



Hertfordshire and
West Essex Integrated
Care System



Hertfordshire and
West Essex
Integrated Care Board

High blood pressure public information campaign

Draft creative concepts

Working together
for a healthier future



Introduction

High blood pressure (sometimes called 'hypertension') rarely has noticeable symptoms.

Around a third of adults in the UK have high blood pressure, but many will not realise it.

Our data shows that there are likely to be thousands of people living in Hertfordshire and west Essex who have high blood pressure, but have not had it diagnosed.

If left untreated, high blood pressure greatly increases your risk of serious problems such as heart attacks and strokes.

The only way to find out if you have high blood pressure is to have your blood pressure checked. Getting this done is easy and could save your life.

Your local pharmacy can check your blood pressure, or you can check yourself at home if you have a monitor.

We want to encourage as many people aged 40+ who haven't their blood pressure checked in the past 5 years, to come forward and have it checked.



Our plans

We want to run a public information campaign in our area to inform people about the health issues that high blood pressure can cause and to encourage them to get their blood pressure checked.

We hope to start the campaign this spring.

We want our information to reach the people most at risk from high blood pressure and people who are not already having regular health checks.



Our audiences

As well as a general message for people aged 40 or more, our research suggests that our target audiences should be:

- People aged 50 and over
- People from African, Afro-Caribbean or South Asian heritage who may have high blood pressure at a younger age
- People who have more unhealthy lifestyles – who may be overweight, smoke or who drink alcohol

Research also suggests that many people who have high blood pressure consider themselves to be in good or excellent health.

We know that there are some places in Hertfordshire and west Essex where GP practices have fewer people with a recent blood pressure check on their records. These areas are:

Borehamwood, Bricket Wood, Broxbourne, Bushey, Cheshunt, Cuffley, Harlow, Hatfield, Hemel Hempstead, London Colney, Radlett, St Albans, Stevenage, Waltham Cross, Watford and Welwyn Garden City.



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Our ideas

We have started to develop our campaign ideas and would like to check these ideas with you and the people in your networks.

Please take a look at the draft designs on the following few pages and let us know what you think by completing the short survey at the end.

The photos and words used are not final, but are to give you an idea of how the campaign might look.

If you are part of an organisation which works with people who might be affected by this campaign, please share these designs with any colleagues and service users who might be interested.

We will consider everyone's feedback and use it to help further develop our campaign.

Thank you for sharing your views.



Idea 1

When it comes to high blood pressure, the difference between how we can feel on the outside and inside can be huge....

- Highlighting, through the headline, the contrast in the invisible risks of high blood pressure, inside and outside.
- Using red to reaffirm the danger in leaving your blood pressure unchecked.
- Using uplifting, relatable imagery for target audiences who don't believe they need to check their blood pressure because they are active or feel great.





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Invincible feeling



Invisible danger

High blood pressure has no symptoms,
but it can lead to **serious health problems**.
Take a sec to check.

Book your
test today.





Poster



Shopping centre screen



Hertfordshire and
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Facebook advert



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Idea 2

Unchecked high blood pressure can lead to serious health consequences which could curtail the life we expected to lead.

- Using the emotive driver of the possibility of missing out on making future memories with family, friends and loved ones.
- Greyed out photos hint towards someone 'missing' from precious future memories.
- Adaptable approach that allows for use of different demographics and scenarios to match our target audiences.





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Stay in the picture with one quick check.

High blood pressure can
lead to serious health issues.



Book your
test today.





Poster



Shopping centre screen



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Idea 3

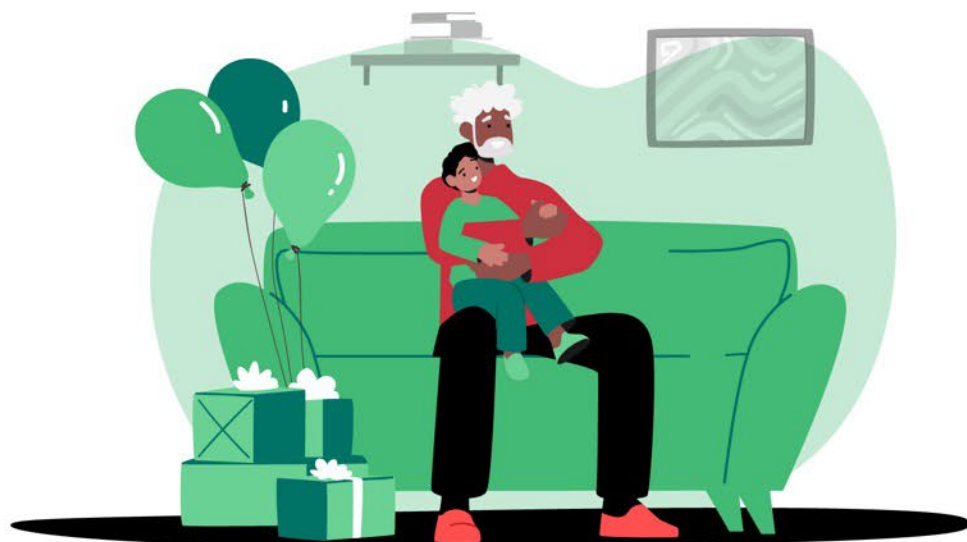
Similar people leading similar lives can see things take very different turns, depending on if they check their blood pressure or not.

- Using illustration to tell two different stories of two similar people.
- By splitting the visuals in two, we show the contrast of life as usual when blood pressure is checked and when it is left unchecked, leading to health issues.
- The colour red used to visually highlight the dangers of leaving blood pressure unchecked.



Richard, 53

Blood pressure checked ✓



Jude, 53

Blood pressure not checked ✗



High blood pressure is invisible.
Take a sec to check, **book** your test today.





Poster



Shopping centre screen

Facebook advert



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Tell us what you think

You've seen our ideas – now tell us what you think. Please complete the short survey at the link below before Friday 16 February.

Thank you in advance for your support.

[Complete the survey](#)



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