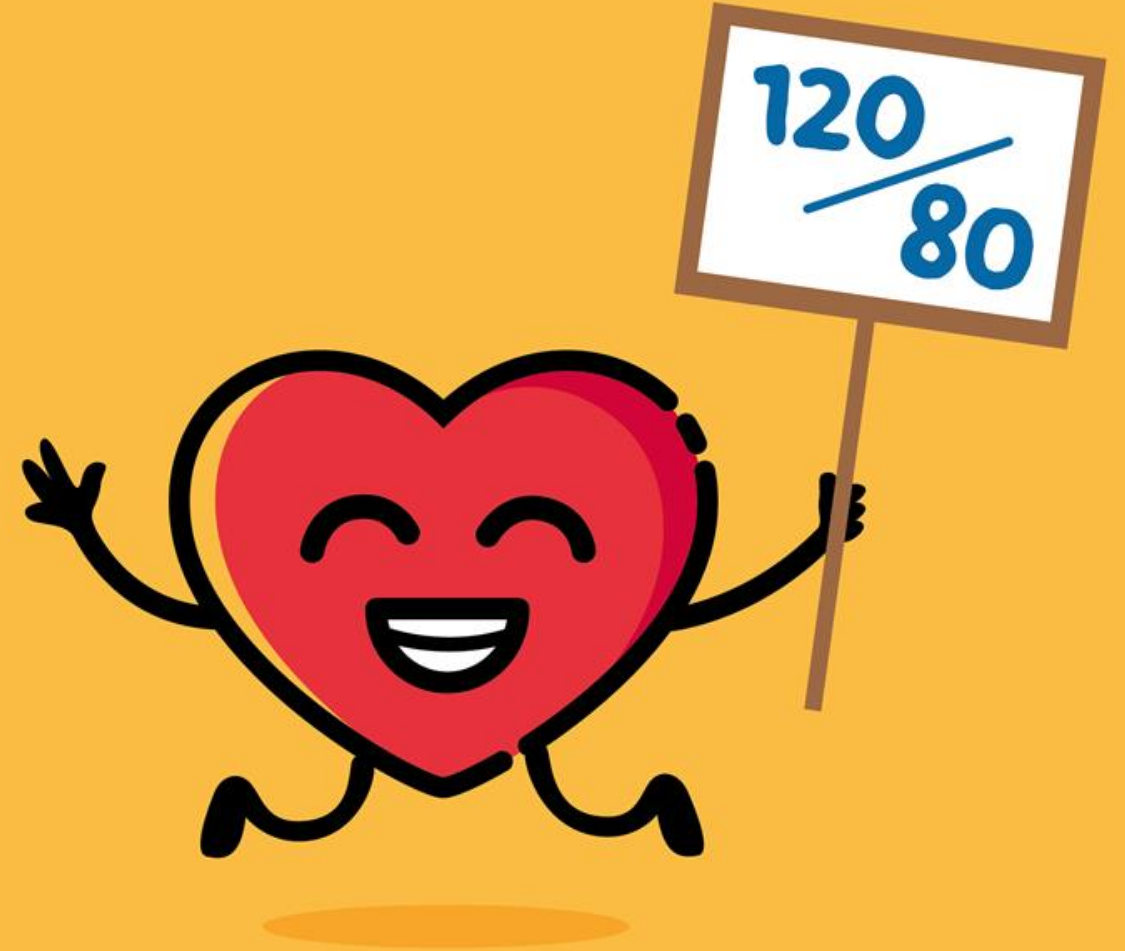


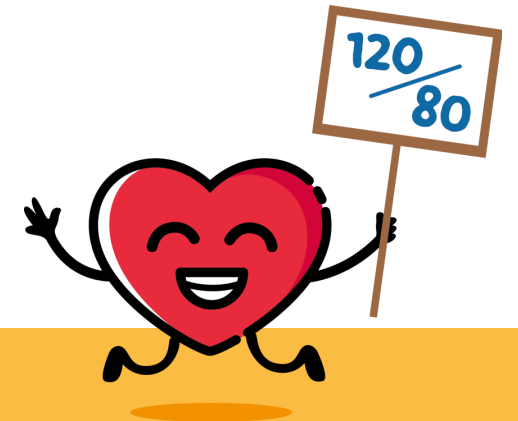
Lancashire and South Cumbria Integrated Care System: Healthy Hearts campaign

Stakeholder toolkit

February 2020



This stakeholder toolkit provides guidance and support for partners who are participating in Lancashire and South Cumbria Integrated Care System's **Healthy Hearts campaign.**



Introduction

The Healthy Hearts campaign has been designed to support the delivery of blood pressure checks within the community across Lancashire and South Cumbria.

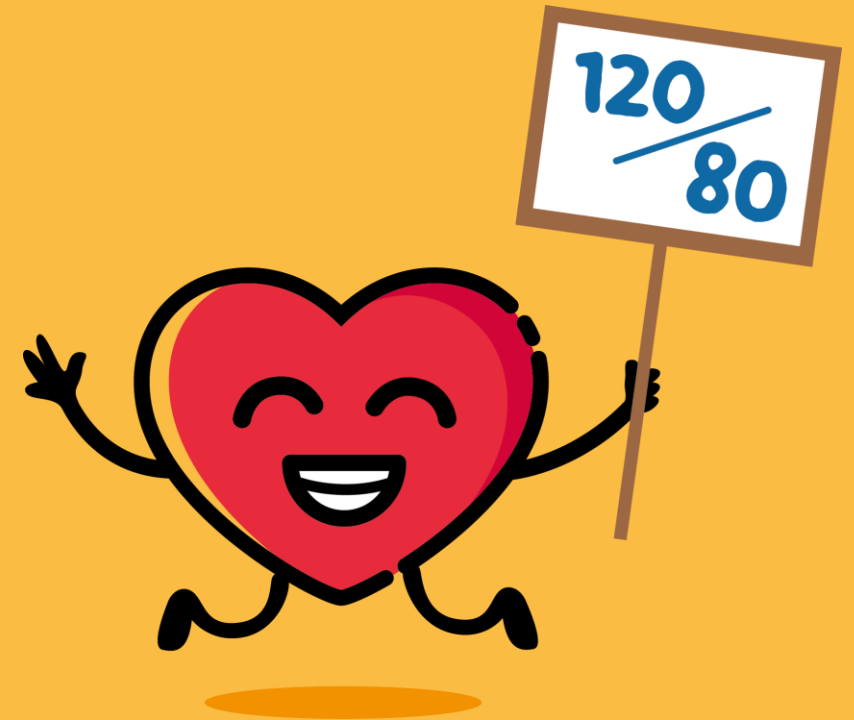
It has been created in collaboration with partners to help shape the final outcome.

The campaign's primary message - **your blood pressure is more than just numbers** - aims to connect with the audience before and after a blood pressure check:

- **Before a check:** To emphasise the significance of the blood pressure reading.
- **After a check:** To prompt people to find out more to further their understanding of what the reading means for them and actions they can take to proactively manage their health and wellbeing.

The campaign's aspiration is:

To positively support awareness of the importance of blood pressure and lifestyle measures that can be adopted for better health outcomes.



Why this campaign is so important



High blood pressure is one of the most common conditions in this country - more than **one in four** adults in the UK have the condition.



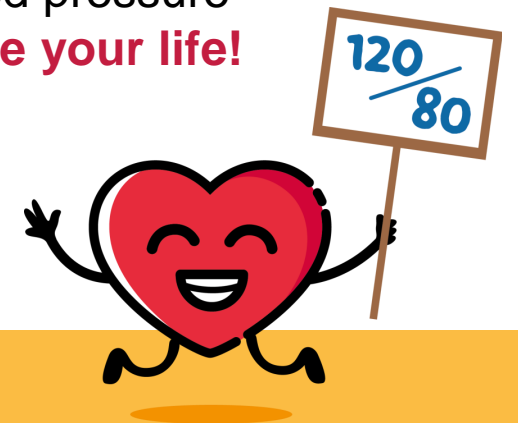
Estimates suggest more than **430,000 people across Lancashire and South Cumbria** have high blood pressure.



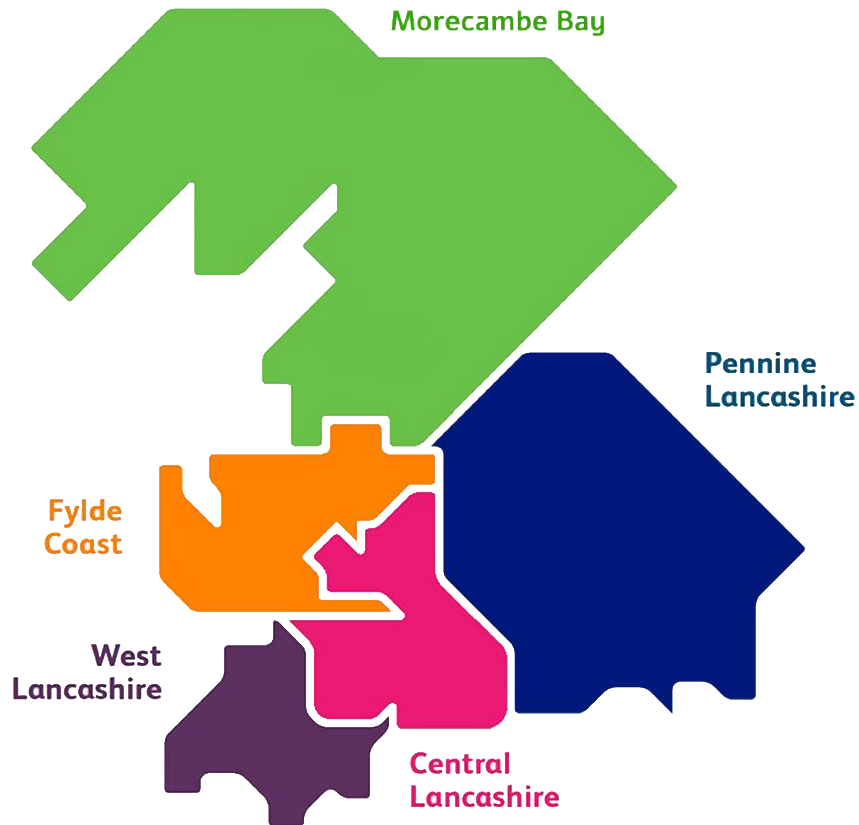
High blood pressure, or hypertension, **rarely has noticeable symptoms.** But if untreated, it increases your risk of developing serious health problems such as heart attacks and strokes.



Taking just **five minutes** to measure your blood pressure could **save your life!**



Where people can get a check

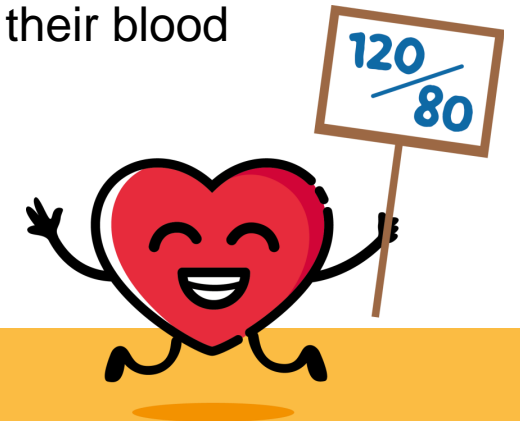


As well as encouraging people to regularly self test at home, partners across Lancashire and South Cumbria are being supported by British Heart Foundation to work together to deliver blood pressure tests out in the community, including:

- Pharmacies
- Leisure centres
- Professional football clubs (through Community Trusts)

An interactive map is available on the Healthy Hearts website to help people find where they can get their blood pressure checked in the local area.

[View the Healthy Hearts interactive map](#)



What the numbers mean

As a guide, if your blood pressure is **less than 130/85mmHg, this is considered healthy** and it's recommended you follow lifestyle advice. It is recommended to still get it rechecked at least every five years.

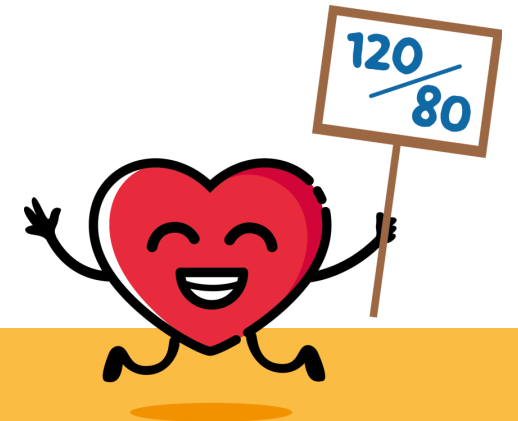
Generally, the lower your blood pressure, the healthier you are.



If your blood pressure is on the higher side of normal (**between 130/85mmHg and 139/89mmHg**) it is recommended that you make lifestyle changes and recheck within a year.

If you consistently have a reading of **140/90 or higher**, you may have high blood pressure (hypertension) and a follow up appointment at your GP or pharmacy is advised.

More information, including an online tool to help people better understand their numbers can be found on the [Healthy Hearts campaign website](#)



How a healthy lifestyle can help

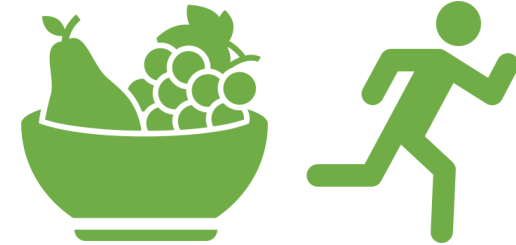
A few simple lifestyle changes can make all the difference...



- Stop smoking

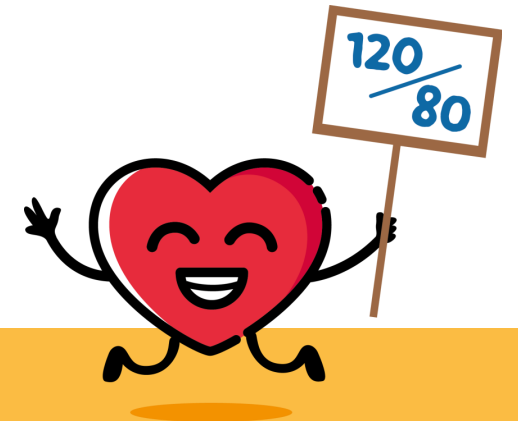


- Eat less salt
- Only drink alcohol in moderation
- Lose weight if you need to



- Eat more fruit and vegetables
- Be active

These can all help to improve blood pressure - sometimes just as much as taking one additional blood pressure medicine and with additional health benefits too!



Campaign materials

The campaign is being delivered through a suite of printed and digital assets for partners:

- **Pull up banners** - for use at events
- **Posters** – displayed in pharmacies, leisure centres and football clubs
- **Postcards** – to help explain people's numbers and signpost them to find out more information
- **Social media assets** – Twitter and Facebook
- **Case study sheet** – for event evaluation



[Generic poster – download here](https://healthierlsc.co.uk/HealthyHearts)

Campaign materials

YOUR BLOOD PRESSURE READING TODAY IS:

The table below reflects generic national guidance. For more specific advice, please visit your GP practice.

Blood pressure reading	What does this mean?	Recommended action
Less than 90/60	Your blood pressure is low	• Visit your GP practice if you experience symptoms such as fainting or dizziness.
Less than 130/85	Your blood pressure is healthy	• Follow any lifestyle advice given • Get re-checked at least every 5 years.
Between 130/85 and 139/89	Your blood pressure is on the high side of normal	• Make any lifestyle changes advised • Get re-checked in 1 year.
140/90 or higher	Your blood pressure may be too high and cause you future health problems	• Have further checks at your GP practice as advised by your tester.
180/120 or higher	Your blood pressure is severely raised	• Request an urgent appointment at your own surgery within 48 hours • If you feel unwell, visit an Urgent Treatment Centre or GP practice on the same day.

Find out more on our website
healthierlsc.co.uk/HealthyHearts

Postcard

NOT SURE WHAT YOUR NUMBERS MEAN?

Date of reading: / /

Visit: healthierlsc.co.uk/HealthyHearts and enter your reading to find out more about what your numbers mean. You will get advice on how to make positive changes to improve your blood pressure.

WE'RE WORKING TOGETHER TO SUPPORT OUR COMMUNITIES TO HAVE HEALTHIER HEARTS

Organisations such as football clubs, leisure centres and pharmacies are working in partnership to deliver blood pressure tests across Lancashire and South Cumbria.




YOUR BLOOD PRESSURE IS MORE THAN JUST NUMBERS



DO YOU KNOW YOUR BLOOD PRESSURE NUMBERS?

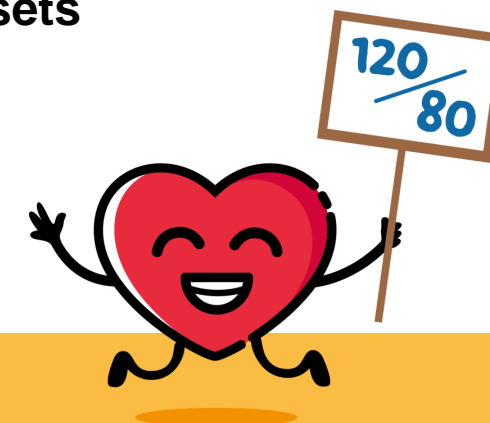


FIND OUT WHERE YOU CAN GET YOUR BLOOD PRESSURE CHECKED



Social media
assets

Download these materials at
healthierlsc.co.uk/campaigns



Social media: **Twitter**

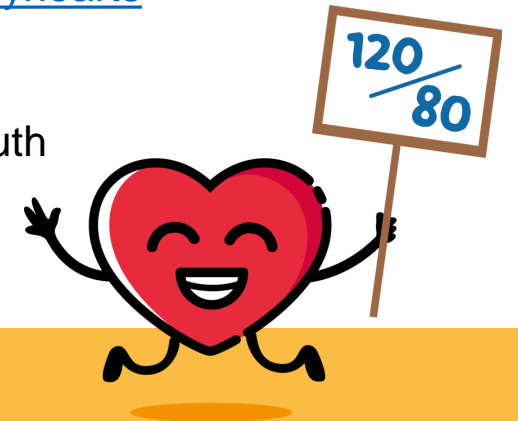
Approved posts you can share from your organisation's account:

Knowing your numbers is important but knowing what they mean is vital. Enter your blood pressure reading on the @HealthierLSC website to find out what they mean for your health healthierlsc.co.uk/healthyhearts
#KnowYourNumbers #HealthyHeartsLSC

When did you last get your blood pressure checked? If you can't remember it's definitely time to do something about it. Visit the @HealthierLSC website to find out where you can have a blood pressure check in your community healthierlsc.co.uk/healthyhearts #KnowYourNumbers #BloodPressure #HealthyHeartsLSC

Did you know that high blood pressure increases your risk of developing serious health problems such as heart attacks and strokes? Find out where to get your blood pressure checked at healthierlsc.co.uk/healthyhearts
#KnowYourNumbers #HealthyHeartsLSC

We are working with @TheBHF to deliver 12,000 blood pressure checks across Lancashire and South Cumbria, find out where to get yours here: healthierlsc.co.uk/healthyhearts #KnowYourNumbers
#BloodPressure #HealthyHeartsLSC



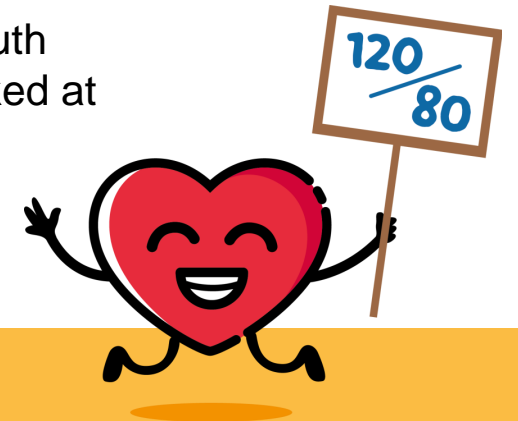
Social media: Facebook

Approved posts you can share from your organisation's account:

Knowing your numbers is important but knowing what they mean is vital. Enter your blood pressure reading on the @HealthierLSC website to find out what they mean for your health and what you can do to stay healthy healthierlsc.co.uk/healthyhearts #KnowYourNumbers #HealthyHeartsLSC

When did you last get your blood pressure checked? If you can't remember it's definitely time to do something about it. High blood pressure rarely has noticeable symptoms. But if untreated, it increases your risk of developing serious health problems such as heart attacks and strokes. Find out where you can have a blood pressure check in your community at healthierlsc.co.uk/healthyhearts #KnowYourNumbers #BloodPressure #HealthyHeartsLSC

We are working with @TheBHF to deliver 12,000 blood pressure checks across Lancashire and South Cumbria to help prevent heart attacks and strokes. Find out where to get your blood pressure checked at healthierlsc.co.uk/healthyhearts #KnowYourNumbers #BloodPressure #HealthyHeartsLSC



Key dates for your diary

Healthy Hearts is an ongoing campaign that will run throughout 2020. Here are just some of the ways you could incorporate the blood pressure message into your campaigns this year!



26 April

London Marathon

Make the most of key sporting events in the calendar, especially those that inspire people to get active. The London Marathon and Tokyo 2020 Olympics both act as great hooks to promote the Healthy Hearts campaign.



**24 July –
9 August**

Tokyo 2020



**July -
September**

Summer holidays

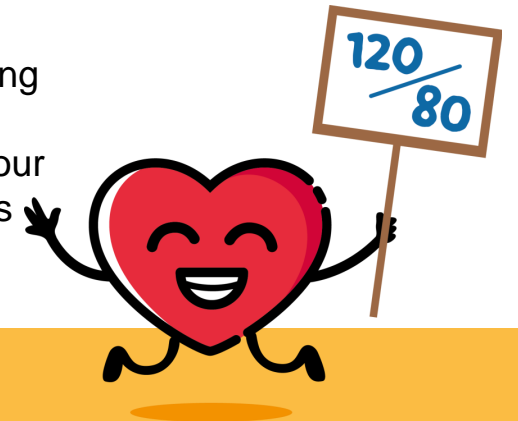
From healthier eating to outdoor family-friendly events, the summer is the ideal time for promoting Healthy Hearts in the region.



**9 – 15
September**

Know Your Numbers week

A week dedicated to raising awareness of the importance of knowing your blood pressure numbers and what they mean.



Key dates for your diary

Here are some additional dates and events that are linked to blood pressure and heart health that you can use:

National No Smoking Day

When: 11th March

A national drive to encourage smokers to quit smoking

Nutrition and Hydration week

When: 16th – 22nd March

A week dedicated to promoting the importance of food and drink in maintaining health and wellbeing

Stress Awareness Month

When: April

Bringing awareness to the impacts stress can have health and wellbeing

Make May Purple

When: May

An awareness month led by the Stroke Association

National Walking Month

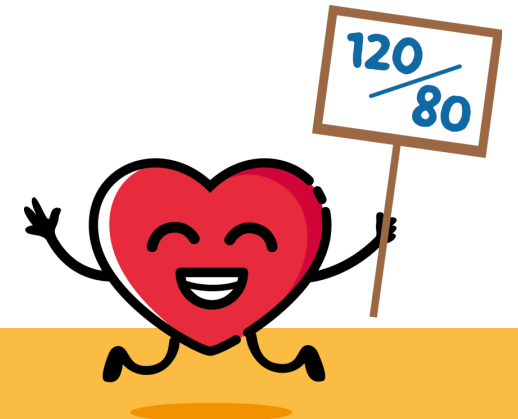
When: May

An annual awareness month to promote increased walking

World Heart Day

When: 29th September

A global campaign encouraging people participate in activities for the benefit of their heart health



Key dates for your diary

Here are some additional dates and events that are linked to blood pressure and heart health that you can use:

National Cholesterol Month

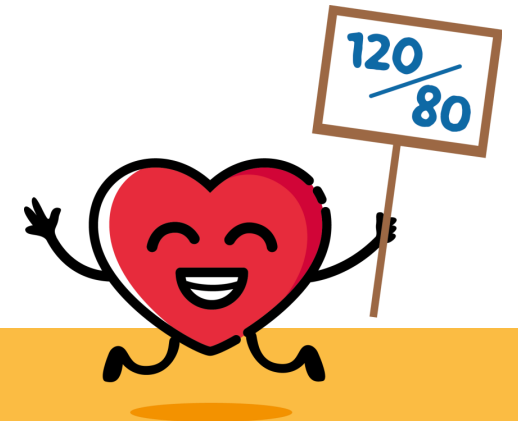
When: October

Led by Heart UK, this is a national drive to reinforce the importance of healthy cholesterol and raise funds to aid support services

World Stroke Day

When: 29th October

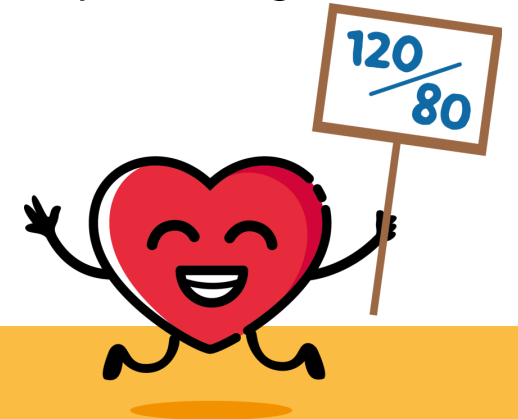
Another global awareness event to bring attention to stroke prevention



How partners can help

Whether you're a venue offering blood pressure checks or simply able to help spread the message far and wide, there's lots of different ways partners can support the Healthy Hearts campaign.

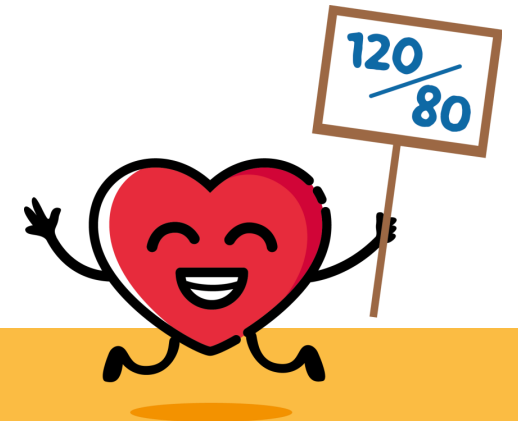
- **Print and display** campaign posters in prominent positions and on your websites using the suggested information at healthierlsc.co.uk/campaigns
- **Like and share @HealthierLSC Healthy Hearts** social posts or **post** from your own channels using the approved social media posts provided in this pack
- **Raise awareness** about the importance of blood pressure checks and healthy lifestyle changes through your organisation's e-newsletters, magazines and website
- **Host** an event and offer blood pressure checks on the day
- Don't forget to **tell all your staff and volunteers about the campaign too!**



Share your stories

Please let us know:

- If you have used the campaign materials to **hold successful Healthy Hearts events and awareness raising activities**
- If you are **holding an event** in Lancashire and South Cumbria and **would like our support with hosting it or promoting it**
- Have **real-life, local success stories** we can use as **case studies** such as someone who had a high reading, went to their GP and has since joined the gym
- If you have any **great ideas** about how we can promote blood pressure checks, encourage people to live healthier lifestyles and reduce their blood pressure



More information

For more information, visit:

healthierlsc.co.uk/healthyhearts

For any queries (including questions about editing or adapting any of these campaign materials), please contact the Lancashire and South Cumbria communications inbox at:

healthierlsc.communications@nhs.net

Don't forget, Healthy Hearts is an opportunity to start a conversation so let's **Make Every Contact Count**:

<https://healthierlsc.co.uk/MakingEveryContactCount>

Thank you

