

Heartburn Health Communications Toolkit

www.heartburnhealth.org

This toolkit is intended to provide Heartburn Health stakeholders with messaging they can use to share with their audiences and networks. The content of this toolkit has been reviewed by the Research Ethics Committee (REC Ref: 24/WM/0017) for dissemination. Therefore, the content of messages should not be edited in a way that changes their meaning. Minor edits to adjust messages to make content relevant to your community and locality are permitted.

Toolkit Contents:

1. A brief bulletin story (*less than 120 words*)
2. A longer news story for your website news pages/community newsletters
3. A short email to use with internal networks of partners explaining Heartburn Health
4. Short (X/WhatsApp) and long form social media messages for Facebook/community groups

Video:

In addition, the [New Heartburn Health video](#) can be found on YouTube, or at the Heartburn Health website <https://www.heartburnhealth.org/join-the-programme/>

(please get in touch with pippa.sargent@claremont.org.uk if you need the raw file).

Poster:

The attached digital poster with QR code links to the Heartburn Health join up page and can be used online or printed locally.

NOTE: This is a generic London-wide toolkit. A more tailored approach for areas or boroughs of London is possible – please get in touch to set up a call or brief video meeting to discuss.

1. Brief bulletin story template:

Heartburn Health

Heartburn affects up to **1 in 4 adults** in the UK.

The NHS and Cancer Research UK are supporting Heartburn Health, a research programme bringing together volunteers with heartburn, indigestion and acid reflux.

Heartburn Health is currently active in **London** inviting volunteers **aged 55 to 79 for men and 65 to 79 for women** who experience these symptoms to join the programme and be part of a national community of more than **120,000 people**.

Watch a short video explaining Heartburn Health:

<https://www.youtube.com/watch?v=2Z63cpdmvvo>

It takes only a few minutes to sign up [here](#) - or use the QR code below.

For more information, visit: www.heartburnhealth.org or follow and share updates on Facebook: <https://www.facebook.com/heartburnhealth>

2. Website news story template:

PIONEERING RESEARCH STUDY TO IMPROVE CARE OF HEARTBURN GOES LIVE

Date:

Heartburn Health, a national research programme to find ways to improve care for people with **heartburn, indigestion or acid reflux** is live in **London** and is looking for volunteers with these symptoms, **aged 55-79** to take part.

Supported by the **NHS and Cancer Research UK**, Heartburn Health is creating a **community of more than 120,000 people** who experience heartburn, indigestion or acid reflux. Taking part will help create a **dedicated national bioresource on heartburn and acid reflux** that will speed up research that aims to improve care, manage symptoms and the improve the overall health and wellbeing of people with these symptoms.

The Heartburn Health research team is asking **men aged 55 to 79 and women aged 65 to 79 who have acid reflux, indigestion or heartburn or take medication for these symptoms**, to spare a few minutes to self- enrol now, through the Heartburn Health website, by clicking this [this link](#).

Heartburn is extremely common, affecting up to 25% of adults in the UK according to Guts UK*. It is estimated that around 1 in 10 people with persistent heartburn will develop Barrett's Oesophagus, and between 3 and 13 in 100 of those will go on to develop oesophageal cancer- where cells in the food pipe start to grow abnormally – in their lifetime. **

According to analysis from Cancer Research UK*** there are around 9,300 new cases of oesophageal cancer in the UK every year.

It only takes **minutes to sign up to Heartburn Health** and by doing so, **participants will represent London** by being part of a unique national research programme to transform care for people with heartburn.

The information provided by volunteers will be used securely by approved researchers to answer important research questions.

How to get involved:

This research programme is open to **men aged 55 to 79 and women aged 65 to 79** who have regular symptoms of heartburn, acid reflux, or indigestion, or who regularly use medication to manage these symptoms.

You can enrol now online by clicking the link [here](#) to help improve the lives of people with heartburn, indigestion and acid reflux. You can also call **0808 281 4772 with any questions or support with signing up.**

If you receive a text message from 'NHSresearch', you can also click the link in the message to sign up.

Visit www.heartburnhealth.org for more information about the programme, including details of how to take part.

What are the benefits of enrolling?

Joining Heartburn Health will give you the chance to take part in ground-breaking research and make important discoveries about reflux and related health conditions, possible.

Who is involved:

Heartburn Health has been created by clinicians and researchers at the University of Cambridge and Queen Mary University of London. The NHS and Cancer Research UK are also supporting this research programme.

Data sources

* <https://gutscharity.org.uk/advice-and-information/symptoms/heartburn-and-reflux/>

**Action Against Heartburn, 2024. Heartburn & Cancer - Medical Background. [online] Available at: <https://www.actionagainstheartburn.org.uk/medical-background/> [Accessed 30 September 2024]

*** [https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/oesophageal-cancer#:~:text=Cases,4%25\)%20in%20the%20UK.](https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/oesophageal-cancer#:~:text=Cases,4%25)%20in%20the%20UK.)

3. Short email for internal networks template

Heartburn Health is a national NHS-supported research programme which aims to improve care for people with heartburn, indigestion, or acid reflux. It is currently active in **London** and is building a community of volunteers aged **55–79** who experience these symptoms (or take medication for them), to support research and improve future care.

We would be very grateful if you could help spread the word through your channels (e.g. email, newsletters, social media, community groups).

- People can sign up in just a few minutes here: www.heartburnhealth.org
- If someone receives a text message from 'NHSresearch', they can also click the link in the message to sign up


By joining, participants contribute to vital research and may be invited to take part in exciting research studies - including the **BEST4 Screening trial**, which focuses on early detection of oesophageal conditions.

- Watch a short video explaining Heartburn Health: <https://www.youtube.com/watch?v=2Z63cpdmvvo>
- For more information, visit: www.heartburnhealth.org
- Follow and share updates on Facebook: <https://www.facebook.com/heartburnhealth>


Thank you very much for your support in helping us reach people who could benefit from and contribute to this important research.


4. Social Media and Community Group messages:


Short form posts (e.g. X/Whatsapp) - (280 characters max)

#	Whatsapp/X short posts
1	 Heartburn Health Do you experience heartburn, indigestion, or acid reflux? If you are aged between 55-79, you can enrol in minutes at www.heartburnhealth.org

Longer form posts (e.g. Facebook)

#	Facebook/Instagram post text
1	 Heartburn Health Do you experience heartburn, indigestion, or acid reflux? A pioneering research programme, Heartburn Health is live now and is looking for volunteers ages 55-79 to help the NHS research these symptoms, which affect 1 in 4 adults in the UK and can lead to more serious conditions, such as cancer. Watch this short film to find out more If you live in the UK and have these symptoms, enrolling takes minutes by visiting www.heartburnhealth.org . Heartburn Health aims to speed up research into solutions for people with heartburn, indigestion and acid reflux. Please enrol to make your health data matter and help improve the lives of people with heartburn, indigestion and acid reflux.

#	Direct to participants platforms – longer form
1	 Heartburn Health We are supporting Heartburn Health, a pioneering research programme that is finding ways to improve care for people heartburn, indigestion and acid reflux. Signing up to Heartburn Health takes minutes and will give you the chance to take part in further research studies. The programme is looking for at least 120,000 volunteers aged 55-79, who live in the UK and experience these symptoms. Enrol by visiting www.heartburnhealth.org to make your health data matter and help improve the lives of people with heartburn, indigestion and acid reflux. Watch this video to find out more.

#	OPT OUT message for community groups and potential participants (general message, not directly to participants)
1	 <p>If you requested the National Data Opt-Out, you will not receive a text message. If you do not want to be invited to Heartburn Health specifically, please let NHS DigiTrials know by completing this online form: https://digital.nhs.uk/services/nhs-digitrials/recruitmentservice/heartburn-health-programme-opt-out/how-to-opt-out-of-theheartburn-health-programme</p> <p>Or alternatively call: 0300 303567</p>

ENDS