Heart Age test
How to engage a mass audience

Information and technology
for better health and care

Martin Moth
Health Tools Lead, NHS Choices
Heart Age results v1

- Complex results
- Roll down windows

Your results

Your heart age is about 54.
Compared to a person of the same age, gender and ethnicity without raised risk factors.

On average, someone like you can expect to live to the age of 63 without having a heart attack or stroke.

You have a 10% risk of having a heart attack or stroke in the next 10 years.

Your heart age is an estimate because you don't know all your numbers.
We've based your result on the national average. If you have high cholesterol, your heart age could be as high as 60, but if it is healthy it could be as low as 48.

Check out the advice below.

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

  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

Your heart age is about **54**

compared to a person of the same age, gender and ethnicity without raised risk factors

On average, someone like you can expect to live to the age of **63** without having a heart attack or stroke.

See how your heart age changes if you:

- [ ] Quit smoking
- [ ] Lose weight
- [ ] Lower cholesterol
- [ ] Reduce blood pressure

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 steps to 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
- 1 Million 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