

Tesco Health Charity Partnership

# Our impact

## 2024/25



# Helping you to live healthier





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# Introduction

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**On behalf of Cancer Research UK, British Heart Foundation (BHF) and Diabetes UK, we're grateful to everyone at Tesco for another impactful year of changing lives together.**

In the UK today, more than 7.6 million people are living with heart and circulatory diseases, more than 4 million people are living with a diagnosis of type 2 diabetes and nearly 1 in 2 people will get cancer in their lifetime.\*

No single organisation can solve these problems alone, but by combining our extensive expertise and reach, our partnership is helping to save and improve lives across the country.

The amazing support of Tesco customers and colleagues has helped fund each charity's information and support services, which have reached over **1.5 million people** in the last year. Through Tesco's stores and pharmacies, we've continued to engage with the public in their communities. And with our national awareness campaigns, we've reached millions of people with our messages, inspiring them to lead healthier lives.

Together, we've also raised **£3.5m** this year, taking the overall total to **£32.8m** raised since the partnership launched in 2018.

We hope you enjoy reading about our highlights from the past year and the impact we're making together. As we look to the future, we relish the opportunity to reach even greater heights in our shared mission to build a healthier nation for all. Thank you for your incredible support.



**Michelle Mitchell OBE**  
Chief Executive  
Cancer Research UK



**Dr Charmaine Griffiths**  
Chief Executive  
British Heart Foundation



**Colette Marshall**  
Chief Executive  
Diabetes UK

# Changing lives together

Our partnership made significant progress in 2024/25. Here are just some of our highlights.

## Let's Talk

To date, around **1,500** Tesco pharmacy staff have completed our Let's Talk training programme across 330 in-store pharmacies in England and Wales. Launched in 2022, Let's Talk provides Tesco pharmacy staff with the skills and confidence to have important conversations with customers about cancer, heart and circulatory diseases and type 2 diabetes.

Based on our evaluation of the 2022 launch, we produced four additional 'case study' modules to further assist pharmacists in their conversations with customers and familiarise them with scenarios they might face. The modules cover cancer early diagnosis, bowel cancer screening, heart health and diabetes.

## Climbing high

This year, Tesco colleagues and customers came together to raise over £3.5m

We've been delighted with the enthusiasm and support we've seen across the business. For example, Tesco Team Fresh raised a phenomenal **£42,470** climbing the Yorkshire Three Peaks in April 2024 – a real team effort that involved distribution centres, suppliers, friends and family.



"It was fantastic completing the Yorkshire Three Peaks challenge last year as a team. We walked 24 miles, encouraging each other along the way and raised a significant amount of money through donations from friends, family, and supporters. It truly was a great way to come together for a good cause, stay active, and make such a positive impact."

James Harris, Doncaster Distribution Centre Manager (Fresh Stream)



# Rounding up raises over £1m for support services

Tesco generously ran two customer donation appeals in aid of the Health Charity Partnership in September 2024 and February 2025, which raised **£1,058,571**. Following our partnership renewal in March 2024, all the money raised from these appeals is now restricted to vital information and support initiatives run by each charity. Every little donation helps our charities provide information and support when people need it the most.



Thanks to Tesco's customer donation appeal, British Heart Foundation has been able to produce and distribute essential health resources on heart and circulatory conditions.

The four most in-demand topics were blood pressure, cholesterol, eat better and heart health. This accounted for 52% of total distribution, demonstrating a strong public need for clear, accessible health guidance.

In total, **850,000** booklets and leaflets were distributed, with 43% going to hospitals to support patient education and recovery and 22% reaching GP surgeries to aid prevention and early intervention efforts.

**"I have found your publications very useful, easy to order and very good to give patients. These can be used as a resource to read later when they are digesting the information we are giving them in consultation."**

Feedback from a cardiac nurse



The donations raised from the two customer appeals have enabled the Diabetes UK Helpline to support people on topics such as treatment options, complications, diabetes technology and the impact of stigma. Healthy eating and physical activity was the topic most frequently discussed, coming up **37%** of the time, which is why our partnership with Tesco is so important in supporting more people to access healthy food and nutritional education.

**"Every day we speak to people who have questions and concerns regarding their diabetes. Some people are looking for practical information and guidance on how best to manage their diabetes, while others are having a tough time emotionally and are looking for someone who will listen and support them."**

Francesca,  
Helpline Team Leader



Thanks to donations from Tesco customers, between September 2024 and March 2025 Cancer Research UK sent out **688,413** leaflets, posters and treatment records covering topics such as early diagnosis and ways to reduce cancer risk. The most popular items were our cancer treatment record booklets, our leaflets on spotting skin cancer early and our bowel cancer screening information cards.

Donations from the appeal also supported our nurse helpline, a freephone service where our expert team of experienced cancer nurses answer questions from people affected by cancer. Our nurses received over **13,300** enquiries in 2024/25.

**"A fabulous service that helps to reduce anxiety and explain things in an easy way. Thank you."**

Feedback from a  
Cancer Research UK  
nurse helpline user

The money we've raised together is helping each of our charities to pursue their own individual missions, powered by the common goal of saving and improving lives. In the pages that follow, we hope you enjoy reading about what each charity has been able to achieve thanks to Tesco's incredible support.

# Beating cancer together

In the last 50 years, our work has helped double cancer survival in the UK.

But to achieve our vision of a world where everybody lives longer, better lives, free from the fear of cancer, we still have so much further to go. As we strive to turn our vision into a reality, Tesco's support is crucial in allowing us to run vital services and provide potentially life-saving information for thousands of people affected by cancer every day.

## Cancer Awareness in the Workplace

In 2024, we reached 3,288 Tesco colleagues through 65 Cancer Awareness in the Workplace stands. Of the 297 colleagues we surveyed, **98%** said they came away with a better understanding of ways they can help their health. Having health initiatives in place also meant that **89%** of 735 colleagues surveyed felt more positive towards Tesco as an organisation.



## Our pharmacy campaign

Our 2024 pharmacy campaign delivered further training to Tesco pharmacy staff to support customers with their questions about cancer early diagnosis through our new Let's Talk case study module. We also developed a resource for pharmacists to fill in with customers to assist their conversations with their doctor.

Throughout the campaign period, customers were prompted to speak to their Tesco pharmacist if they were experiencing a symptom of cancer through point-of-sale signage, tannoy messages and resources at the pharmacy counter.

In addition, we reached an estimated **11.3 million people** with our important early diagnosis information through email, social media and radio coverage of the campaign. Of the pharmacists we surveyed, 42% said they had more conversations about cancer and early diagnosis with customers during and since the campaign period. We look forward to running the campaign again in 2025.

**64%** of pharmacists agreed that Tesco should run the campaign again in 2025.



## Cancer Chat

Cancer Chat is our fully moderated discussion forum where anyone can talk to other people affected by cancer, share their experiences and get support. The forum is extremely active, receiving upwards of **6,500 posts** and welcoming more than **1,500 new members** every month.

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**“Thank you to you and all the moderators, nurses and everyone who helps run this wonderful Cancer Chat forum. It really is a treasure, helping people connect to like-minded people, especially when they need help in coming to terms with diagnoses, treatments and loss, or just coping with things.”**

Feedback from a Cancer Chat user

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## Developing a vaccine to prevent lung cancer

One of the most effective ways to reduce the impact of cancer is to prevent it.

Our researchers are in the early stages of developing a vaccine called LungVax to prevent lung cancer in people at risk of the disease. The vaccine will teach the immune system to recognise and destroy cells that could have gone on to form cancer.

If successful, LungVax could not only save lives from lung cancer, the UK's leading cause of cancer deaths, but also save people from the emotional and physical stress of a cancer diagnosis and treatment.

## About Cancer

The ‘About Cancer’ section of our website houses 4,000 pages of evidence-based, engaging and accessible information about 95% of cancer types. The content covers symptoms, screening, cancer treatment and coping with cancer, and is written in plain English so that everyone can understand it. In addition, our clinical trials database provides information on more than 2,800 cancer clinical trials taking place in the UK.

In 2024/25 our About Cancer webpages were visited **over 48 million times** by people in the UK and around the world.

## Looking for clues in loyalty card data

Dr James Flanagan is leading the CLOCS project, which is using data from loyalty cards, including Tesco's Clubcard, to study people's purchasing habits and look for any shopping changes that could point to early signs of cancer.

Some cancer symptoms, like bloating and nausea, can be mistaken for other more minor health complaints. People sometimes choose to manage these symptoms with over-the-counter medications.

CLOCS has already shown that loyalty card data can predict ovarian cancers in women over six months before diagnosis. Now, the researchers are investigating whether this data can help detect bowel, pancreatic and oesophageal cancers too.

We're grateful for Tesco's contribution to CLOCS, which was recognised at the 2023 Data IQ Awards for best use of data for not-for-profit or non-commercial purposes.



# Protecting hearts together

Through the Health Charity Partnership, Tesco and BHF are transforming knowledge and awareness of heart health throughout the UK.

Over the last year, we've continued to empower the public to understand and take control of their heart health.

## Combatting high blood pressure

In 2025, BHF and Tesco worked together to tackle high blood pressure: a very common but serious condition that can lead to a range of life-threatening complications. High blood pressure is often symptomless, and estimated to be undiagnosed in as many as five million adults across the UK.

Combining BHF's expertise with the unique reach of Tesco, the Health Charity Partnership strives to change this. In the last 12 months, we've:

- Offered **9,367 free blood pressure checks** across Tesco pharmacies during our heart health campaign.
- Campaigned to get **200,000 football fans tested** for high blood pressure during UEFA Euro 2024.







## Enabling healthier choices

Our partnership has supported Tesco colleagues and customers to make healthier food choices. BHF and Tesco have worked together to develop a suite of heart-healthy recipes for the Tesco Real Food hub.

This area of activity has been strengthened by collaborating with influencer, chef and food writer Anjula Devi, whose nutritious and delicious recipe featured on the Tesco Real Food hub during February 2025.

BHF also featured in the February edition of the Tesco magazine with a double-page spread sharing information on high blood pressure and a heart-healthy recipe.

Together, BHF and Tesco are inspiring a healthier nation. By offering free blood pressure checks and promoting heart-healthy food choices, Tesco is turbo-charging BHF's mission to save and improve lives affected by heart and circulatory diseases.

## Investing in groundbreaking research

BHF is committed to funding research to find cures and treatments that will help us save and improve more lives. Tesco's donations help us to invest in groundbreaking research that will help us get closer than ever to achieving our vision of a world free from the fear of heart and circulatory diseases. Here are a few examples:

### **BHF is funding CureHeart to find a cure for inherited heart muscle diseases**

Every week in the UK around 12 young lives under the age of 35 are tragically cut short by sudden cardiac death. This is often caused by inherited heart muscle diseases that can run in families.

The CureHeart research programme, led by Professor Hugh Watkins at the University of Oxford, aims to create the first cures for inherited heart muscle diseases. Researchers are developing tools to correct harmful errors in someone's DNA. This groundbreaking research could save countless lives and transform families' futures worldwide.

### **We're advancing research to improve the lives of people with heart failure**

Every five minutes in the UK, someone is hospitalised due to a heart attack. While survival rates have improved, the resulting heart damage can lead to heart failure, a debilitating condition with no cure.

Dr Elisa Avolio at the University of Bristol is exploring whether an existing drug can stimulate cells to build new blood vessels and restore heart function. This innovative research has the potential to improve the lives of those affected by heart failure – currently over a million people in the UK are estimated to have the condition.

Over  
12,000  
views  
on the Heart  
healthy  
recipe hub.



# Supporting people affected by diabetes together

In the summer, we worked together to support families to eat affordably and healthily, combatting the difficulties that come with school holidays, trips away and hot weather. Showcasing our delicious recipes, nearly **20,000** Tesco Clubcard users visited our recipe hub to find deliciously balanced recipes for the family.

We also saw **1,570** Tesco Clubcard customers click to find out more about Let's Talk. That's 1,570 more people who could have a quality conversation about their risk of type 2 diabetes with a trained healthcare professional, to better understand how they can reduce their risk, eat more healthily, get more active and live a healthier life.



Our feature in Tesco magazine pulled everything together for customers. Diabetes UK's Deputy Head of Care, Emma Elvin, provided helpful tips including quick and easy food swaps, medication watch-outs, and advice for adding in extra movement to social events. Thanks to this feature, millions of Tesco customers have access to easy-to-follow advice on lowering their risk of and managing type 2 diabetes.

And it wasn't just customers feeling supported. **Over 40,000 Tesco colleagues** viewed our campaign content on News and Views. By highlighting some common misconceptions about diabetes, not only were we jointly tackling diabetes stigma, we were providing reliable information to Tesco colleagues. We helped them to better understand what diabetes is, how they can live healthily with or without diabetes and how to support colleagues, friends and family who might be living with the condition.







**At Diabetes UK, we've accomplished a lot this year, supported by the generous funds raised by Tesco colleagues and customers. Here are a few highlights:**

- NHS England announced a plan for national rollout of hybrid closed-loop systems, or 'artificial pancreas' for people living with type 1 diabetes. This is a huge milestone that has been supported by Diabetes UK research and work with the government and NHS England, to ensure that all people have equal access to life-saving technology.
- Results from our DiRECT study showed that weight loss can put type 2 diabetes into remission for at least five years. Importantly, the research highlighted the need for ongoing support to maintain weight loss and stay in remission. This means, we need more research to understand how best to support people with type 2 diabetes to maintain weight loss and remission over time. That's why we're investing in vital research like the NewDAWN study.
- We've been working with the new government to put diabetes on the agenda. From asking MPs to champion improvements in diabetes care and talking about diabetes at Party Conferences to supporting our volunteers to share their experience, we've been busy making sure that diabetes is a priority for the government.







# Thank you

This year, our Health Charity Partnership has continued to go from strength to strength, positively impacting millions of lives across the UK.

Together, we've raised £3.5m to support a range of information, prevention and research programmes, while also raising vital awareness through the delivery of step-change national campaigns.

Thank you to all Tesco colleagues and customers for continuing to champion our partnership.

**£3.5m**  
raised together



Cancer Research UK is a registered charity in England and Wales (1089464), Scotland (SC041666), the Isle of Man (1103) and Jersey (247).

British Heart Foundation is a registered charity in England and Wales (225971), Scotland (SC039426) and the Isle of Man (1295).

The British Diabetic Association operating as Diabetes UK is a registered charity in England and Wales (215199) and in Scotland (SC039136).