

Heart Age test

How to engage a mass audience

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



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▼ 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**

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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 

► About your calculation

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%





YOUR HEART AGE IS **54**
ABOUT

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[About your calculation](#)

See how your heart age changes if you:

- Quit smoking** 
- Lose weight** 
- Lower cholesterol** 
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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

The screenshot shows the homepage of The Telegraph website. At the top, there is a navigation bar with links for Privacy and cookies, Jobs, Dating, Offers, Shop, Puzzles, Investor, Log in, Register, and Subscribe. The main header features the Telegraph logo and a search bar. Below the header is a secondary navigation bar with categories: Home, Video, News, World, Sport, Business, Money, Comment, Culture, Travel, Life, Women, Fashion, Luxury, Tech, Film, Politics, Investigations, Obits, Education, Science, Earth, Weather, Health, Royal, Celebrity, Defence, and Scotland. The main content area displays a news article titled "Official NHS calculator predicts when you will have a heart attack". The article text reads: "Take the test: New NHS tool estimates how long you will live until having a heart attack or stroke promises a 'wake-up call' to shock Britons into changing lifestyles". Below the text is a large image of a man in a light blue shirt and red tie, holding his chest as if in pain. The caption below the image states: "A man holds his chest as he suffers from a heart attack (posed by model) Photo: Alamy". The article is attributed to Laura Donnelly, Health Editor, and dated 10:00PM GMT 08 Mar 2015. On the right side of the page, there is a "Latest Video" section with six video thumbnails and their titles: "Large rat climbs on sleeping commuter", "Teen pepper-sprayed at Trump rally", "Disabled great-grandfather denied stairlift and forced to crawl", "Elderly wombat rescued after being attacked", "EgyptAir crew finally arrive in Cairo", and "Sponsored When media meets medicine". At the bottom right, there is a "Telegraph Money Services" section with a video thumbnail showing two women.

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