

Show Your Heart Some Love

Partner Communications Toolkit

Women in Buckinghamshire are being encouraged to take greater care in looking after their heart health as part of a new campaign, Love Your Heart Bucks.

Focusing on women, the initiative aims to draw attention to some startling facts around heart health in women and raise awareness of the signs and symptoms of a heart attack.

We're also encouraging women to check their blood pressure regularly, which they can do at one of our free health kiosks. They can also visit a local pressure station at one of the Love Your Heart Bucks pressure partners in the community or loan a free blood pressure kit from selected Buckinghamshire libraries.

Find out more information here: <https://www.buckinghamshire.gov.uk/campaign/love-your-heart-bucks/>

This toolkit aims to provide you with an array of assets and information required to support Show Your Heart Some Love – the female-focused part of the Love Your Heart Bucks campaign.

You can use the following materials to share the message in your own organisation:

- A 28 day heart health challenge Infographic –intended as a fun guide to encourage women to look after their hearts. It can be shared digitally, or you could print off copies for people to use.
- A4 Poster
- A5 Booklets
- Social media graphics – for use on your social media channels

Consider any newsletters, articles, social media posts, forums, meeting agendas, internal comms, staff health & wellbeing agendas, linking with other projects or workstreams.

Campaign web page: [Show your heart some love | Buckinghamshire Council](#)

Any questions, or for hard copies of materials please contact:
Rebecca.Kineen@buckinghamshire.gov.uk

Suggested newsletter article:

Health conditions affecting the heart and blood circulation, including heart disease and strokes, are one of the main causes of death and disability in the UK.

Coronary heart disease (CHD) kills more than twice as many women as breast cancer in the UK every year and 830,000 women in the UK are currently living with CHD.

Yet many women don't know what the symptoms of a heart attack are and can be misdiagnosed. That's why it's important to know your body, know the signs of heart disease, and live a healthy lifestyle to lower your risk of cardiovascular disease.

Have a FREE Health MOT at a Pump It Up Health Kiosk:

- Aylesbury Library
- High Wycombe Library
- Burnham Library
- Health on the High Street, Aylesbury
- for more details visit our [Love Your Heart Bucks page](#)

You can check your blood pressure using a Pump It Up loanable blood pressure kit from selected Buckinghamshire Libraries.

- Aylesbury Library
- High Wycombe Library
- Burnham Library
- Castlefield Library
- Chesham Library
- Micklefield Library
- for more details visit our [Love Your Heart Bucks page](#)

Check your blood pressure for free at a Pump It Up Pressure Station in the community. Visit the [Love Your Heart Bucks page for details of Pressure Partners across Buckinghamshire.](#)

Suggested social media posts:

Please be sure to tag in **@BucksCouncil** on any social media posts and use **#LoveYourHeartBucks** or **#Pumpitup**

Did you know? Heart disease kills more than twice as many women as breast cancer in the UK every year & can affect women of all ages and backgrounds. Learn how to love your heart & spread the word on how to spot the signs & prevent heart disease

www.buckinghamshire.gov.uk/campaign/women-love-your-heart-bucks

 #LoveYourHeartBucks

♥ Nothing beats a healthy heart so show it some love! Learn more about how to look after your heart, spot the signs & reduce the risk of heart disease! Head to www.buckinghamshire.gov.uk/campaign/women-love-your-heart-bucks

#LoveYourHeartBucks #PumpItUp

You love your family, friends, partner... but do you love your heart? Nothing beats a healthy heart so find advice & tips on what you can do, support available in Bucks to help you reduce the risks and how to spot the signs of heart disease:

www.buckinghamshire.gov.uk/campaign/women-love-your-heart-bucks

#LoveYourHeartBucks

We're supporting @BucksCouncil #LoveYourHeartBucks campaign to encourage women to show your heart some love. Find out the symptoms of a heart attack, how you can prevent heart disease and where to get your blood pressure checked for free:

<http://www.buckinghamshire.gov.uk/campaign/women-love-your-heart-bucks>

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#LoveYourHeartBucks #PumpItUp