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National Cholesterol  
Month 2025

October 1 - October 31



**National Cholesterol  
Month comms toolkit**

**1<sup>st</sup> – 31<sup>st</sup> October 2025**

# What is the campaign?

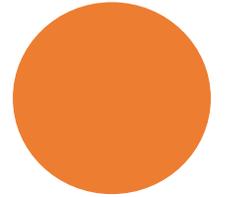
National Cholesterol Month is a public health campaign dedicated to educating people about cholesterol – what it is, why it matters, and how to manage it. Led by organisations such as Heart UK, the campaign encourages people to get their cholesterol checked and take steps to lower levels through diet, lifestyle, and, when needed, medication.

The month offers a chance to break down myths, highlight at-risk groups, and promote resources for better heart health. From cholesterol-friendly recipes to webinars and fundraising walks, it's a month of both awareness and action.

## Why National Cholesterol Month Matters

Cholesterol is often misunderstood. While our bodies need it to function, too much of the wrong kind can quietly increase the risk of heart attacks and strokes. The trouble is, high cholesterol has no symptoms – many people don't know they have it until it causes serious problems.

This is why National Cholesterol Month is vital. It highlights that getting tested is simple, and managing cholesterol doesn't mean giving up everything you love. It's about informed choices, balance, and support. For some, the month can be life-changing – or even life-saving – by prompting that first test or lifestyle shift.



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# How to get involved



Supporting HEART UK's National Cholesterol Month

Did you know that 1 in 2 adults in the UK have high cholesterol?  
It's more common than you think, but that doesn't mean it has to be out of your control.

 HEART UK  
National Cholesterol Month



HEART UK  
Be the Boss of your Cholesterol  
#ncm25 [www.heartuk.org.uk/ncm25](http://www.heartuk.org.uk/ncm25)

## How to Get Involved in National Cholesterol Month

Whether you're taking charge of your own health or helping others do the same, there are many ways to take part in National Cholesterol Month:

- Get your cholesterol checked:** Book a test with your GP, pharmacy, or through a workplace health program.
- Join the Great Cholesterol Challenge:** Commit to walking more, eating better, or another heart-healthy goal, and share your journey to inspire others.
- Learn and share:** Read up on cholesterol and its link to heart disease and share accurate resources with friends and family.
- Try heart-healthy recipes:** Add more fibre, healthy fats, and plant-based foods to your meals. Many resources offer cholesterol-lowering recipe ideas.
- Support Heart UK or other heart health charities:** Donate, fundraise, or volunteer to support education and advocacy efforts.



# Noteworthy Facts About Cholesterol

- Over half of adults in the UK have raised cholesterol – but many don't know it.
- There are two main types of cholesterol: LDL ("bad") and HDL ("good"). Balance between them is key.
- High cholesterol doesn't usually cause symptoms, which is why testing is essential.
- Lifestyle changes like diet, exercise, and quitting smoking can significantly improve cholesterol levels.
- Genetic conditions like Familial Hypercholesterolemia (FH) can cause high cholesterol from a young age and often go undiagnosed.

**Almost half of UK adults have raised cholesterol, which can lead to heart disease**  
**Together we can make things better**



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# Comms materials

Resources are available from the following sites:

[Heart UK - Resources](#)

[Heart UK – The Cholesterol Charity](#)

[NHS – High Cholesterol Overview](#)

[British Heart Foundation – Cholesterol Resources](#)

[6 Foods to lower cholesterol](#)

[SMART webinar](#)

These include downloadable posters, booklets, website and social media assets that can be used to build awareness of the risks associated with high cholesterol, how to get checked and support people to understand their readings, and how to self-monitor and manage their cholesterol.



Be the boss of  
your cholesterol  
with Heart UK's  
**FREE**  
Cholesterol  
SMART webinar  
on Thursday,  
2nd October at  
6pm!



# Suggested copy

## Social Media

**Did you know that 1 in 2 adults in the UK have high cholesterol?** It's more common than you think — but that doesn't mean it has to be out of your control. **Be the boss of your cholesterol.** Take charge of your health with small, manageable changes that can make a big difference — from eating heart-friendly foods and staying active, to checking in with your GP. Knowing your numbers is the first step toward feeling your best.

## Hashtags:

**#NationalCholesterolMonth, #HeartHealth, #CholesterolAwareness, #NCM25, #bethebossofyourcholesterol**

## Links:

[Heart UK – The Cholesterol Charity](#)

[NHS – High Cholesterol Overview](#)

[British Heart Foundation – Cholesterol Resources](#)



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