



HEART AGE CAMPAIGN TOOLKIT

CAMPAIGN OVERVIEW

Lifestyle related factors like high blood pressure and high cholesterol, as well as smoking, poor diet and a lack of exercise can increase a person's risk of developing heart disease or having a stroke.

To increase awareness of heart health and reduce the risk of heart attack and stroke, Public Health England's (PHE) Heart Age Campaign is encouraging adults to complete the **One You Heart Age Test**.

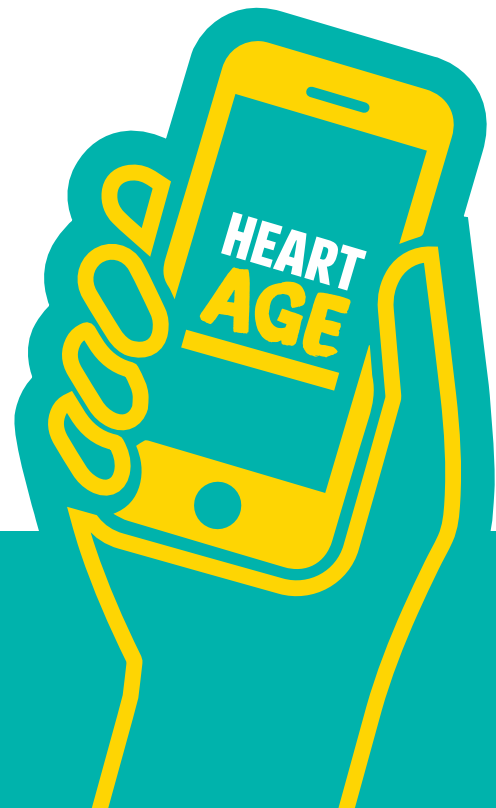
Available to do quickly and easily, the Heart Age Test will let users know how old their heart is (in comparison to their physical age) in under three minutes. It also provides them with tips on how they can lower their heart age as well as ways to reduce the risk of heart attack and stroke.

The Heart Age Campaign will be communicated through a variety of channels, including PR, digital and social channels as well as via coalition of partners.

HOW YOU CAN GET INVOLVED

The Heart Age Campaign provides a great opportunity to keep heart health and blood pressure top of mind. By working together, we can reach more of our audience, targeting them in places convenient to them. A range of partners have a crucial role to play:

- Pharmacies and charities can offer free blood pressure testing more widely.
- Retailers can promote heart age via at-home blood pressure testing kits.
- Local authorities and employers can localise the issue and promote heart age awareness.
- Relevant charities can talk about the outcome of poor heart age e.g. heart disease, stroke and some forms of dementia.





WHAT YOU CAN DO

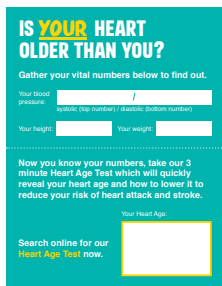
We are providing a range of materials that will help you to promote heart health awareness and support the Heart Age Campaign. You can:

- Display the leaflet and poster in prominent positions across your sites, to raise awareness about heart age and encourage the public to have their blood pressure checked and take the Heart Age Test
- If you offer blood pressure checks, or plan to organise blood pressure events, use the numbers cards to record results for participants and encourage them to go on and complete the Heart Age Test
- Download and use our range of free digital and social resources (FB posts, images, email signature) in your digital and social channels to communicate the Heart Age Campaign messages

All these materials, as well as campaign implementation guidelines, are available for download at the Campaign Resource Centre at campaignresources.phe.gov.uk.

WHAT YOU WILL FIND IN THE TOOLKIT:

- Campaign Posters
- Campaign Leaflet
- Numbers Card



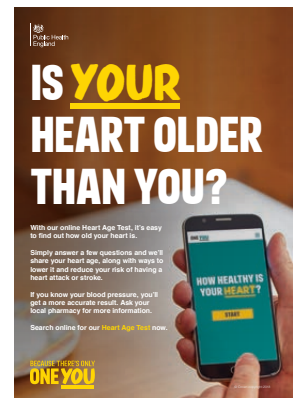
Numbers Card (inside)



Numbers Card
(credit card size)



A4 Poster (for download only)



A4 Poster (printed)



A5 Campaign Leaflet

If you have any queries regarding the campaign, please email partnerships@phe.gov.uk
Thank you for your support.

Yours sincerely,
PHE Marketing team