

Top tips for engagement

Communicate early

Inform people about the awareness activity in advance so they're prepared.

Promote the awareness message in a variety of ways

Use emails, posters, newsletters, intranet and social media to reach people. The more visibility, the better the turnout!

Increase your knowledge and perfect your technique

As a refresher before the campaign, you could complete the Heart Foundation eLearning course on Hypertension or read our guide to taking blood pressure. Visit heartfoundation.org.nz/nurse-elearn

Create impact

Design a campaign-themed space, using the posters and other visual elements.

Encourage staff to wear red (or white).

Share a photo of your setup or your team via social media or in your newsletters.

Consider incentivising blood pressure checks by providing healthy snacks or prizes for people who participate.

Combine with winter wellness initiatives

Consider combining a blood pressure check with winter wellness vaccination programmes or other health initiatives. Tip: It's better to check blood pressure after vaccinations to avoid a spike from 'needle anxiety'.

Provide information booklets

Offer people information booklets on managing blood pressure. These can be ordered from the Heart Foundation website and for the month of May you can order more copies for free. Visit heartfoundation.org.nz/resources

Follow up

After the campaign, consider sending a follow-up email thanking participants and reminding them of the importance of regular blood pressure monitoring. Encourage people with elevated blood pressure to have further checks with their healthcare provider.