

# Heart Voices impact on BHF's work in 2024

It's been a very busy year, and we are very proud to say that Heart Voices members have been involved so many activities this year and impacted the work of BHF in a variety of ways.

On behalf of everyone at BHF we want to say a very big THANK YOU, for taking the time to use your experiences and knowledge to help shape our work and help to ensure that everything we are doing is better meeting the needs of those living with heart and circulatory conditions and their loved ones.

Here's just some of the areas that Heart Voices members have been involved in this year,

## **Information & Support**

Throughout this year Heart Voices members have been integral in the shaping and development of our new series of health information booklets.

Many of you have completed surveys, joined online focus groups and attended in-person workshops.

Taking the time to share your experiences, insights and suggestions has helped to ensure that these

booklets are answering the questions that people living with heart and circulatory conditions and their loved ones have, in a simple, supportive and accessible way.

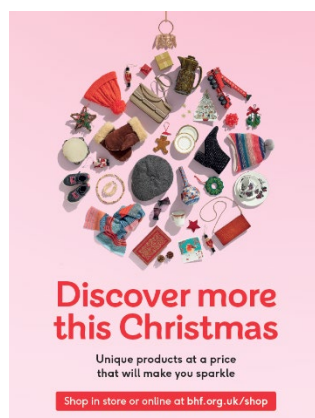


The first 3 in the series, Understanding; [Heart attacks](#), [Heart Failure](#) and [Angina](#) are available to view online or order for free now and there will be many more to follow in the new year.

Heart Voices members were also key in helping us to expand our offering of [accessible content](#), including ensuring the colours and fonts we are using are suitable, suggesting we

produce booklets in multiple sizes and reviewing webpages that have been produced in other languages.

As well as our health information, Heart Voices members also helped us improve the



posters that are shared in our stores, through sharing their feedback on our existing posters and suggestions improvements that could be made. We are pleased to share just some of the changes made to our Christmas posters as a result of this included.

- *Reduced and simplified copy with a larger font*
- *High colour contrast on background and copy*
- *Highlighted who was in the image when needed*
- *Not including any statistics*

## **Research and Innovation**

It has been a busy year for involvement across our research and innovation programmes, thanks to the invaluable contributions of our dedicated panel members.

Our **Patient Advisory Group** provided valuable patient and carer perspectives on nine Clinical Study applications, ensuring that our clinical research investments have the greatest impact on those with heart and circulatory conditions. Three studies were successfully funded by BHF, totalling over £1.5 million [Clinical Study Grant Awards - BHF](#)

Our **Healthcare Innovation Fund Patient Reviewers** have also provided valuable insights, reviewing over 60 applications aimed at testing innovative approaches to improving services for people affected by heart and circulatory conditions. Nine studies, which were scored highly by our Patient Reviewers, have been successfully funded by BHF and total over £1.7million [Healthcare Innovation Fund - BHF](#)

In addition, two members of Heart Voices with a lived experience of Inherited Cardiomyopathy joined their first **CureHeart Oversight Panel** meeting, providing key patient perspectives on the progress of BHF's largest ever research grant [CureHeart](#), which seeks to develop the first cures for inherited heart muscle diseases.

The **Patient & Public Research Strategy Advisory Group** has also made important contributions this year. Members shared insights that have informed the development of our

new [PPI in research webpage](#), designed to support cardiovascular researchers. They also provided feedback on BHF's Strategic Review and Refresh during discussions with BHF Chief Scientific and Medical Officer, Professor Bryan Williams - ensuring our new strategy will make the biggest difference for those affected by heart and circulatory conditions.



Finally, the **University of Oxford** were delighted to host 10 BHF PPI representatives for a tour of the CureHeart labs, Oxford Centre of Clinical Magnetic Resonance Imaging (OCMR) and Cardiovascular Clinical Research Facility (CCRF). This visit enabled attendees to see the impact of BHF-funded research in action!

## **Policy and Public Affairs**

Patient involvement in policy and influencing has had a very “involved” 2024. Patient input has really added value to many aspects within policy and influencing.



In prevention, the Tobacco and Vapes Bill went through with patient involvement at two parliamentary events. On 4<sup>th</sup> December, members of our patient panels contributed to statements for placards at our Hearts Need More hand in at 10 Downing Street of more than 46,000 signatures in a call to action to prioritise heart care.

Reflecting on a year of our Lived Experience Advisory Forum (LEAF) their input has been integral to our Hearts Needs More campaign. This saw involvement in the promotion and launch of the campaign video. LEAF member Arad Reisberg starred in the video alongside David Seaman. [Hearts Need More - campaign video.mp4](#)

LEAF members Svetlana Wise and Catherine Nicholson alongside other patient panel members have also helped form an expert by experience panel for health inequalities reports being published in 2025 building on the Igniting Change report.

Finally LEAF members have helped review the BHF organisational response as part of the NHS Change 10 Year health plan consultation which is running until March 2025.