



HEART UK
THE CHOLESTEROL CHARITY



Our Impact

2022/23



“Measuring impact is vital for charities no matter their size. At HEART UK, despite our size we have a mighty impact in the areas of all cholesterol and blood fat conditions.”

As always, I am massively proud of what we have achieved again during 2022/23. We have continued to provide much-needed support to the public, service users and their families, as well as the healthcare professionals treating patients.

We launched our new diet checklist for the public and we built on our Primary Care Education Programme and launched new e-modules on diet for healthcare professionals. We also continue the great partnership with the National Health Service (NHS) to Tackle Cholesterol Together and educate healthcare professionals across the UK to make early diagnoses and improve treatment and care.

This partnership and the education were a finalist for the prestigious Health Service Journal (HSJ) award.

Whilst we continue to deliver an increased need for support, we have also kept the pressure on policymakers for cardiovascular disease (CVD) and

cholesterol to be top health priorities. The NHS continues to aim to fulfil the commitments of the NHS Long Term Plan, including increasing the 7% of Familial Hypercholesterolaemia (FH) cases to 25% by 2024: a pilot child-parent screening programme for FH has been extended by 18 months and adjusted to aim to test 10,000 children.

We have also kept the pressure on to keep the existing FH workflow system used across England which includes over 20,000 family pedigrees. We have fed into key consultations on treatments and guidelines and are also working on getting cholesterol testing into the pharmacy contract. Our achievements have only been possible with the involvement of our clinical collaborators, Trustees, Ambassadors, fundraisers, and donors whom we thank so much.

Jules Payne, Chief Executive



“I’m delighted to share with you this report on our outcomes from 2022/23.”

In the 21 years since HEART UK was formed from two existing charities, we have helped millions of people with high cholesterol, educated thousands of healthcare professionals about lipids, including consultants, doctors, dietitians, pharmacists, and nurses, and worked to change policy and practice at the highest level. There’s still so much more to do to save lives and prevent premature heart disease and strokes caused by cholesterol, but this report shows HEART UK’s tremendous achievements toward those goals in the past year. Thank you to all our donors, volunteers, and supporters”.

Dr Peter Green, Chair of Trustees



“Following a TIA, I found my cholesterol levels were in the range of FH. I was prescribed statins though nothing more from my GP. After taking statins and with the help of the dietary advice on the website and a ‘chat’ with HEART UK’s Lipid Specialist Nurse, I have normal cholesterol levels and am being referred to a Lipid Clinic to find out more about my risk of having FH. I’m very grateful. Thank you!”

“Whilst my diet is already pretty heart-healthy, there are certain changes that I can make to my diet to make it even better. It was interesting to read about the menopause and how this can make your cholesterol increase. My pre-menopause cholesterol test was all within healthy parameters and 6 years later and post-menopausal it has skyrocketed along with my weight so this is something I must address.”

We reduce cholesterol and save lives. We work to prevent premature illness and death from high cholesterol and other blood fats – major risk factors for heart attacks, strokes, and vascular dementia.

We receive no government funding and rely on your donations to help fund our work.



Making a difference



Support everybody that contacts us for help and advice



Campaign for patients to get a proper diagnosis and the best possible care



Raise awareness of the risk of high cholesterol, inherited conditions such as FH (familial hypercholesterolaemia), and other blood fats Reduce premature illness and death from high cholesterol and other blood fats which are major risk factors for heart attacks and strokes



Our high-level impact

- The second year of our Primary Care Education Programme 'Tackling Cholesterol Together' in partnership with the NHS to educate UK healthcare professionals to improve early diagnosis, treatment, and care in the primary care setting.
- Keeping the pressure on policymakers for cardiovascular disease (CVD) and cholesterol to be top health priorities in England and Scotland in particular.
- Through our advocacy, continuing to advocate for the rollout of a national child-parent screening programme for FH following the extension of the NHS pilot in seven areas of England to screen 10,000 children for FH.
- Contributing towards appropriate national consultations on new treatments and guidelines across the UK.



What you told us...

"I like Heart UK - it is a rare charity from which I directly benefit, rather than simply giving to it! On account of my high cholesterol, I came across HEART UK and I learned that it is not just saturated fat that I need to cut down, but also sugar and salt. I gather that exercise is good for me: if I can get my heart pumping blood around the arteries, it helps to counteract the furring-up effect of high cholesterol. I like cycling, daily if possible, but I am reluctant to do it in cold, frosty or wet weather. On those days, I use CP+R's home exercise videos on the Heart UK website."

"I was sent to see an NHS dietician but was told it was a waste of time because of the word "familial". The dietician told me it makes no difference what I eat because of this and I honestly came away feeling like I had a death sentence hanging over me. The information I have received from HEART UK has given me something to work towards and I like the thought that I can make changes to make my life healthier and feel like I stand a chance at maybe a little longer life because of this."

Public Awareness and Support



1,082

people accessed our cholesterol helpline



99%

rated the helpline as 'excellent' or 'good'



80,921

people subscribed to our e-news
A 44% increase on the previous year



2.9m

million people accessed the HEART UK website
A 38% increase on the previous year



151,853

printed materials were distributed to patients with high cholesterol
A 75% increase on the previous year



99%

rated our literature at 'Invaluable' or 'very helpful'.



1,215

printed resources distributed to children and young people
Twice as many as last year



30,739

digital materials were downloaded



40,219

people viewed our video resources on YouTube



9,352,269

of you viewed our Facebook posts
Twice as many as last year



767,801

of you viewed our Instagram posts
Eight times as many as last year

Healthcare Professionals



4,212

HCP's subscribed to our e-news
A 38% increase on the previous year



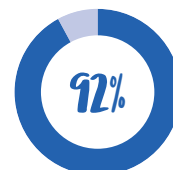
255

HCPs attended our 35th Annual Medical and Scientific Conference
'Lipids - one huge step for healthcare?'



5,786

HCPs viewed our educational webinars
An increase of 130% on the previous year



92%

of HCPs who attended our webinars reported being 'much more' or 'more' confident treating their patients for high cholesterol because of attending



1,199

HCPs educated through our Primary Care Education Programme - Tackling Cholesterol Together with the NHS/AAC/AHSN



119,933

Impressions on Twitter - our social media platform targeted at HCPs

"I understand more clearly the interaction between the levels of saturated fats and unsaturated fats in foodstuffs. I am now, for the first time in my life, reading the contents of foodstuffs and adjusting what I'm buying depending on this. Thanks for your very comprehensive response to my queries and all the information you provide on your website. I'm now also educating my nearest and dearest, including my elderly mother."

"The information is extensive and very helpful. It is like a one-stop shop for anything related to your heart health by managing Cholesterol. The information tailored per ethnicity is handy and relevant. I thank you all for doing this great service to the community. Great information thanks."

Our impact at a personal level: Susie's Story

Helpline

Feedback

Feedback from service users via Customer Thermometer...



“HEART UK’s website information is my bible, and it has helped me to change my life.”

Having kidney disease and an underactive thyroid, I was having my yearly blood test which picked up that I had high cholesterol – total score 7.9 mmol/L. I was told over the phone by a trainee GP. I was terrified I was heading for a heart attack or stroke.

He advised that I should start taking statins immediately which I did having read up about them first. It turns out I am one of the few people who are statin intolerant, so I have been referred to an endocrinologist to find out which medication might suit me.

It was during this time that I became determined to take the full approach of lowering my cholesterol via lifestyle changes which is what I'd like to share with you in my story.

After carefully reading everything on HEART UK's website, I made all the necessary changes I could to my diet. It was a learning curve about what to eat and how to cook differently, but HEART UK's recipes and nutrition advice helped so much. I cut out dairy, red meat, and processed food and reduced my sugar intake. I ate salads, pulses, beans, wholemeal products, vegetables, porridge, seeds fruit, chicken, turkey, and foods fortified with plant sterols.

At the same time, I increased my physical activity to improve my heart and lung health. I took up running again a year ago, returned to park run and gradually built up

to do a 5K run which I found difficult, but steadily it became a habit and I progressed to 10K. I also took up boxing which is a full-body workout. My instructor is so inspiring, and I love the social element of the classes. When I hit the punch bag, I imagine it to be my bad cholesterol clogging up my arteries!

I calculated my calories to be in deficit and kept a food diary. After three months I had lost a stone in weight, going from a size 10-12 to a size 8-10 and my cholesterol level had come down to 5.2 mmol/L.

My husband and the whole family got behind me in making this possible. We figured that if I had a stroke, it would impact the whole family, so why not join in and help me.

I would say that as a busy woman all my life, this is the first time when I have really put myself first and it radically changed my life. It certainly hasn't been easy, but I have quite surprised myself!

I am so thankful to HEART UK for providing the reliable information I needed and helping me to make the appropriate lifestyle changes to manage my cholesterol”.

Our helpline is a vital resource providing impartial information and support to the public and healthcare professionals who want to understand more about cholesterol and blood fats

With expert clinical and dietetic support available free of charge 5 days a week, our service was a key resource for people throughout 2022/23.

Cholesterol Helpline

T. 0345 450 5988 **E.** ask@heartuk.org.uk
Answering service on weekdays (10am–3pm)

In 2022/23



“Very informative reply, put me at ease and persuaded me to keep going in my journey to lower my cholesterol :)”

“Thank you for the advice on diet. It is really helpful to have clarity as there are a lot of mixed messages out there.”

“It explained my blood test results & now I have got some good ideas on how to improve my health.”

“Thank you so much for your help. Really appreciate it.”

“It was reassuring and informative thanks. I will also be checking out your recipes.”

“Excellent detailed response to my questions with great advice.”

“I lost almost 30 kg in 18 months, following your diet routine. Thanks.”

“I have received really great information and lots of links to all the food information necessary for my health. Awesome.”

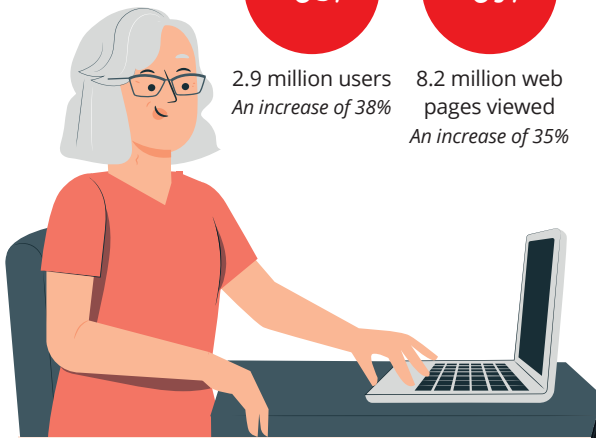
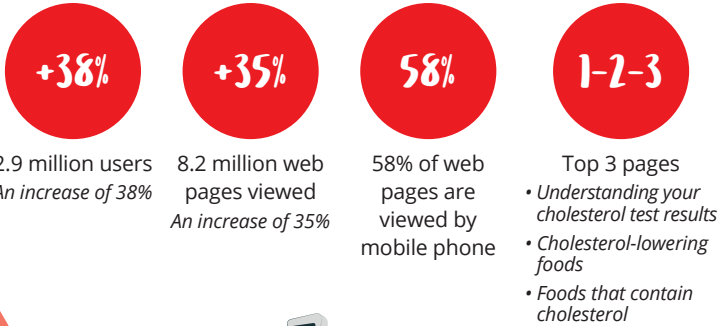
We continued to provide reliable, accurate and user-friendly information about cholesterol.

Users can trust our work which is especially important as the NHS has scarce resources for patient literature and online information can be misleading or inaccurate.

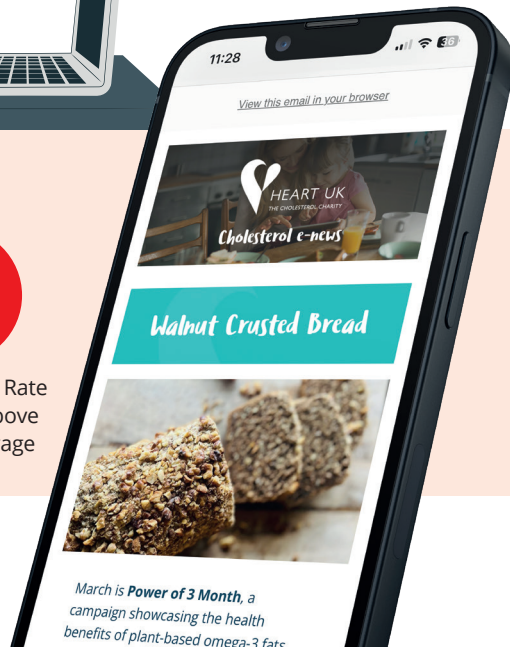
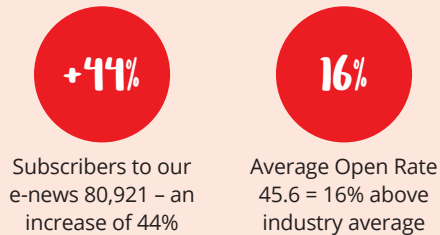
“Just very straightforward easy to understand information which my own doctor doesn't provide. Thank you.”

Service User

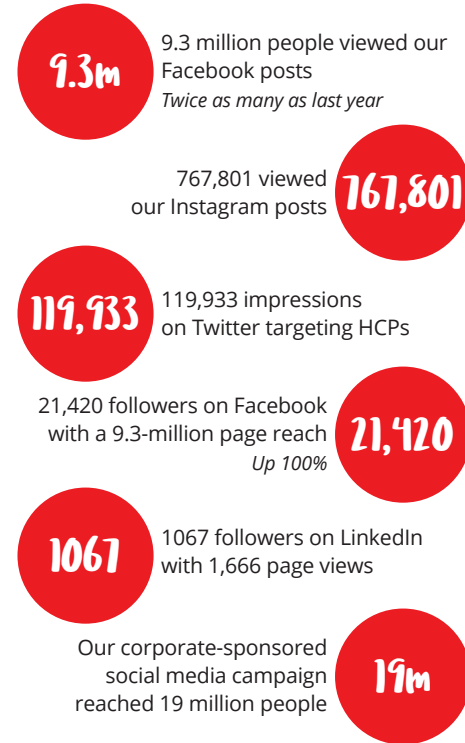
Website



E-news



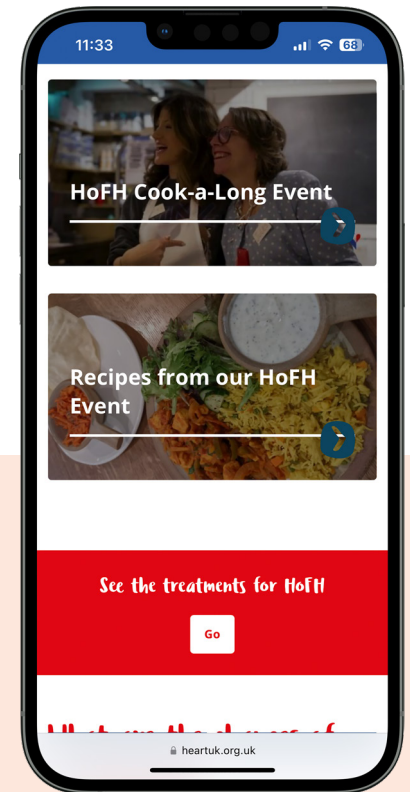
Social media - organic reach



HoFH Community Building

We held our first ever Homozygous Community Building event which included a cook-along to help improve the flavour and texture of a low-fat diet and share with each other their experiences and coping strategies of living with HoFH.

See the video and recipes from the event
www.heartuk.org.uk/hofh/what-is-hofh



Every year, thousands of our free booklets are ordered by healthcare professionals to distribute to their patients.

Providing reliable information for the public and clinicians is vital in ensuring that everyone understands their cholesterol/lipid numbers and can make informed choices about their care.

Recipients of publications

151,853

We sent out 151,853 printed publications for adults (an increase of 73%)

7,715

7,715 were sent for children and young people

30,789

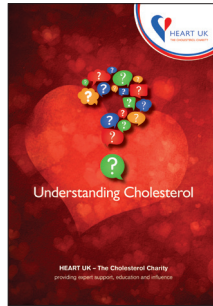
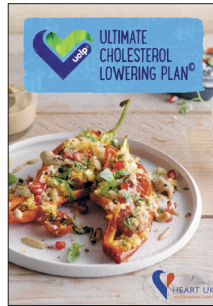
30,789 digital materials were downloaded. The most popular were the UCLP and the Healthy Eating Guide.

98%

98% of healthcare professionals requesting booklets gave them to patients during their consultations.

99%

99% rated our literature as invaluable or very helpful.



Feedback

Clinicians told us our booklets are helpful because...

"If somebody's cholesterol level is too high at their NHS health check there is unfortunately insufficient time at the appointment to discuss it with them. They really appreciate being given the HEART UK leaflets on 'Understanding Cholesterol' and the 'Healthy Eating Guide' to take away and find them both easy to understand and informative. Most patients like having hard copy information to refer to."
Nurse Practitioner

"A lot of patients misunderstand cholesterol - I think having the literature available to discuss in-clinic and send away with them is very beneficial."

Practice Nurse

"Amazing resource - Patients love them and I have full trust."

Cardiac Nurse

"Children need visual information to complement the clinic consultation, it helps them take ownership of their health."

FH/Lipid Specialist Nurse

"Encourages helpful conversations to patients who may or may not be aware of the details within the leaflet. We are using these leaflets as part of our promotion between February and March for Healthy Heart Month(s)."

Pharmacist.

Public Education

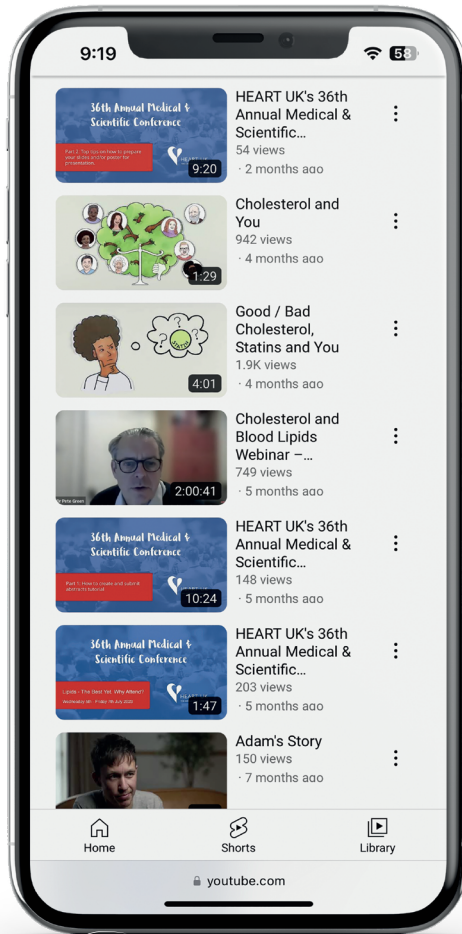
Providing education about cholesterol and blood fat is always a priority for HEART UK.

Our video series on YouTube includes past webinars and covers a range of topics from genetics to nutrition, allowing the public to view topics presented by clinicians and better understand their condition.

40,219 40,219 unique viewers to our YouTube channel

1st Top video of the year - The Ultimate Cholesterol Lowering Plan (UCLP®) Store Tour

277 277 people use CP+R's exercise videos made for HEART UK



“I found the webinar video very useful as it is extremely interesting to hear knowledgeable people talking about their subject.”

Public attendee



Public Awareness Campaigns

We raise public awareness of the dangers of cholesterol and other blood fats throughout the year.

This is important activity to ensure people know and understand their numbers and take appropriate action.



Annual Public Awareness Campaign #nationalcholesterolmonth

National Cholesterol Month in October is our annual awareness raising campaign.

In 2022 our theme was **“Small changes = A Big difference”** to raise awareness of cholesterol. It achieved significant milestones for the charity by making people more aware that making small improvements in their lifestyle (habit, diet, exercise and thinking) add up to improve long-term health.

Our highlights include:

20,154 20,154 users visited our campaign webpage during October

600,268 600,268 individuals were reached through our social media channels and e-news




Education for Healthcare Professionals (HCPs)

Feedback

Quotes from HCPs completing our e-learning modules...

35th Annual Medical & Scientific Conference



264 On HEART UK's 20th anniversary, 264 healthcare professionals attended our 35th annual medical and scientific conference 'Lipids – one huge step for healthcare?'

98% 98% of attendees said they would be able to apply the learnings from the conference in their day-to-day practice to improve patient outcome

100% 100% of members of our FH Intelligence Network said they were now 'much more' or 'more' knowledgeable about the topics covered.

20,016 Our Twitter posts reached 20,016 impressions with 347 engagements

E-Learning Module Participants (since inception)

5,786 5,786 healthcare professionals viewed our educational webinars

92% 92% of healthcare professionals reported being 'more' or 'much more' confident on these topics.

92% 92% said the programme will help them improve their patient care

93% 93% said they would recommend our programme to their colleagues

"Please continue with the excellent education. We're looking to start a Lipid clinic in my GP group."

"Excellent e-learning consolidates everything I've learned in other modules. Great resource, clearly presented."

"Very well-presented e-learning, website excellent for patients."

"Brilliant e-learning module, very enlightening. Pathway gives clear guidance re the use of statins."

"Thank you for providing an excellent educational resource. I feel more confident to bridge theory and practice after this module."

HCP e-news

4,212

4,212 HCPs subscribed to our healthcare e-news – an increase of 27% on the previous year.

Tackling Cholesterol Together

HEART UK has partnered with the NHS Accelerated Access Collaborative (AAC) and the Academic Health Science (AHSN) Network to provide a comprehensive and varied education programme for healthcare professionals.

Tackling Cholesterol Together is the national professional education programme supporting the NHS England and NHS Improvement (NHSEI) 3-year lipids workstream, which just completed its second year.

Elements of our education programme are funded by 'hands off' sponsorship from pharmaceutical companies.

The **AHSN** Network

ACCELERATED ACCESS COLLABORATIVE

HEART UK THE CHOLESTEROL CHARITY

NHS



E-Learning Module Participants (since inception)

Web page	Page views	Unique Views
Satin Intolerance Pathway	1676	1544
Lipid Management Pathway	1629	1466
Interpreting Lipid Results	619	562
Why Focus on Diet? (1 of 5)	587	542
Fundamentals for a Healthy Heart Diet (2 of 5)	293	260
Dietary Fats – Getting the right balance (3 of 5)	267	236
Metabolic Syndrome (MetS)	1462	151
Beyond Fats (4 of 5)	99	85
Cholesterol Lowering Foods (5 of 5)	30	29



Spending on charitable activity: We were able to keep our administration costs down to a minimum which means that for every £1 donated, 93 pence provided vital funding for our charitable activities.

Fundraising

Our vital work would not be possible without the generosity and dedication of our donors and fundraisers which enables people with high cholesterol to get the support they need.

We are most thankful to all of our donors, corporate partners and trust funders for their support, and our many fundraisers who took part in a wide range of activity last year

Together we achieved the following results:

- 19%** 19% of our income was donated by individual donors (+7% on previous year)
- 2,569** 2,569 miles were walked, run, cycled, and swum raising £113,986
- 650** 650 tonnes of pre-loved clothes were donated via our recycling partners iCollectClothes and Angel of Mercy (+49% on previous year).
- 42** 42 Ambassadors gave their time to support clinical research, raise awareness and carry out a wide range of fundraising activities.
- 18** 18 companies joined in our Heart Month activities in February 2022



Volunteer of the Year

Patsie Petry, Ambassador in Scotland.



Fundraiser of the Year

Laura Davis, FH Nurse Specialist at the Royal Brompton and Harefield Hospitals, raising £3,855 in the London Marathon.



Charity Partnership of the Year

CP+R, a private service based in London offering life-changing cardiac prevention and rehabilitation.

- Continue to develop our services and reach across the UK
- Develop our service for parents of children with FH and young people
- Continue to update and develop new e-modules for our primary care programme for healthcare professionals
- Hold our 36th Annual Scientific Conference
- Ensure cholesterol and other blood fats remain a health priority for Government and NHS across the UK
- Keep the NHS on track with its target to increase FH detection from 7% to 25% by 2024
- Launch a new Change Maker Programme across England and seek funding for Scotland, Wales and Northern Ireland.
- Enable thousands more people to have their cholesterol tested across the UK to enable them to understand their levels and where to seek onward advice
- Raise public awareness of the dangers of high cholesterol
- Launch our Employee Wellbeing Programme for employers



Thank you from the HEART UK team

HEART UK says a huge thank you to our volunteers for their amazing input and to every donor and supporter for their generous contributions. We really appreciate you helping us to significantly enhance our mission for people to know and understand their cholesterol and other blood fat levels and take appropriate action.



**Lowering cholesterol,
saving lives**

Contact us

HEART UK – The Cholesterol Charity
7 North Road, Maidenhead, SL6 1PE

T. 01628 777046 **E.** hello@heartuk.org.uk

Cholesterol Helpline

T. 0345 450 5988 **E.** ask@heartuk.org.uk

Fundraising

T. 01628 777046 **E.** fundraising@heartuk.org.uk

FOLLOW US:      