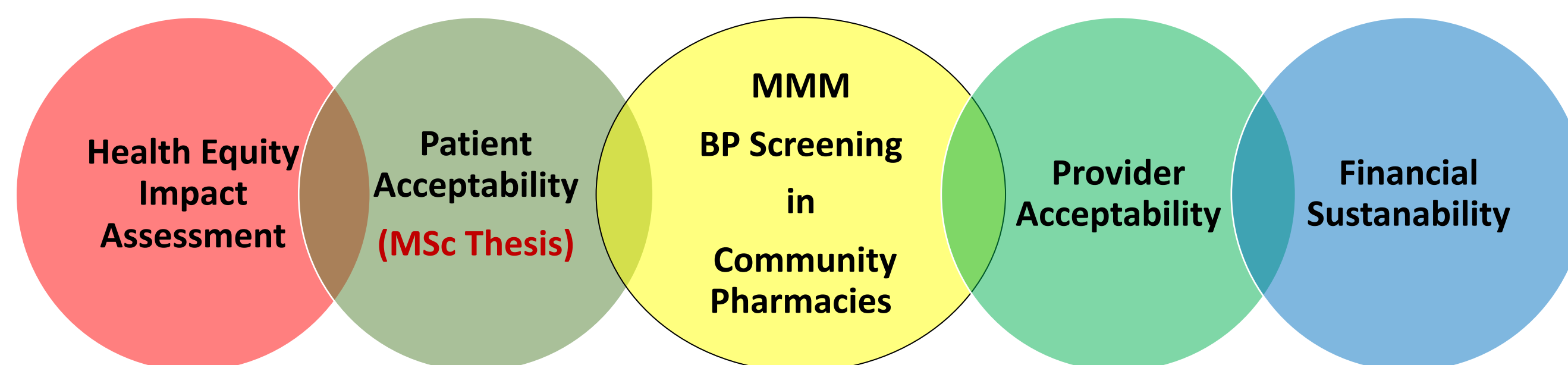
Introduction

- Hypertension is a major risk factor for cardiovascular and stroke related events and mortality.¹
- Approximately 50% of individuals with hypertension are unaware they have the condition.²
- Screening for high blood pressure is an important first step in identifying cases of hypertension.³
- We are planning to:
 - Expand the May Measurement Month (MMM) campaign to community pharmacies across Canada.
 - Examine the acceptability of blood pressure screening in community pharmacies from the patient perspective.

Conceptual Framework

- The pan-Canadian Community Pharmacy-based Blood Pressure Screening Project, called the **Pharmacy May Measurement Month (PharMMM)** Project, includes all five pillars of the **Quintuple Aim**.
- PharMMM aligns with the principles of **Integrated Knowledge Translation (iKT)** and includes **citizen partners and stakeholders** (Hypertension Canada and the MMM Organization) as part of the project team.

Figure 1: Components of the PharMMM24 Project



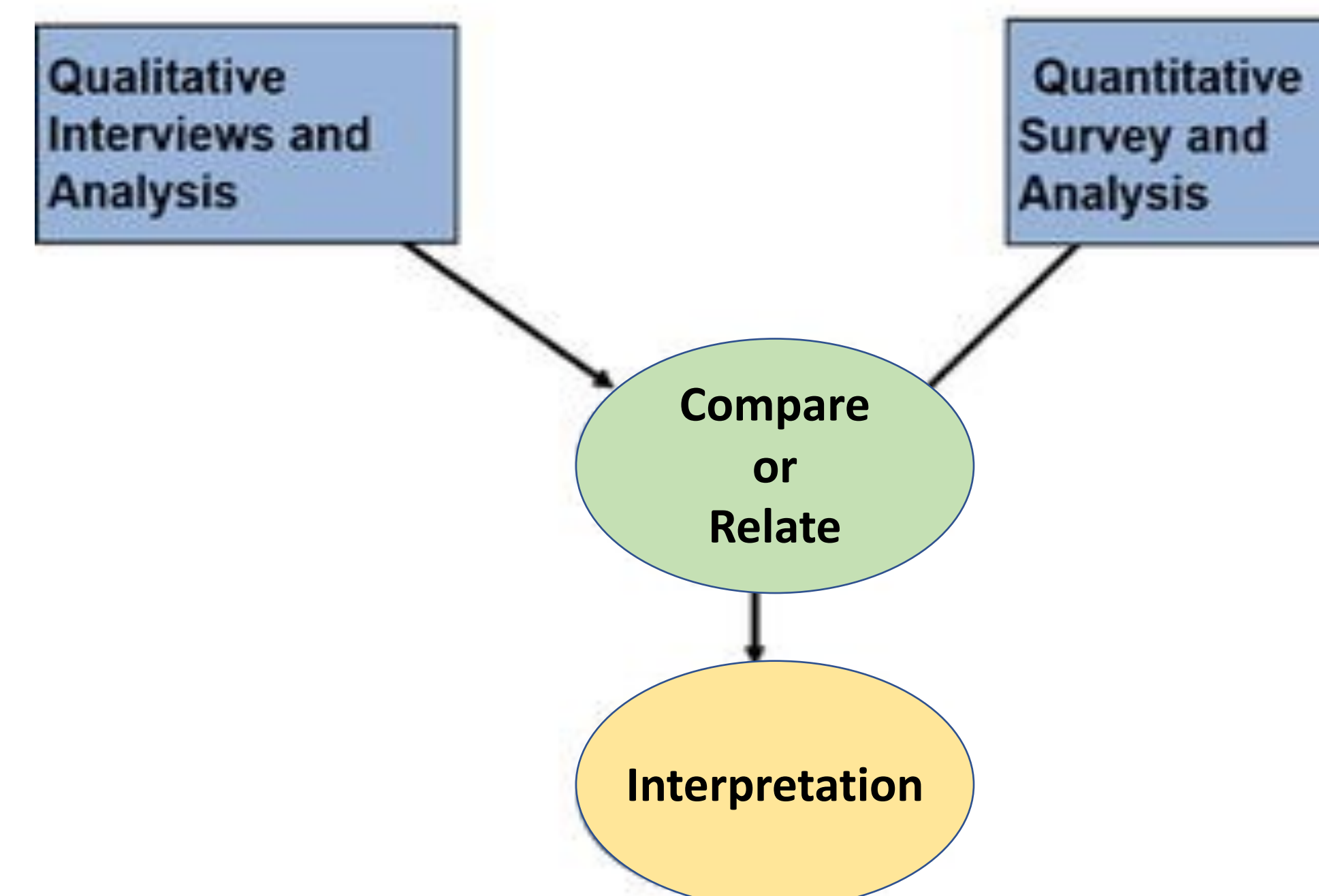
My Thesis Project:

- Examines the acceptability of community pharmacy-based BP screening from the patient perspective.
- Aligns with the principles of **Patient Oriented Research** and includes two citizen partners at the Collaborate level of the Patient Engagement Framework.
- Applies the **Theoretical Framework of Acceptability** to assess 7 theoretical constructs.⁴

Methods

- We will use a convergent mixed-methods design (Figure 2), consisting of a quantitative survey and one-on-one qualitative interviews.
- Individuals (18 years+) who have consented to take part in PharMMM 2024 are eligible.
- A validated patient acceptability questionnaire will be used to collect quantitative data.
- Semi-structured interviews will be audio-recorded and transcribed.
- Qualitative and quantitative data will be analysed separately, findings compared, and then integrated in the determination of results.

Figure 2. Convergent Parallel Design⁵



Impact

This research will:

- Generate new knowledge that can be implemented into daily community practice.
- Produce improvements in healthcare by increasing access to BP screening in a way that is feasible and acceptable to patients.
- Support the global MMM campaign.
- Inform the planning of the MMM campaign in community pharmacies throughout the world.

Knowledge Translation Plan

With the support of my supervisory committee and citizen partners, I plan to:

- Host a presentation and discussion with Hypertension Canada and other knowledge users to share the findings of my research.
- Prepare and submit a manuscript to a peer-reviewed journal.
- Present my research locally at the SHARE Summit and the School of Pharmacy's Research Day in 2024.
- Present my research at a minimum of one national conference.
- Disseminate the findings of my research publicly through Hypertension Canada's website and social media channels.
- Create a variety of KT tools and resources that describe the results of this project, such as infographics, brochures, and posters.

References

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4. Sekhon, M., Cartwright, M. & Francis, J.J. Acceptability of healthcare interventions: an overview of reviews and development of a theoretical framework. *BMC Health Serv Res*. 2017 Jan;17(88).
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