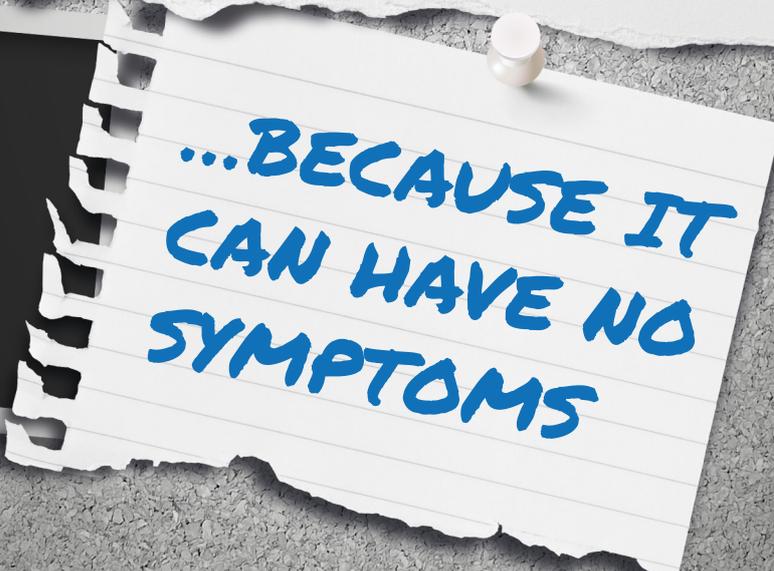


A yellow sticky note is pinned to the top left of the bulletin board with a red pushpin. It contains the text 'HIGH BLOOD PRESSURE' in large, bold, red capital letters.

**HIGH
BLOOD
PRESSURE**

A piece of white paper with torn edges is pinned to the bulletin board with a white pushpin. It contains the text 'LEAVES NO CLUES' in large, bold, black capital letters.

LEAVES NO CLUES

A piece of white lined paper with torn edges is pinned to the bulletin board with a white pushpin. It contains the text '...BECAUSE IT CAN HAVE NO SYMPTOMS' in blue capital letters.

**...BECAUSE IT
CAN HAVE NO
SYMPTOMS**

**Free blood pressure
checks in pharmacy**

A toolkit for pharmacy staff.

See your
pharmacist

Help us
help you

About Cardiovascular Disease (CVD)

CVD is the second biggest killer in England; it causes a quarter of all deaths – around one death every four minutes – and since the pandemic, deaths from CVD have been increasing.

Yet, many of these deaths are preventable. Hypertension or high blood pressure, the biggest risk factor in CVD, is often undiagnosed as it can have no symptoms. It is estimated that there are 4.2 million people in England who are currently walking around with undiagnosed hypertension.

We can work together to change this

One of the quickest and simplest things we can do, is to encourage people to get their blood pressure checked for free at their local pharmacy. And then, if they are at risk, they can get support. With prescription drugs and lifestyle changes, high blood pressure can be effectively managed, giving people the chance for a longer, healthier life.

What can you do to encourage patients to get a free blood pressure check?

- Ask patients who are 40+, who have not been diagnosed with high blood pressure, if they have had their blood pressure checked by a doctor, nurse or pharmacist in the last 6 months.
- If not, let patients know that high blood pressure can have no symptoms but it can cause fatal heart attacks and strokes, but fortunately it is highly treatable.
- Ask patients if they would like a free blood pressure check in your pharmacy.
- Reassure patients that:
 - this is a free service funded by the NHS
 - it will only take a few minutes
 - the test will be done in a private space.
- **Order a print toolkit whilst stocks last and download digital resources** such as digital screens, social media and an email signature asset from the [campaign resource centre](#) **by clicking here**, or **scanning the QR code** below, to help encourage patients who are 40+ to get a free blood pressure check – see the next 2 pages for more details.

About the service

Free blood pressure checking for over 40s has been offered in community pharmacies from October 2021, and in November 2023, additional funding was allocated to this service to deliver 2 million more checks.

To encourage more people to use the service, a new NHS Blood Pressure Check campaign is being launched on 11 March 2024. The new campaign will seek to raise awareness and intention to use the service, directing the public to the NHS website to find a nearby participating pharmacy.

Pharmacies should ensure that their profiles for the NHS pharmacy finder tools are up-to-date, here: www.nhs.uk/nhs-services/pharmacies/find-a-pharmacy-that-offers-free-blood-pressure-checks/

You can find help on this on the Community Pharmacy England website here: cpe.org.uk/our-news/pharmacy-blood-pressure-service-finder-tool/

For more information on administering the service and advising your patients please look at the NICE Guidance on their website here: www.nice.org.uk/guidance/ng136



If members of the public express concern during their blood pressure check about the risk of heart attacks, heart disease or stroke, you may wish to recommend a credible website for further information. Options include nhs.uk, British Heart Foundation, Stroke Association and Blood Pressure UK.

What a print toolkit contains

Print assets

You can order Print Toolkits with the below assets from the campaign resource centre by [clicking here](#), or scanning the QR code below.



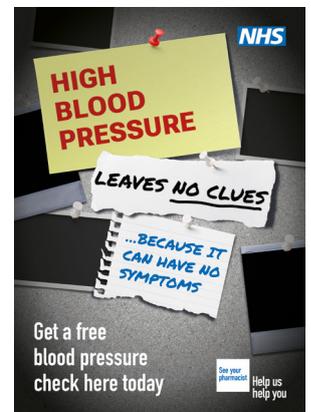
1x counter card

To be placed on your counter in a prominent position, so patients can see it.



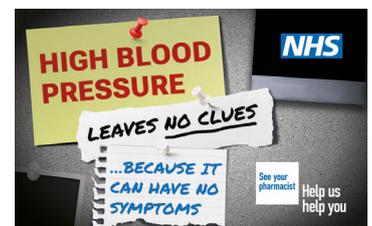
2x posters

To be displayed in an area of high visibility.



50x post-consultation cards

To be filled in and given to the patient after their blood pressure check.



200x wallet card pharmacy bag inserts

To be inserted into pharmacy bags of eligible patients.



Digital assets

Downloadable from the campaign resource centre by [clicking here](#), or scanning the QR code here.



1x digital screen asset in 16x9 and 9x16

To be used on the digital screens in your pharmacy. These are editable and you will be able to place your logo in the space provided.



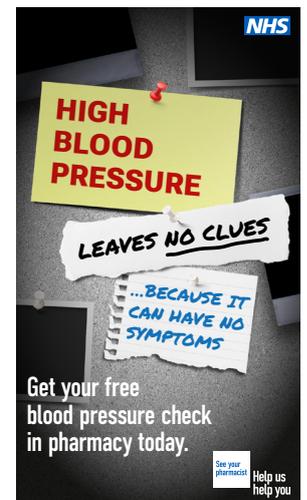
1 x email signature

To be used in your emails.



1x social media asset in 1x1, 16x9 and 9x16

To be used across your social channels.



How you can support on social

Please support the campaign on your own social media channels by creating posts using the assets above downloaded from the [campaign resource centre here](#), as well as liking and sharing the social content posted on the below channels from the 11 of March:

Department of Health and Social Care

- Facebook account: [@DHSCgovuk](#)
- X account: [@DHSCgovuk](#)

NHS England

- Facebook account: [@NHSEngland](#)
- X account: [@NHSEngland](#)

Example social copy:

Please find below some example accompanying social posts that can be posted on your social channels from 11 March onwards.

X (280 characters max)

- High blood pressure is one of the biggest killers in the UK but it can be treated quickly and easily. We are proud to support the free NHS blood pressure check service in our pharmacies, which could save lives. Over 40? Get your check in one of our pharmacies today.
 - High blood pressure is one of the biggest killers in the UK. However, it can be treated quickly and easily. Over 40? The best thing you can do today is to get your free, simple, non-invasive NHS blood pressure check at one of our pharmacies.
 - 4.2 million adults in England don't know they have high blood pressure. It can pose significant health risks but is highly treatable. If you're aged 40+, you can get a free, simple, non-invasive NHS blood pressure check at one of our pharmacies without needing to book.
 - If you're over 40, you could be one of millions with high blood pressure without knowing it. It can pose significant health risks but is highly treatable. The best thing you can do today is to get your free NHS blood pressure check at one of our pharmacies.
- High blood pressure can have no symptoms, and if left untreated, it can significantly increase your risk of a fatal heart attack, stroke and dementia. However, once diagnosed, high blood pressure can be effectively managed with prescription drugs and lifestyle changes, giving people the chance for a longer, healthier life. Find a pharmacy that offers free NHS blood pressure checks by clicking here: qrco.de/beni0T
 - You could be one of millions living with high blood pressure without knowing it. 4.2 million people in the UK live with undiagnosed high blood pressure. However, the good news is that it can often be prevented or reduced by eating healthily, maintaining a healthy weight, taking regular exercise, drinking alcohol in moderation, and not smoking. Find a pharmacy that offers free NHS blood pressure checks by clicking here: qrco.de/beni0T
 - 4.2 million adults in England are living with undiagnosed high blood pressure. Left untreated, it can significantly increase your risk of a fatal heart attack, stroke and dementia. If you're aged 40 and over, you can get a free blood pressure check at a local pharmacy. To find a pharmacy that offers free blood pressure checks near you, without needing to book, click here: qrco.de/beni0T
 - Did you know that high blood pressure usually has no symptoms? You could be one of millions living with high blood pressure without knowing it. Left untreated, high blood pressure can significantly increase your risk of a fatal heart attack, stroke and dementia. The only way to know if you have high blood pressure is to get a blood pressure test. To find a pharmacy that offers free blood pressure checks near you, without needing to book, click here: qrco.de/beni0T
 - Cardiovascular disease (CVD) causes 1 in 4 deaths in England – around one death every four minutes – and high blood pressure is the largest known single modifiable risk factor. High blood pressure is easily treated, so getting it checked could save your life. If you're aged 40 and over, you can get a free blood pressure check at a local pharmacy without needing to book. To find a pharmacy that offers free blood pressure checks near you, click here: qrco.de/beni0T

Key messaging

These key messages can be routinely communicated from Monday 11 March to support the campaign and encourage those at risk to get a free NHS blood pressure check at your pharmacy.

- High blood pressure usually **has no symptoms**.
- You could be **one of millions** living with high blood pressure without knowing it.
- An estimated **4.2 million adults in England** currently have undiagnosed high blood pressure.
- Left untreated, high blood pressure can significantly increase your risk of a **fatal heart attack, stroke and dementia**.
- **The only way to know** if you have high blood pressure is to **get a blood pressure test**.
 - It's a free, simple and non-invasive procedure conducted in privacy at your local pharmacy, and you don't need to book in advance.
- **If you're aged 40 and over, you can get a free blood pressure check at a local pharmacy unless you've already been diagnosed with high blood pressure** or a doctor, nurse or pharmacist has checked your blood pressure in the past 6 months.
- High blood pressure can often be **prevented or reduced** by eating healthily, maintaining a healthy weight, taking regular exercise, drinking alcohol in moderation, and not smoking.
- **Even if your blood pressure is high**, then there are things you can do to treat it with medication and/or lifestyle changes.

Calls to action

- Get your blood pressure check for free here today.
- Find a pharmacy that offers free blood pressure checks near you by searching "pharmacy blood pressure check".
- [NHS pharmacy location tool](#)

NHS key links

- Campaign will drive to this NHS page:
 - https://www.nhs.uk/nhs-services/pharmacies/find-a-pharmacy-that-offers-free-blood-pressure-checks/?WT.mc_ID=BPLookupPartners
- Other useful NHS pages for info:
 - <https://www.nhs.uk/conditions/high-blood-pressure-hypertension/>
 - <https://www.nhs.uk/conditions/cardiovascular-disease/>
 - <https://www.nhs.uk/health-assessment-tools/check-your-blood-pressure-reading>

Facts and stats

High blood pressure/CVD

- High blood pressure (hypertension) is the largest single known risk factor for CVD.
- An estimated 32% of adults have high blood pressure.
- The prevalence of the condition increases with age from 9% of adults aged 16 to 44 to 60% of adults aged 65 and over.
- However, as the condition rarely has noticeable symptoms, it is estimated that 3 in 10 of the estimated 32% of adults with hypertension remain undiagnosed, equating to approximately 4.2 million adults walking around with undiagnosed hypertension in England, and at high risk of a CVD event.
- Left untreated, high blood pressure puts extra strain on your blood vessels, heart, and other organs. Persistent high blood pressure can increase your risk of a number of serious and potentially life-threatening health conditions, such as heart attacks, stroke, and dementia.
- Once diagnosed, high blood pressure can be effectively managed with lifestyle health behaviour changes and prescription drugs.

Blood pressure testing

- In October 2021, [free blood pressure checking](#) started being offered in community pharmacies, with over 6,000 community pharmacies supporting the identification and prevention of cardiovascular disease. This service currently delivers up to 120,000 checks per month 1,440,000 annually.
- In November 2023, additional funding was allocated to this service to deliver a further 2.5 million blood pressure checks in community pharmacy to support ongoing monitoring in partnership with GP practices (subject to consultation).

Risk factors

- It's not always clear what causes high blood pressure, but there are things that can increase your risk. You might be more at risk if you:
 - are over 55 years old
 - are overweight
 - do not do enough exercise
 - drink too much alcohol
 - drink too much coffee (or other caffeine-based drinks)
 - eat too much salt and do not eat enough fruit and vegetables
 - smoke
 - have a lot of stress
 - have a relative with high blood pressure
 - live in a deprived area.

Long and short copy

High blood pressure/CVD

Please use the below as examples of long and short copy in your communications for the launch of the 'Get your blood pressure checked' campaign on Monday 11 March. This copy could be used in materials such as emails, websites, e-bulletins or newsletters.

Embargoed until 00:01 11 March

Long copy

We are partnering with the Department of Health and Social Care and the NHS on a new campaign encouraging all adults aged 40 and over who are eligible to get a blood pressure check for free at any of our pharmacies.

Cardiovascular disease (CVD) is the second biggest killer in England, causing a quarter of all deaths – around one death every four minutes – and since the pandemic, deaths from CVD have been increasing. Yet many of these deaths are preventable because it can be easily managed.

Hypertension or high blood pressure, the biggest risk factor in CVD, is often undiagnosed as it can have no symptoms. It is estimated that there are 4.2 million people in England who are currently walking around with undiagnosed hypertension.

The only way to know if you have high blood pressure is to get a blood pressure test, which is a free, simple, non-invasive procedure and can be completed in a private space at our pharmacies. Once diagnosed, it can be easily treated with prescription medicine, lifestyle changes such as exercise and diet or reducing alcohol and smoking.

Find a pharmacy that offers free blood pressure checks near you by searching "pharmacy blood pressure check" or clicking here: [NHS pharmacy location tool](#).

Short copy

We're partnering with the Department of Health and Social Care and the NHS on a new campaign urging eligible adults aged 40 and over to get a free blood pressure check at our pharmacies.

High blood pressure is responsible for 1 in 4 deaths in England; it can have no symptoms but it can be easily treated. An estimated 4.2 million people in England are unaware they have it.

If you're aged 40 or over, you can get a free, simple, and non-invasive NHS blood pressure check at a local participating pharmacy, find one near you by [clicking here](#).



See your
pharmacist

Help us
help you