



Stakeholder toolkit

for Councillors and
Members of Parliament

Campaign overview

Welcome to the "Take the Pressure Off" campaign, an initiative dedicated to raising awareness about the importance of regular blood pressure monitoring. In Somerset, we believe in taking proactive steps towards a healthier community, and this campaign is at the heart of that belief.

High blood pressure is often called the 'silent killer' because it usually has no symptoms but can lead to serious health conditions, including heart disease, stroke, and more. Our mission is to ensure that everyone, especially those over 40, understands the significance of this vital health indicator and has easy access to blood pressure checking facilities.

Join us in this crucial health movement. It's time to "Take the Pressure Off" and take control of your well-being.

In this pack, you will find some resources to help promote the campaign to your constituents. We would be hugely grateful if you could help to spread the word about the campaign, to help raise awareness of the importance of blood pressure testing to our communities across Somerset.

Thank you for your support.

If you need any other, additional resources - please get in touch with
Rosie Bennetts - rosie.bennetts@somerset.gov.uk
or Livvi Grant - olivia.grant8@nhs.net

In this pack:

In this pack, you will find:

- Copy for digital newsletters
- Social media graphics and copy
- Digital screens for computers/TVs
- Digital email signature

A pack will also be sent to you in the post. That will include:

- A5 flyers to promote library scheme
- A5 flyers to highlight importance
- Posters for display in your office and/or key community settings
- Promotional pens
- Promotional pin badges

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Promotional Copy

Please use this copy to promote the blood pressure event you are holding at your business, for example: company newsletters or via email to your staff.

Free blood pressure checks for staff

I am pleased to support the new campaign from NHS Somerset, together with Somerset Council's Public Health Team. The initiative, called 'Take the Pressure Off', aims to test the blood pressure of thousands of Somerset residents and increase awareness and early detection of high blood pressure.

High blood pressure is responsible for more than half of all strokes and heart attacks in the UK, and often presents as a silent sign of these potentially life-threatening conditions, so the importance of regular checks has never been more important.

1 in 3 adults in Somerset with high blood pressure don't know they have it. This campaign aims to encourage residents, particularly those aged 40+, to regularly check their blood pressure and take necessary steps towards managing their health.

Blood pressure testing only takes around one minute to do and can significantly alter the course of your health and may even save your life.

You can get your blood pressure tested at a number of places, including:

- at some pharmacies
- as part of your NHS Health Check
- at your GP surgery
- in some workplaces

You can also check your blood pressure yourself with a home blood pressure monitor, and these are available for free in libraries across Somerset. Find out more.

Resources to use

Digital screen graphics

Please use this digital graphic on any tv / computer / laptop screens you have within your business, to promote the blood pressure testing event you are hosting.



Email Signature

Please feel free to use our email signature to share the campaign and raise the awareness of the importance of knowing your blood pressure.



Social media

Copy

I am pleased to support the new campaign from NHS Somerset, together with Somerset Council's Public Health Team. 'Take the Pressure Off', aims to test the blood pressure of thousands of Somerset residents and increase awareness and early detection of high blood pressure.

High blood pressure often has no symptoms but can lead to serious issues if left unchecked. It only takes around one minute to check your blood pressure, and it can significantly alter the course of your health and may even save your life.

Find out more at <https://bit.ly/blood-pressure-somerset>



1 in 3 people with high blood pressure don't know it.

 [**DOWNLOAD**](#)

Get yours checked and at our FREE blood pressure testing event.

Thursday 25th April
10am - 1pm
In meeting rooms Quantock and Blackdown

 our
SOMERSET
Together we care



Somerset
Council

NHS
Somerset

proud to be part of

our
SOMERSET
Together we care