



Support for launch and mobilisation of campaign locally

The LMHM team is asking Local Authority teams to provide practical support to the upcoming blood pressure campaign launching on 2 November 2026. This city-wide partnership is about mobilising London to improve the CVRM health of residents and save lives, particularly for those who face the greatest health inequalities.

Local authority public health teams are asked to ensure that the following tasks are completed locally:

- ensure your communications lead/team knows that London Million Hearts and Minds will be launching a campaign expected to start on **2 Nov** urging people over 40 to get their blood pressure checked, and that **it is a priority** for your borough.
- ensure your communications lead/team has access to **CVD stats and local information** for how, where and when **people can get their blood pressure checked in your borough**, to maximise the relevance of the local media and social media messaging they send out, and increase uptake of checks by your residents.
- contact **community and faith leaders** (suggested text below), to raise awareness of the campaign and ask for their support, particularly with case studies.
- share the link to an embargoed toolkit with your communications lead/team (the toolkit should be published in **w/c 19 Oct or w/c 26 Oct**) ahead of the launch of the campaign which is anticipated to start **w/c 2 Nov**.
- ensure your borough promotes the campaign to your residents from the day of launch, by using **all your channels and networks** and, ideally, **creating content or repurposing existing content** on blood pressure, including case studies, short films, blogs and vlogs, to amplify its potentially lifesaving messaging, including in diverse languages.
- ensure **the link to the toolkit is shared with community and faith leaders** in your borough once it is no longer under embargo to enable them to promote the importance of blood pressure checks to their communities.

- do **everything you can personally** and as an organisation to support the campaign, including by using the attached talking points.

Please amend the text below as feels best for your audiences.

The team would be very grateful to hear from you

- if this cascade will be possible
- if so, when it has been completed.

Please email the team directly: rf-tr.admin.londonmillionhearts@nhs.net

Audience: Local people and communities

Subject line: request for your assistance with life-saving campaign

Dear colleagues/community and faith leaders/friends,

Sharing people's stories to help save lives

A Londoner dies every 40 minutes from a heart attack or stroke and thousands of survivors every year have life-changing disabilities.

Yet most heart attacks and strokes are preventable.

The London Million Hearts and Minds Challenge is a city-wide partnership working to improve Londoners' heart health. This autumn it is starting a campaign to increase the number of Londoners over 40 having free blood pressure checks.

About half of all hearts attacks and strokes are linked to high blood pressure. Black and South Asian people over 40 and people who work in flexible, temporary and self-employed jobs are at greatest of having undetected high blood pressure.

London Million Hearts and Minds is asking us to share with them **short films of people aged 40 or over who found they had high blood pressure in the last two years**. Hearing from someone who has had their check and found a problem could make a real difference, particularly to people who have concerns or keep putting it off.

The campaign team would very much appreciate receiving **short film clips in the diverse languages of London's communities**, in addition to film clips in English.

To find out more, and support someone to share their story, please see the London Million Hearts and Minds case study guidance and consent form. [London Million Hearts and Minds guidance and consent form](#).

Do let me know if you are putting forward a story for London Million Hearts and Minds and we will promote it locally.

We will also share with you more information about the London Million Hearts and Minds' campaign, including social media assets, which will enable you to promote the campaign to your communities. We hope this will save lives.

Kind regards

DPH

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LMHM key messages and talking points

Top lines

- Heart attacks and strokes cause one in four deaths in London and leave thousands of Londoners with life-changing disabilities every year.
OR (either is valid)
- A Londoner dies every 40 minutes from a heart attack or stroke and thousands of survivors every year are left with life-changing disabilities.
- The good news is seven in 10 heart attacks and strokes are preventable.
- An unprecedented NHS-led city-wide partnership, the London Million Hearts and Minds Challenge, is taking city-wide action on heart health – inspiring Londoners, saving lives, and reducing inequalities.

High blood pressure

- About half of heart attacks and strokes are linked to high blood pressure.
- Around 560,000 Londoners have high blood pressure right now without knowing it.
- Two groups are at higher risk of undiagnosed high blood pressure:
 - people aged 40+ of Black and South Asian heritage
 - people who work in temporary jobs or are self-employed.
- Detecting high blood pressure is easy and taking action to bring it down is one of the best ways to prevent a heart attack or stroke.

Campaign

- The London Million Hearts and Minds Challenge is launching a public campaign this autumn to increase the number of Londoners having blood

pressure checks.

- If you are over 40, ask your local pharmacy about getting a free blood pressure check.

Getting involved

- Everyone is encouraged to be part of the Challenge. We can save lives together.
- Small changes to what we eat, how we deal with stress and how active we are, alongside quitting smoking and cutting back on alcohol, can make huge differences to our health.
- Transforming our heart health will also dramatically improve our kidney health and reduce our risk of diabetes: they are all interlinked.
- Success will help build a healthier, fairer city for all, so every Londoner, no matter who they are or where they live, has the chance to live a longer, healthier, and more active life.

London Million Hearts and Minds Challenge

- Partners in the London Million Hearts and Minds Challenge include communities, the **NHS**, the Mayor of London, Directors of Public Health and their teams in London boroughs, GPs, pharmacies, employers, businesses, charities, sports groups, faith groups, universities and individual Londoners who are passionate about improving health and wellbeing.
- Employers can sign up to Million Hearts and Minds to support their workforce
- How-to guides written by Londoners offer advice for community leaders and individuals on improving heart health.

More information

To find out more, visit the London Million Hearts and Minds website

www.millionheartsandminds.co.uk – expected to go live w/c 19 or 26 Oct 2026].