

Don't dismiss  
the early signs  
of a heart attack

A squeezing  
across the chest

A feeling  
of unease

Asif  
Heart attack survivor

It's never too early to  
call 999 and describe  
your symptoms.

Visit [nhs.uk/heartattack](https://www.nhs.uk/heartattack)  
for more information.



North London  
Cardiac Operational Delivery Network



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# Heart Attack Symptoms Awareness

## CAMPAIGN TOOLKIT

Launch: World Heart Day, 29th September 2023

# Campaign Overview



**North London**  
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NHS North London Cardiac Operational Delivery Network is launching a multicultural campaign on World Heart Day, Friday 29<sup>th</sup> September to increase earlier diagnosis of heart attacks by encouraging people to act more quickly on symptoms.

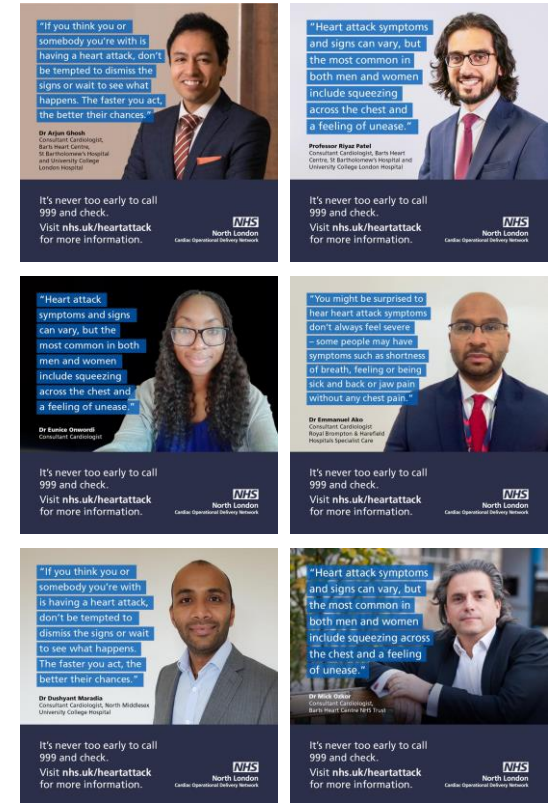
Heart and circulatory disease, also known as cardiovascular disease (CVD), causes a quarter of all deaths in the UK<sup>1</sup> and is the largest cause of premature mortality in deprived areas. This is the single biggest area where the NHS can save lives over the next 10 years.

The campaign aims to increase knowledge of heart attack symptoms and address the barriers to acting quickly on signs of a heart attack. The campaign will particularly highlight the varied signs of a heart attack and that symptoms don't always feel severe, encouraging those experiencing symptoms – or their heart helper – to call 999 and describe symptoms.

The target audience for this campaign is adults 50+, upweighted to C2DE, ethnic minority groups (particularly Black, South Asian, Romanian and Turkish communities) with activity targeting both men and women. The campaign will also target all adults who may act as a 'heart helper' by dialling 999 on behalf of someone else.

The campaign will run across 20 North London Boroughs covered by the 3 Integrated Care Boards in North Central, North East and North West London and comprise of paid radio and print media packages targeting Romanian and Turkish communities in language, paid social, local events and street team activity.

Please note that the NHS England Help Us, Help You Heart Attack campaign is running concurrently across England.



# Media plan - paid and earned

Paid media packages will be across the following titles:

Media	Audience
Radio Punct	Romanian
Romani in UK (online)	Romanian
Olay (online)	Turkish
Londra Gazete (Print and Online)	Turkish

As part of the earned sell in, press releases will be shared to the following media outlets :



# Campaign Support



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This toolkit has been drafted to support this phase of campaign activity and includes key messages, press release, long and short copy, and suggested social media posts to support the campaign across varying channels.

Assets are available for partners to use which include campaign posters, film, audio, and social assets targeted at Black, South Asian, Romanian and Turkish media. These can be downloaded free of charge [here](#)

A North London press release is available [here](#). Please use the copy for any newsletters, emails or other materials, including websites, e-bulletins, press releases and social media.

The short films are also available on NHS YouTube

Black 15 sec: <https://youtu.be/E-KGeIFxRog>

Black 30 sec: <https://youtu.be/jfJSEw46mEU>

South Asian 15 sec: <https://youtu.be/209HyPKJ9iQ>

South Asian 30 sec: <https://youtu.be/cVH-VYdGSHA>

1

Download our campaign resources and share with your colleagues, local communications networks and community organisations.

2

Share our campaign messages on social media, email, and staff intranets to reach as wide an audience as possible.

3

Use the press release template and update with appropriate data for communities targeted.





## Primary Messages

- The signs of a heart attack can vary, the most common include squeezing across the chest and a feeling of unease.
- The symptoms of a heart attack don't always feel severe.
- It can be easy to dismiss the signs of a heart attack but it's never too early to call 999 and describe your symptoms.

## Secondary Messages

- Don't dismiss the signs of a heart attack. When it comes to heart attacks, you might be surprised to hear the symptoms don't always feel severe.
- You could experience a feeling of pressure, heaviness or a squeezing across your chest. Don't be tempted to dismiss the signs or wait to see what happens.
- It's never too early to call 999 and check.
- While the most common symptom is chest pain, symptoms can vary from person to person.
- Some people may have other symptoms such as shortness of breath, feeling or being sick and back or jaw pain without any chest pain.
- A heart attack is a medical emergency. Call 999 and ask for an ambulance if you suspect a heart attack.
- Symptoms of a heart attack can include:
  - chest pain – a feeling of pressure, heaviness, tightness or squeezing across your chest
  - pain in other parts of the body – it can feel as if the pain is spreading from your chest to your arms (usually the left arm, but it can affect both arms), jaw, neck, back and tummy

## Secondary Messages (cont)

- feeling lightheaded or dizzy
  - sweating
  - shortness of breath
  - feeling sick (nausea) or being sick (vomiting)
  - an overwhelming feeling of anxiety (similar to a panic attack)
  - coughing or wheezing
  - The chest pain is often severe, but some people may only experience minor pain, similar to indigestion.
- While the most common symptom is chest pain, symptoms can vary from person to person. Some people may have other symptoms such as shortness of breath, feeling or being sick and back or jaw pain without any chest pain.
  - Despite heart attacks more frequently affecting men, around 30,000 women are admitted to hospital following a heart attack each year in the UK. Women's risk of a heart attack increases after the menopause, so it's really important to take these symptoms seriously.
  - Call 999 immediately if you think someone might be having a heart attack. The faster you act, the better their chances.
  - A lack of blood to the heart may seriously damage the heart muscle and can be life threatening.

## Call to action

- It's never too early to call 999 and describe your symptoms.
- Visit [nhs.uk/heartattack](https://www.nhs.uk/heartattack) for more information.

# London Facts and Stats

- New data reveals a lack of confidence in recognising the symptoms of a heart attack, with **almost half (47%)** of people surveyed in London saying they were not confident that they could recognise the signs.
- **Almost 1 in 4 (39%)** Londoners claimed they would not call 999 if they or a loved one were displaying chest pain – the most common symptom of a heart attack.
- **Over two thirds (70%)\*** of respondents in London said they are unaware of the difference between a heart attack and cardiac arrest, with **almost half (48%)** wrongly believing a cardiac arrest is another name for a heart attack.

# Multicultural Facts and Stats

- New data reveals a lack of confidence in recognising the symptoms of a heart attack, with **(1 in 4, 40% Black)** and **(over half, 52% South Asian)** of people surveyed in London saying they were not confident that they could recognise the signs.
- **Almost half (45% Black and 46% South Asian)** Londoners claimed they would not call 999 if they or a loved one were displaying chest pain – the most common symptom of a heart attack.
- **(Almost three quarters 72% Black)** and **(over two thirds, 67% South Asian)\*** of respondents in London said they are unaware of the difference between a heart attack and cardiac arrest, with **(over half, 58% Black)** and **(almost 1 in 4, 38% South Asian)** wrongly believing a cardiac arrest is another name for a heart attack.

## **Long Copy (244 words)**

Heart and circulatory disease, also known as cardiovascular disease, causes a quarter of all deaths in the UK and is the largest cause of premature mortality in deprived areas.

Heart attack symptoms and signs can vary from person to person, but the most common include squeezing across the chest and a feeling of unease. You might be surprised to hear symptoms don't always feel severe – some people may have other symptoms such as shortness of breath, feeling or being sick and back or jaw pain without any chest pain.

That's why the NHS is encouraging people to recognise the potential signs of a heart attack, so if you or somebody you're with experience any symptoms, you can access help as quickly as possible.

Despite heart attacks more frequently affecting men, around 30,000 women are admitted to hospital following a heart attack each year in the UK. Women's risk of a heart attack increases after the menopause, so it's really important to take these symptoms seriously.

If you think you or somebody you're with is having a heart attack, don't be tempted to dismiss the signs or wait to see what happens. The faster you act, the better their chances. It's never too early to call 999 and check.

Visit [nhs.uk/heartattack](https://www.nhs.uk/heartattack) for more information.

## **Social Copy (178 or 192 characters)**

Don't dismiss the early signs of a heart attack.

A squeezing across the chest. A feeling of unease. It's never too early to call 999 and describe your symptoms: [nhs.uk/HeartAttack](https://www.nhs.uk/HeartAttack)

Or

The early symptoms of a heart attack don't always feel severe. A squeezing across the chest. A feeling of unease. It's never too early to call 999 and describe your symptoms: [nhs.uk/HeartAttack](https://www.nhs.uk/HeartAttack)

# Press Coverage

Please share any press coverage that you have secured.

Examples of coverage could include press and online articles, social posts and any interview recordings. Electronic copies of any coverage can be saved [here](#).



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