



## Pharmacy Campaign Guidance – Heart Age

Pharmacies across the South coming together to make a difference

### A step-by-step guide to running your public health campaign

We are pleased to announce the next contractual Community Pharmacy public health campaign of 2018-19 is the Heart Age campaign launching on **Tuesday 4<sup>th</sup> September until Friday 28<sup>th</sup> September**. This guidance is sent to you via your Pharmacy Contract Manager it is not meant for circulation. **Please note the campaign is embargoed until 4<sup>th</sup> September 2018.**

**STEP 1:** Read these instructions carefully and familiarise yourself with the campaign.

**STEP 2:** Look out for your pack in the post: it will include posters and leaflets for display.

**STEP 3:** Display posters and leaflets and make a record of conversations on your crib sheet.

**STEP 4:** Share stories for press and social media to celebrate your work.

**STEP 5:** Submit evaluation forms within 2 weeks of the campaign end.

**STEP 1:** The aim of the campaign is to encourage adults to be aware of their heart health and reduce their risk of heart attack and stroke throughout September 2018.

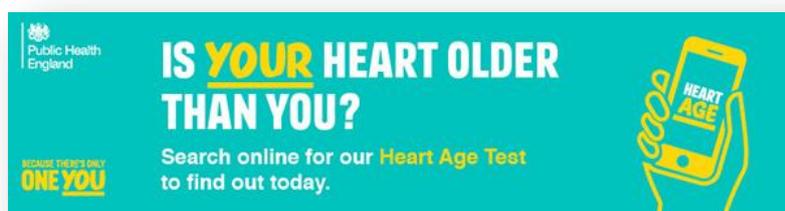
- There are currently about 2.6 million people in the UK living with Coronary Heart Disease (CHD)
- One in 10 men aged 50 have a heart age that's 10 years older than their actual age
- 7,400 people in the UK die each month from heart disease or stroke. A quarter of these occur in people under the age of 75, and many are preventable

The Heart Age Test gives anyone aged over 30 an immediate assessment of their potential risk of heart attack and stroke, and offers advice about what people can do to reduce it. It also demonstrates how much you can lower your heart age by, for example, stopping smoking.

Please see attached the briefing sheet for further information and log on to the Campaign Resource Centre - [www.campaignresources.phe.gov.uk](http://www.campaignresources.phe.gov.uk) . It's free and takes two minutes to register.

**STEP 2:** Your campaign packs will include **2x posters and 25 x leaflets** to display in your pharmacy. The expected delivery date will be confirmed in August.

**Distance Selling Pharmacies:** You are able to **embed** the Heart Age tool on to your website. This can be done through downloading the embeddable link from the Campaign Resource Centre. Also please use the following graphic as an email signature for the duration of the campaign and access the Campaign Resource Centre for more digital assets.



### STEP 3:

At the end of the campaign, you will be asked the following questions so it may be useful to **PRINT** out and keep a tally on the attached monitoring sheet.

- Total number of conversations regarding the campaign that occurred within the pharmacy.
- How many conversations about the campaign occurred during a MUR or NMS consultation and,
- How many patients as a result of your conversations about the campaign were referred to the GP for further consultation?

Please **DO NOT** submit the monitoring sheet to NHS England on the close of the campaign. Only the return of campaign evaluations via Pharma outcomes or NHS Survey will be accepted as proof of participation. These details will follow in due course.

### STEP 4:

Celebrating your work is important. If you or your team have any good news stories to share please tell us as soon as it happens via [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk) and your local NHS England Team at [england.wessexpharmacy@nhs.net](mailto:england.wessexpharmacy@nhs.net) . The twitter hashtag for this campaign is #heartage

### STEP 5:

You will receive campaign evaluation instructions direct from your NHS England Team, who is collecting them via Pharmacy Outcomes. The evaluation submissions deadline is **12<sup>th</sup> October 2018**. Submissions will be evaluated from every pharmacy across the South of England and the findings and best practice shared.

### Key information:

- Pharmacy campaign starts on Tuesday 4<sup>th</sup> September and ends on Friday 28<sup>th</sup> September 2018
- Evaluation submissions by 12<sup>th</sup> October 2018

If you have NOT received your resource pack by the **1<sup>st</sup> September** please email [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk) stating HeartAgecampaign resources NOT received in the subject bar and providing your pharmacy name, F-code, pharmacy address and postcode please cc to your local NHS England Team at [england.wessexpharmacy@nhs.net](mailto:england.wessexpharmacy@nhs.net) .

### Attachments:

- Monitoring sheet
- Heart Age briefing.

For further information please contact your local NHS England Team at [england.wessexpharmacy@nhs.net](mailto:england.wessexpharmacy@nhs.net)

Thank you for your support delivering community pharmacy public health campaigns. We really enjoying seeing pictures of the campaign. We would love to hear from you, so please send them to your local pharmacy team or include them in the evaluation or email [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk)

***Please note this campaign is embargoed until the 4<sup>th</sup> September please do not publish or broadcast before that date. Thank you***