
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 partners.

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 people to get a free blood pressure check?

- What this Toolkit contains:

### Print Assets

- Download and print and place around your centres or stores.

### Digital Assets

- Use these across your digital screens, social media channels and email newsletters.

### Social Support

- Please share the TV ad and posts from the Department of Health and Social Care accounts below; these will be going live on 11 of March.
- We have also provided example social copy which you can use and adapt for your channels and audiences.

### Key Messaging

- Please use the key messaging across any communications you wish to publish to support the campaign.

## 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 the 11th 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.

Scan the QR code here to find a pharmacy that offers free blood pressure checks.



## Facts & Stats

- We have provided these so that you can pick areas that are particularly relevant to your audiences and channels and create bespoke communications in support of the campaign and service.

## Long & Short Copy

- This copy again can be adapted for your channels and used across websites, e-bulletins, internal comms, B2B comms or newsletters.
- Download resources such as print assets, 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 people who are 40+ to get a free blood pressure check – see the next 2 pages for more details.



## Print assets

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



### 1x A5 counter card

To be placed on your counter in a prominent position, so patients can see it. This is editable and you will be able to place your logo in the space provided.



### 1x poster

To be displayed in an area of high visibility. This is editable and you will be able to place your logo in the space provided.



### 1x wallet card

To be handed out to raise awareness of the free NHS blood pressure checks.



## Digital assets

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



### 1x digital screen asset in 16x9 and 9x16

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



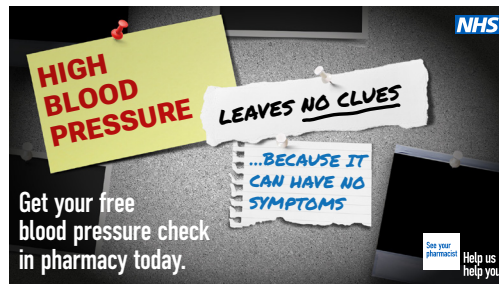
### 1 x email signature

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 campaign, which could save lives. Over 40? Click here: [qrco.de/ben10T](#) to find your nearest pharmacy.
- 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+, click here: [qrco.de/ben10T](#) to find a local pharmacy offering a free blood pressure check, 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. To find a local pharmacy offering a free blood pressure check, without needing to book, click here: [qrco.de/ben10T](#)

### Facebook and Instagram

- 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/ben10T](#)

- 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/ben10T](#)
- 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/ben10T](#)
- 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/ben10T](#)
- 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/ben10T](#)

## 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 in 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 checked for free in pharmacy 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](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 supporting 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 their nearest pharmacy.

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.

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. Yet many of these deaths are preventable because it can be easily managed.

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 a participating pharmacy. 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 supporting 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 their nearest pharmacy.

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 and the only way to know is to get a blood pressure check.

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