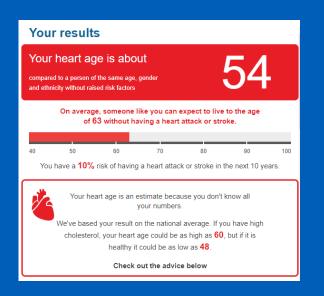


Heart Age test How to engage a mass audience

Heart Age results v1

- Complex results
- Roll down windows



What affects your heart age?



Smoking

I smoke less than 10 a day

Stopping smoking is the single biggest change you can make for your health. One year after stopping, your heart attack risk is half that of a smoker.

**You don't have to go cold turkey alone. There is a wealth of information and support to help you stop.

Get help with quitting



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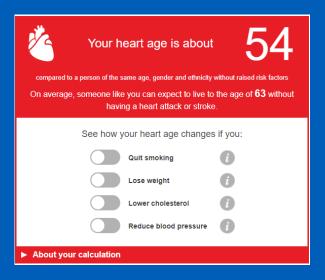
Get help NOW to stop smoking



Go to the Smokefree website for lots of help and advice

Heart Age v2

- Simplified results
- Toggles for 'what if?'
- Visible 'further info' options



What affects your heart age?



Smoking

I smoke less than 10 a day

Stopping smoking is the single biggest change you can make for your health. One year after stopping, your heart attack risk is half that of a smoker.

There is a wealth of information and support to help you stop.

Three options to help you quit smoking today



Six practical, quick and simple stepsto quit smoking now



Go to the Smokefree website for lots of help and advice



Take the British Heart Foundation's 10 minute challenge to quit smoking

Heart Age v3

Click through rate up to 13%



WHAT AFFECTS YOUR HEART AGE?

Smoking

You smoke less than 10 a day

Stopping smoking is the single biggest change you can make for your health. One year after stopping, your heart attack risk is half that of a smoker.

There is a wealth of information and support to help you stop.

We're here to help you quit smoking today



Take the British Heart Foundation's 10 minute challenge to quit smoking

MORE DETAILS



Find loads of practical, quick and free support to quit smoking now

MORE DETAILS

Engagement tips

- Reach non-health sites for mass penetration
- Press (local or national) engage with a decent story
 - NHS brand helps
 - -Present a package of options
 - Ensure follow-up articles

Reaching a mass audience quickly

- Embedded tool
 - MailOnline
 - Telegraph
- 1Million views
- 420,000 completed uses of tool that day



Engagement tips

- Videos / tool / graphics = greater engagement
- PHE, CCGs, Trusts
 - Short url (nhs.uk/myheartage)
 - -QR code for print ads, posters & flyers
- Embed, don't link
- Measure, so you can go back with findings

One more time...

- Non-health sites
- Videos / tool / graphics = greater engagement
- Always give more than 'Because NHS say so'
- Continue engagement with story 'package'
- Embed, don't link
- Measure, so you can go back with findings