



Hearts Need More: making cardiovascular disease a political priority

Alex Kenney, Head of Government and External
Affairs, British Heart Foundation

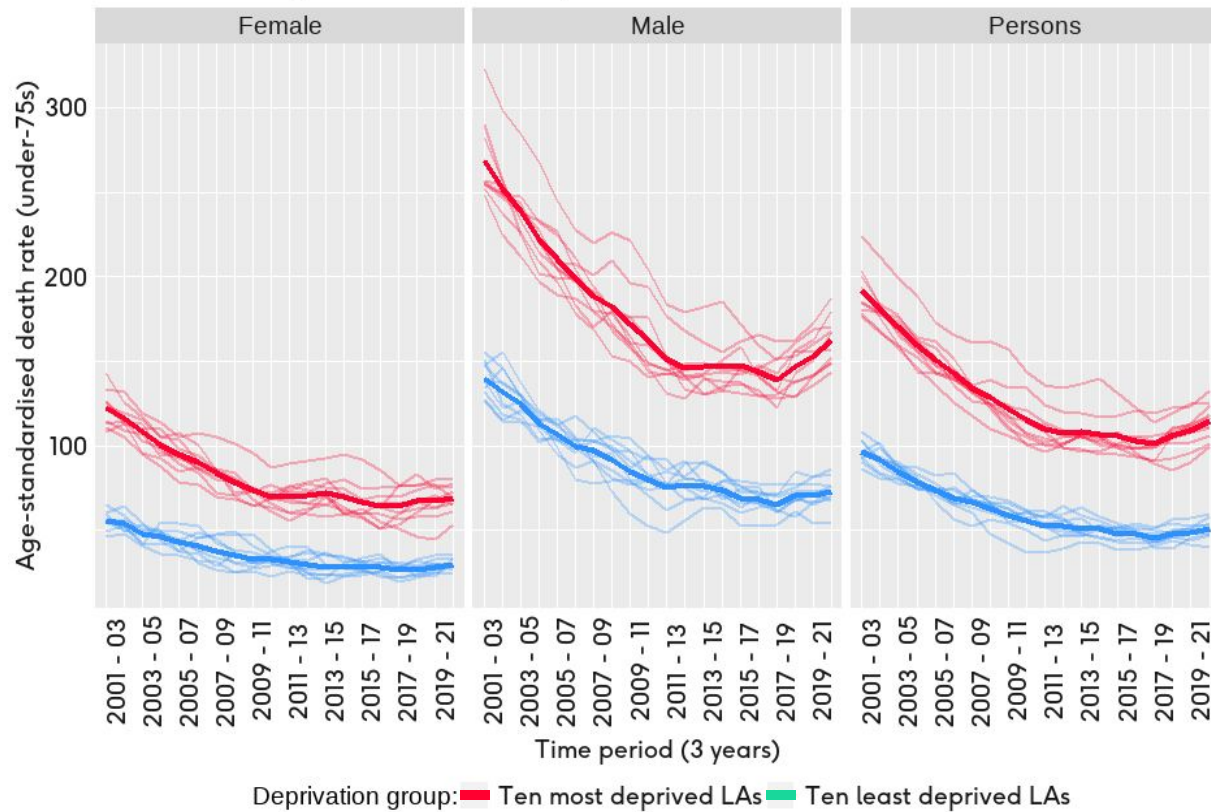
ThirdSector: The Conference, June 2025



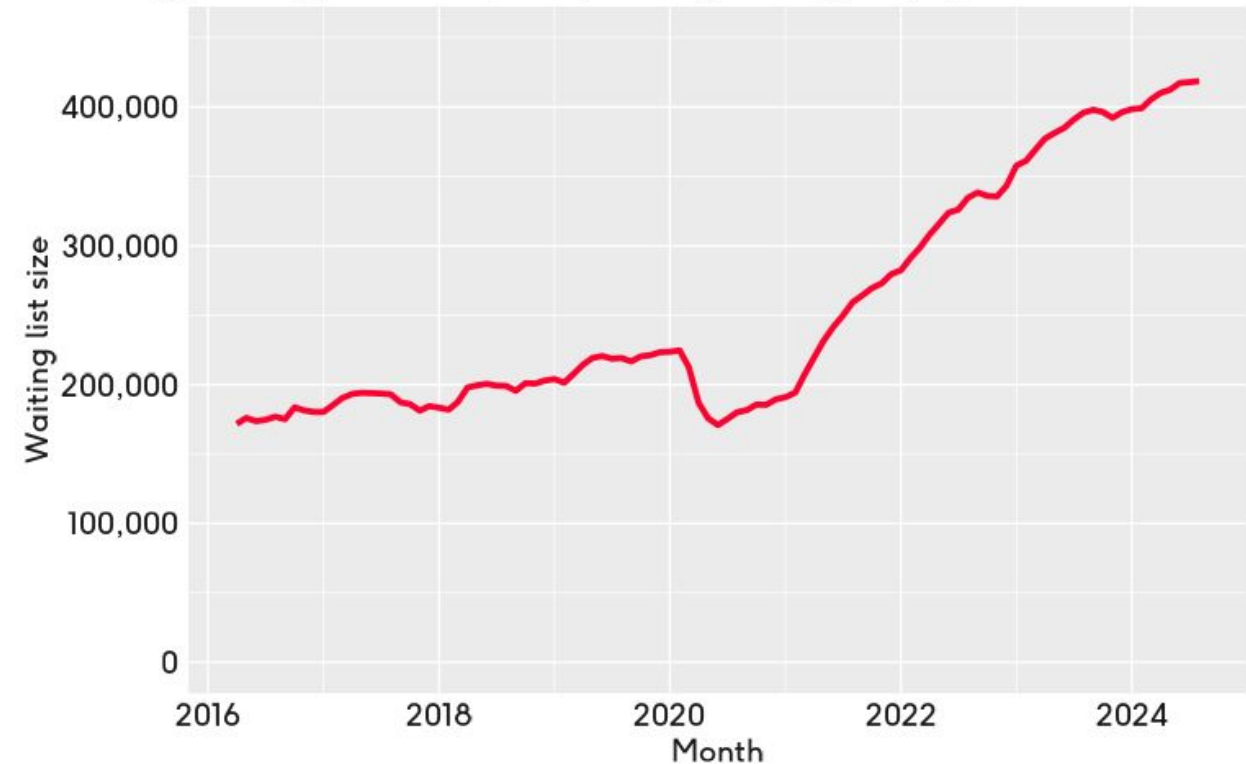
Worrying trends

Under-75 age-standardised death rate (3-year average) from CVD in the ten most and least deprived local authorities in England

Bold line = average of ten most/least deprived local authorities



Cardiology waiting list (incomplete pathways) in England, April 2016 onwards

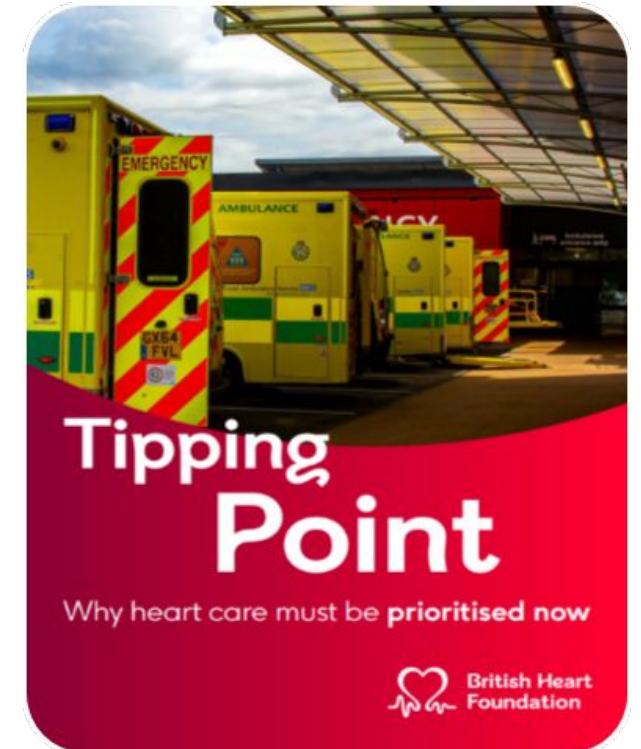




Tip of the Iceberg (2021)

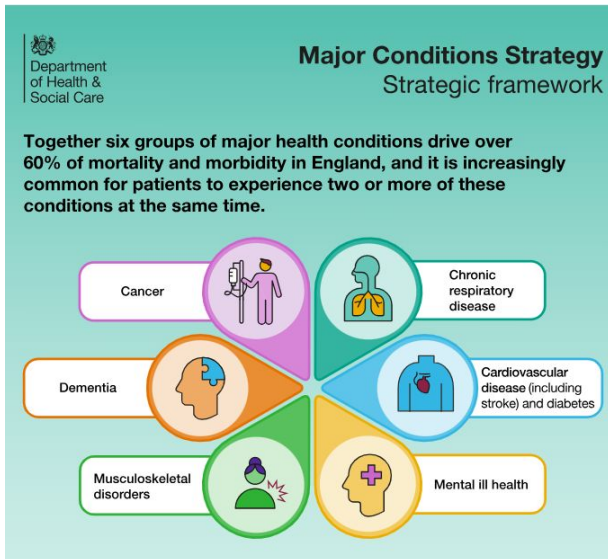


The Untold Heartbreak
(2021)



Tipping Point (2022)

An opportunity presents itself





British Heart
Foundation

Hearts need more

Protection. Focus. Breakthroughs.



Campaign successes (so far)

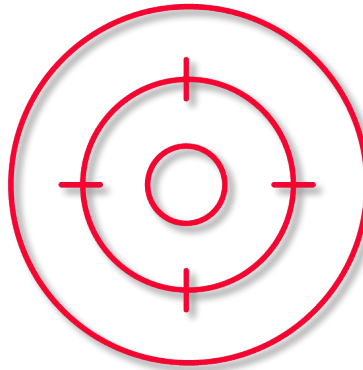


**The UK is in the grip of a heart care crisis.
Our hearts need and deserve more.**

**We need bold and co-ordinated action on
three fronts:**



Protection

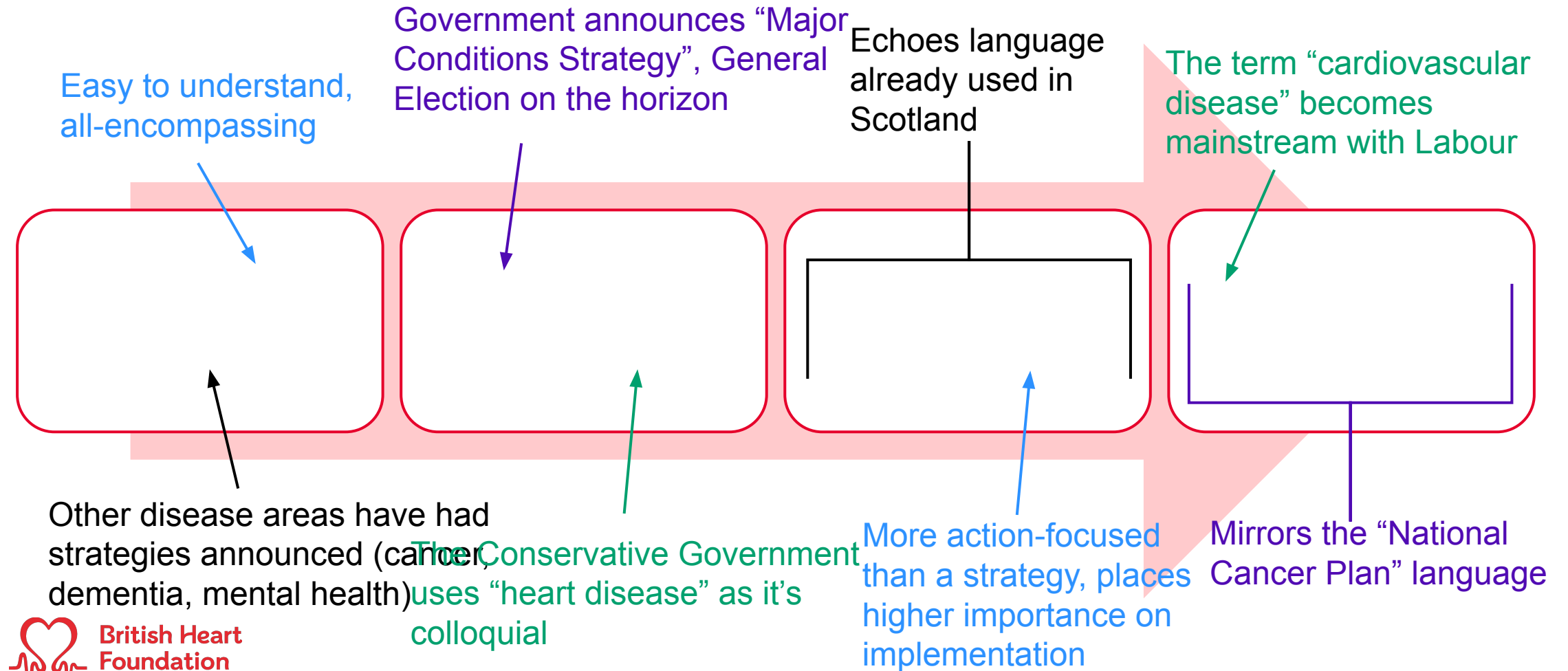


Focus



Breakthroughs

Adapting our call to action

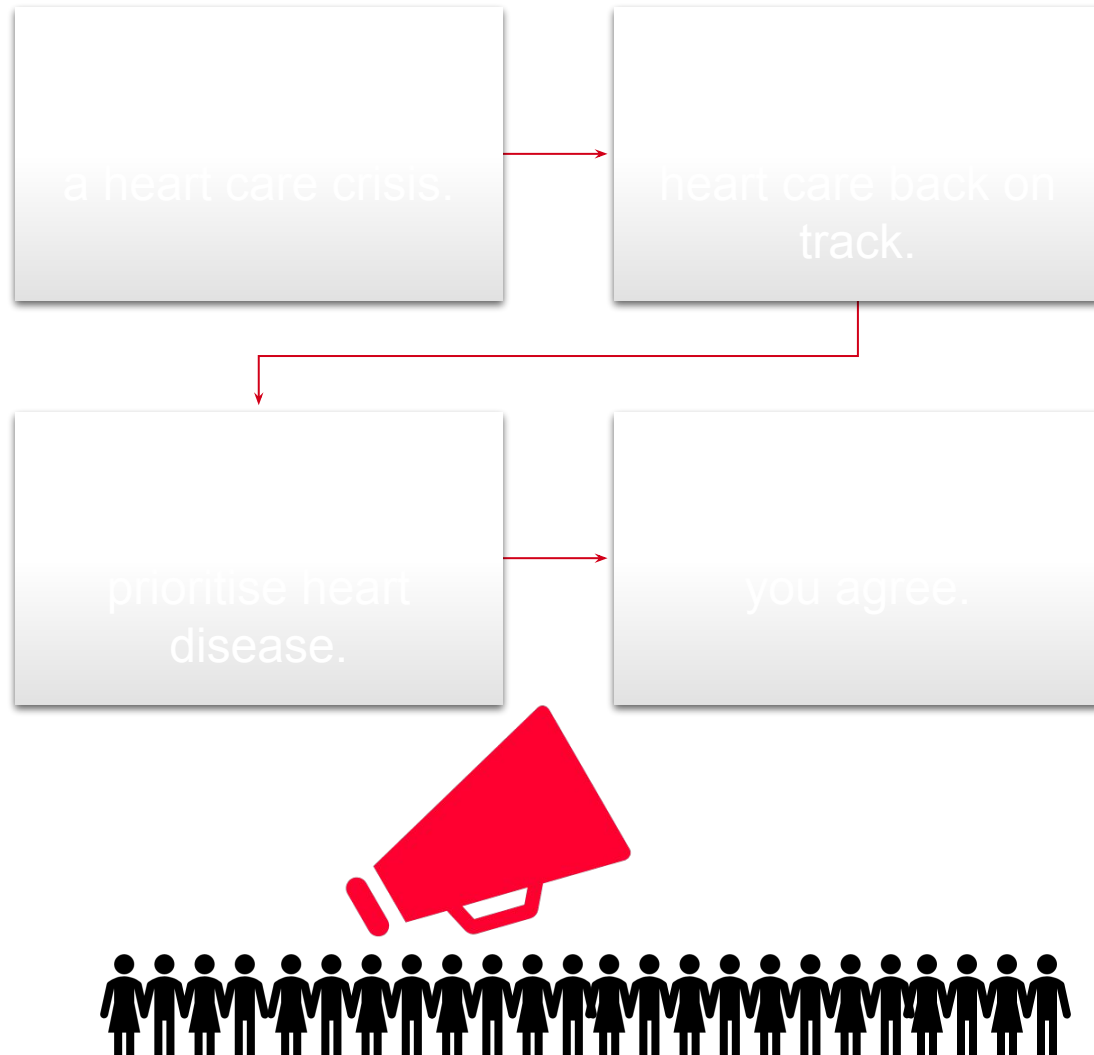


It takes a village to raise a baby

- Policy and Public Affairs
- Marketing
- Comms and Media
- Health Insights and Analytics
- Patient and Public Involvement
- Heart Stories
- Clinical
- Social Media
- Customer Journey & Retention
- Brand
- Creative Studio



Mobilising our supporters





conservativehome

TORYDIARY

COLUMNISTS

COMMENT

LOCAL GOVERNMENT


PARLIAMENT

NEWSLINKS

EVENTS


GET OUR FREE DAILY EMAIL

Heart patients can't wait

British Heart Foundation

Demand action now

Patient	Need	Wait time
Elijah	Pacemaker	DELAYED
Sophia	Cardiology appt	DELAYED
Aisha	Valve surgery	DELAYED
Isabella	Echocardiogram	DELAYED
Declan	Cardioversion	DELAYED



Andrew Gimson's PMQs sketch: Miraculous return of Mackinlay the Bionic MP steals the show

ToryDiary

Starmer took the chance to speak in statesmanlike tones for House

Lee Reynolds: Minister's cannot wash their hands of the Prime Minister's Windsor Framework

Comment

Wilfred Aspinall: Conservative councillors must have the confidence to establish Investment Zones

Comment

Daniel Hannan: The Cold War may be over, but NatCons and FreeCons still need each other

Columnists

James Johnson: Forget clichés about the land of the free, the American state is big - and growing

Columnists

HIGHLIGHTS

Adam Afriye: Transparency of payments is an easy-to-solve trade barrier for smaller British businesses

Our list of Conservative MPs standing down at the next election. Heaton-Harris the latest to announce.

Calling Conservatives: Appointments. Non-Executive Board Member for National Highways (x2) - and more.

Our top ten picks of the week

Ross Thomson: The message of the local elections? Vote Reform, get Labour.

Warwick Lightfoot: A better inflation model will not sort out the problems central banks have with targeting

The European elections are bogus, but the EU is still needed to defend freedom.

Heart stories at the heart of the campaign



ABHI



Abbott



Action on Salt

Alliance for
Heart Failure

ALZHEIMER'S
RESEARCH UK FOR A CURE



ash.
action on smoking and health

AstraZeneca



Blood Pressure
UK

Boston
Scientific



British Association
for Nursing in
Cardiovascular Care
Your Voice in Cardiovascular Nursing



British Cardiovascular Society



BRITISH CONGENITAL CARDIAC ASSOCIATION



British Heart
Foundation



British Society
of Echocardiography



Bristol Myers
Squibb™

CardiomyopathyUK
the heart muscle charity



Cochrane
Heart, Stroke
and Circulation



Cordis™

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



Edwards



Heart
Research
UK



HEART UK
THE CHOLESTEROL CHARITY

Heart Valve
VOICE

50
years of
changing lives
1975 - 2025



Kidney
Care UK

Kidney Research UK

Medtronic



NOVARTIS



novo nordisk®

Obesity
Health
Alliance
OHA

PHILIPS



Primary Care
Cardiovascular
Society

PumpingMarvellous
The heart failure charity



Resuscitation
Council UK

TheKingsFund>



St John
Ambulance

Stroke
Association



UK Dementia
Research Institute

Playing to our strengths

Daily Mail
MONDAY, JANUARY 22, 2024 £1 80p to subscribers

Another royal health bombshell

FERGIE: I HAVE SKIN CANCER
Days after the shock news from Charles and Kate, and months after her mastectomy, Sarah reveals she has aggressive form of the disease
PAGE FIVE

WORST HEART CARE CRISIS IN MEMORY
Soaring early deaths blamed on NHS waiting lists and obesity

THE NHS is suffering its 'worst heart care crisis in living memory', experts warned last night. Early deaths from heart disease have hit their highest level in more than a decade, figures reveal. Cases of heart attacks, heart failure and strokes among the under-75s had doubled since the 1980s thanks to plummeting smoking rates, advanced surgical techniques and breakthroughs such as stents and statins. But now obesity, diabetes and rising levels of high blood pressure are reversing six decades of progress. Long waits for tests and treatment are also taking their toll, as are the knock-on effects of the Covid pandemic and recent budget cuts across the NHS.

By Colin Fernandez
Science Correspondent

Data analysed by the British Heart Foundation (BHF) shows progress in

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DAILY Mirror Date: 26 February 2025 Page: 26

NLA eClips

I feared I'd die on NHS list so paid for heart op

BY MARTIN BAGOT
Health Editor

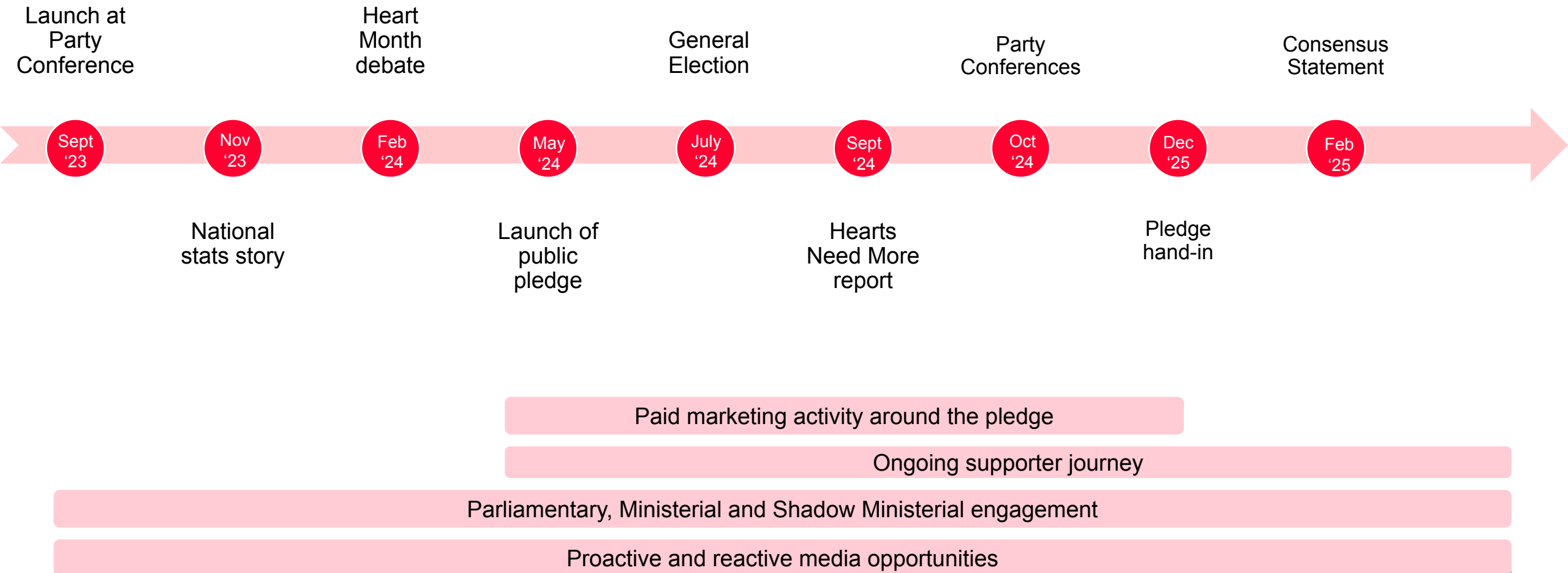
A NAVY veteran told how he had to risk his pension to pay privately for heart surgery because he feared he would die on the NHS waiting list.

Ex-weapons engineer Neil Wogan, 52, says doctors told him he urgently needed open heart surgery but would have to wait several months for it on the NHS. The Police Community Support Officer was diagnosed after the Tories oversaw a tripling of the NHS waiting list in England. The father-of-two will now have to retire later after withdrawing £25,000 from his pension pot. He said: "Before the surgery, I felt like a ticking time-bomb, and that my heart could fail at any moment. Every night I went to sleep thinking I might never wake up. For nearly 30 years, I've served my country working for the Navy, my local council and for the police, so I feel really let down by the system." The NHS waiting list hit a record high in September 2023, with 7.77 million treatments. Neil went to his GP in May 2023 as he had a feeling of tight pressure in his chest and had an ECG within a few weeks. But there was a delay in finding out if it had identified a problem and he had to wait four months to see a cardiologist. Neil was rushed to A&E in July 2023 and spent a week in hospital. He was diagnosed with heart valve disease and a doctor told him he needed life-saving surgery to replace his failing aortic valve with a mechanical one. Neil added: "Later over the phone I was told I'd be lucky to be seen by Christmas. I felt I couldn't wait that long because I could feel myself getting weaker. I thought I might not make Christmas." He was in the Navy for four years

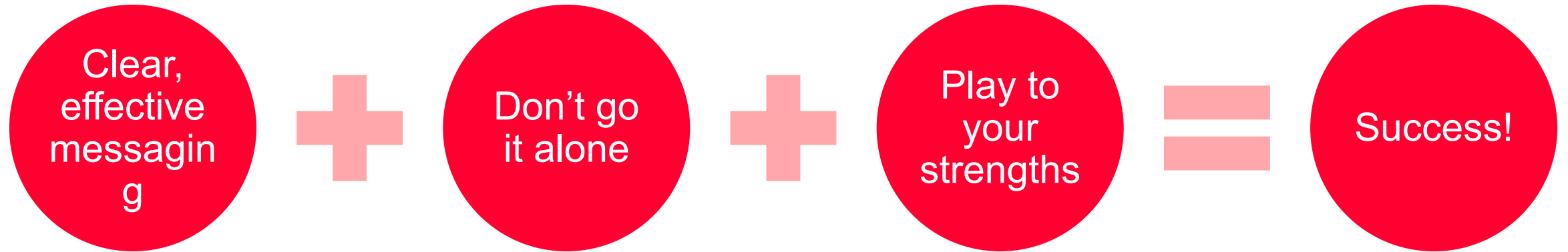
GOOD GALL Neil Wogan and, inset, in hospital for the life-saving op



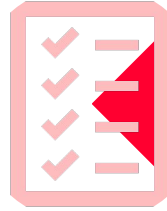
Maintaining momentum



Key ingredients for a successful campaign



Three very important things to remember...



Evaluate



Persist



Celebrate



Thank you

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