

New Happy Hearts Website COVID-19 Resource - Now Live

www.happy-hearts.co.uk

What is new on the Happy Hearts website?

The new COVID-19 section of the Happy Hearts website (www.happy-hearts.co.uk) is now live! The section brings together the latest local and national information on CVD prevention during COVID-19 for patients, carers and health professionals, all in one place. There is a wealth of resources available including links to translated and easy-to read materials, helplines, videos and more.

In addition to the new public and professional COVID-19 pages, the Professional Resources section has also undergone a re-vamp. Here health professionals can find up to date evidence, guidelines, local strategies, events and more covering the ABC of CVD prevention (AF, high BP and high cholesterol).

What are the benefits?

Benefits to patients and carers include:

- User friendly website with information from a wide range of reputable organisations in one place.
- Resources supporting overall health and wellbeing.
- Empowers patients with AF, high BP and high cholesterol (and their carers) to manage these conditions during COVID-19.
- Support for self-care e.g. how to measure BP at home.
- Includes easy read information, translated resources, and videos.
- Raises awareness of key messages.
- Improved CVD outcomes.

Benefits for health professionals include:

- Latest evidence, national guidelines and local information on CVD prevention during COVID-19 in one place.
- Platform to signpost patients to support self-care and remote management of AF, BP and high cholesterol.
- Support for new ways of working during COVID-19 e.g. remote consultations.
- Resources to support key workers' health and wellbeing.
- Links to relevant data sets.
- Option to register for C&M CVD prevention updates.
- Supports professional development.

Communications

A professional-facing communications toolkit and wide array of Happy Hearts COVID-19 digital and social media assets are now available and support all of the key local and national messages. The toolkit contains suggested social media posts to help promote COVID-19 CVD prevention messages and signpost the public and professionals to the website.

A 3-month public-facing Facebook campaign will go live at the end of June, focusing on the most deprived areas of C&M. The adverts will promote messages around health and wellbeing during COVID-19, managing the key cardiovascular risk factor conditions (AF, BP, cholesterol), and seeking urgent medical help when experiencing symptoms of heart attack and stroke.

We urge you to explore the Happy Hearts website (www.happy-hearts.co.uk) and encourage residents and colleagues to access the resources. Please contact Hannah Sharp (hannahsharp@wirral.gov.uk) for more information and access to the communications toolkit and digital assets.