

Chest
Heart &
Stroke

'Your Number's Up' NICHS Blood Pressure Campaign

Communications Toolkit
May-June 2023

HER
NUMBER'S **UP.**

1 in 2 heart attacks &
strokes are linked to
high blood pressure.

**Check your blood
pressure** to know
your numbers.

VISIT [NICHS.ORG.UK](https://www.nichs.org.uk)

150/95

Chest
Heart &
Stroke

Supported by
MACE



Campaign Purpose

This is a prevention focused campaign aiming to raise awareness of:

- High blood pressure
- The importance of knowing your blood pressure numbers
- The importance of getting your blood pressure checked to reduce your risk of having a stroke or heart attack
- High blood pressure's link to heart attacks and strokes
- Encourage people to get their blood pressure checked as a result of seeing the campaign

Our campaign creative features hard-hitting imagery and messaging to capture attentions and encourage people to take action and get their blood pressure checked.

With this campaign we can make a difference to people's lives and hopefully help them to avoid having a potential stroke, heart attack or other illnesses.

Who should I share these messages with?

Our aim is to increase community awareness and detection rates of high blood pressure and to encourage people to get checked and access treatment if necessary.

In general, our target audience is anyone over the age of 45, however males over 45 are a key focus. As part of the campaign activities we will also be targeting areas of deprivation.



However, anyone, young or old, can have high blood pressure so please share the message far and wide as anyone of us could be affected.





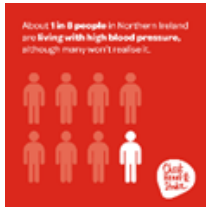
Communications Toolkit




This document provides an overview of the 'Your Number's Up' Blood Pressure campaign to act as an aid to help those managing relevant social media accounts to share this message with their followers.

Please see the Campaign Assets Library to download the ready-to-use social media images/videos to accompany the posts. Alternatively, create something bespoke to your own social media channels.



Posts for Facebook/Instagram/LinkedIn






Suggested Text	Suggested Media
<p>Is Your Number Up? Did you know 1 in 2 heart attacks & strokes are linked to high blood pressure?</p> <p>High blood pressure often has no visible signs or symptoms. It is therefore important to get your blood pressure checked, get treatment if necessary, and change your lifestyle if your blood pressure numbers are high.</p> <p>Check your blood pressure to know your numbers.</p> <p>To find out more about high blood pressure and how you can get yours checked to find out if your number's up, go to www.nichs.org.uk/highbloodpressure</p>	
<p>Is Your Number Up? We're raising awareness of the importance of getting your blood pressure checked.</p> <p>High Blood Pressure has no symptoms so the only way to know if you have it is to get checked.</p> <p>To find out more about high blood pressure and how you can get yours checked to find out if your number's up, go to www.nichs.org.uk/highbloodpressure</p>	

Suggested Text	Suggested Media
<p>1 in 2 heart attacks & strokes are linked to high blood pressure. High blood pressure often has no symptoms. Get yours checked, and get treatment & change your lifestyle if it is high. Learn more: www.nichs.org.uk/highbloodpressure</p>	
<p>Belfast based Community Pharmacist Cliff McElhinney explains everything you need to know about high blood pressure. Knowing your blood pressure numbers is vital, but the only way to know if yours is up is to have it checked! Find out more at www.nichs.org.uk/highbloodpressure</p>	
<p>If your blood pressure is consistently higher than 140/90mmHg then you may have high blood pressure, which is medically known as hypertension. High blood pressure can lead to an increased risk of heart disease and strokes. Find out more at www.nichs.org.uk/highbloodpressure</p>	
<p>6 out of 10 strokes could be prevented by leading a healthy lifestyle & managing high blood pressure! Top Tips for a Healthy Blood Pressure include:</p> <ol style="list-style-type: none"> 1. Reduce Salt Intake 2. Be More Active 3. Maintain a Healthy Weight 4. Limit Alcohol Intake 5. Increase Fruit and Vegetable Consumption <p>Find out more at www.nichs.org.uk/highbloodpressure</p>	
<p>1 in 8 people in NI are living with high blood pressure though many don't know it. Could you be one of them? High blood pressure often has no signs or symptoms - so the only way to know if your number is up is to get checked. Find out more at www.nichs.org.uk/highbloodpressure</p>	

Suggested Text	Suggested Media
<p>Do you know where you can get your blood pressure checked?</p> <ul style="list-style-type: none"> - with your GP - at your local pharmacy - by buying a blood pressure machine for home monitoring - with local charity Northern Ireland Chest Heart and Stroke <p>High blood pressure rarely has any signs or symptoms, so the only way to know if you have it is to get checked.</p> <p>Find out more at www.nichs.org.uk/highbloodpressure</p>	
<p>Over 280,000 people in NI have been diagnosed with high blood pressure but another 120,000 more are undiagnosed!</p> <p>High blood pressure rarely has any signs or symptoms, so the only way to know if you have it is to get checked.</p> <p>Find out more at www.nichs.org.uk/highbloodpressure</p>	
<p>What causes high blood pressure?</p> <p>Lifestyle choices such as alcohol consumption, smoking or not exercising enough can cause high blood pressure.</p> <p>However, there are also some things that put us at higher risk that we can't control – including our age, ethnicity, genetics and gender.</p> <p>For more info go to www.nichs.org.uk/highbloodpressure</p>	



Posts for Twitter

Suggested Text	Suggested Media
<p>Is Your Number Up? 1 in 2 heart attacks & strokes are linked to high blood pressure. High blood pressure often has no symptoms. Get yours checked, and get treatment & change your lifestyle if it is high. Learn more: www.nichs.org.uk/highbloodpressure</p>	
<p>Is Your Number Up? High Blood Pressure has no symptoms so the only way to know if you have it is to get checked. To find out more and how you can get yours checked go to www.nichs.org.uk/highbloodpressure</p>	
<p>1 in 2 heart attacks & strokes are linked to high blood pressure. High blood pressure often has no symptoms. Get yours checked, and get treatment & change your lifestyle if it is high. Learn more: www.nichs.org.uk/highbloodpressure</p>	
<p>Community Pharmacist Cliff McElhinney explains everything you need to know about high blood pressure. Knowing your blood pressure numbers is vital, but the only way to know if yours is up is to have it checked! Learn more at www.nichs.org.uk/highbloodpressure</p>	
<p>If your blood pressure is consistently higher than 140/90mmHg then you may have high blood pressure, which is medically known as hypertension. High blood pressure can lead to an increased risk of heart disease and strokes. Learn more: www.nichs.org.uk/highbloodpressure</p>	



Suggested Text	Suggested Media
<p>6 out of 10 strokes could be prevented by leading a healthy lifestyle & managing high blood pressure:</p> <ol style="list-style-type: none"> 1. Reduce Salt Intake 2. Be More Active 3. Maintain a Healthy Weight 4. Limit Alcohol Intake 5. Increase Fruit & Veg Consumption <p>Learn more: www.nichs.org.uk/highbloodpressure</p>	
<p>1 in 8 people in NI are living with high blood pressure though many don't know it. Could you be one of them?</p> <p>High blood pressure often has no signs or symptoms - so the only way to know if your number is up is to get checked.</p> <p>Learn more: www.nichs.org.uk/highbloodpressure</p>	
<p>Where can you get your blood pressure checked?</p> <ul style="list-style-type: none"> - with your GP - at your local pharmacy - using a home monitor - with @nichstweet <p>High blood pressure rarely has any symptoms, so they only way to know if you have it is to get checked.</p> <p>Learn more: www.nichs.org.uk/highbloodpressure</p>	
<p>280,317 people in NI have been diagnosed with high blood pressure but many more are undiagnosed.</p> <p>High blood pressure rarely has any signs or symptoms, so they only way to know if you have it is to get checked.</p> <p>Learn more: www.nichs.org.uk/highbloodpressure</p>	
<p>What causes high blood pressure?</p> <p>Lifestyle factors like diet, smoking or inactivity can affect blood pressure. There are also unmodifiable factors that increase risk – including age, ethnicity, genetics & gender.</p> <p>Learn more: www.nichs.org.uk/highbloodpressure</p>	

Let your audience know about our free initiatives

As part of our blood pressure campaign, we will be hosting free blood pressure checks, supported by our corporate partner MACE NI, in their participating stores and other locations across NI. We will also be hosting a free Online Blood Pressure Advice Session via Zoom for the public who want to find out more information about preventing, detecting, and managing high blood pressure to reduce the risk of having a stroke or heart attack. Participants will be able to submit their blood pressure questions for our panel of expert clinicians and health professionals to answer on the day.

Suggested Text	Suggested Media
<p>Get a FREE Blood Pressure Check with local charity Northern Ireland Chest Heart and Stroke, supported by MACE NI, in participating MACE NI stores and other locations across NI in May & June.</p> <p>To see the full list of dates and locations & find out more info about blood pressure visit www.nichs.org.uk/highbloodpressure</p> <p>Further dates to be announced – for updates, visit NICHS’s social media channels.</p>	
<p>Northern Ireland Chest Heart and Stroke are hosting a live blood pressure advice session online for the public who want to find out more about high blood pressure to reduce the risk of having a stroke or heart attack.</p> <p>This advice session will allow you to submit your blood pressure questions for a panel expert clinicians and health professionals to answer on the day.</p> <p>Date & Time: Thursday 1st June, 2023, 1pm – 2pm</p> <p>To book your place at the session, click on the following link and enter code BP23: book.wellcheck.nichs.org.uk</p>	

Posts for Twitter

Suggested Text	Suggested Media
<p>@nichstweet will be hosting FREE blood pressure checks in participating MACE NI stores and other locations across NI in May & June.</p> <p>See the list of dates & locations at www.nichs.org.uk/highbloodpressure with further dates to be announced.</p>	
<p>@nichstweet are hosting a free Online Blood Pressure Advice Session on 1st June, 1pm – 2pm.</p> <p>Attendees can submit their questions about blood pressure for expert clinicians & health professionals to answer on the day.</p> <p>To book go to book.wellcheck.nichs.org.uk & enter code BP23</p>	

Campaign Assets Library

Video Content

We have created an FAQ video in which local pharmacist Cliff McElhinney explains everything you need to know about high blood pressure.

[Click to Access the video.](#)

Social Media Graphics

[Click Here to download the campaign social media graphics.](#)

Email Signature

Click below to download the campaign email signatures.

[Download High Blood Pressure Email Signature - MAN](#)

[Download High Blood Pressure Email Signature - WOMAN](#)

One Stop Shop Webpage

[Click Here to visit the High Blood Pressure webpage](#) where you will find information on what high blood pressure is, how it is measured, and how individuals can get checked.

Press Release

[Click here to see the official media release for the campaign](#) which we would appreciate if you could share on your website, internal channels or social media.

Thank you for supporting our campaign!

To help monitor the effectiveness of the campaign please use one or more of the following official hashtags when posting: #YourNumbersUpNI #highbloodpressureNI

Almost 90% of our care and prevention services and research are funded exclusively by public donations.

Find out how you can support us at www.nichs.org.uk

Follow us:

Facebook: www.facebook.com/NorthernIrelandChestHeartandStroke

Twitter: [@nichstweet](https://twitter.com/nichstweet)

Instagram: [@nichestheartandstroke](https://www.instagram.com/nichestheartandstroke)

Linkedin: www.linkedin.com/company/nichs

TikTok: [@nichestheartandstroke](https://www.tiktok.com/@nichestheartandstroke)

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