

## Campaign Report *#ConoceTusNúmeros*

The Inter-American Society of Cardiology (SIAC) through its Community Council (SIAComunidad) launched a health promotion campaign called "For the Hearts of America."

In its first action, it implemented a campaign in cooperation with the Pan American Health Organization (PAHO) and the World Heart Federation (WHF) for awareness, detection and control of arterial hypertension in America. The Latin American Society of Arterial Hypertension (LASH) also participated in the action.

This campaign was held from Thursday, May 17<sup>th</sup> until Wednesday, May 23<sup>rd</sup>, under the slogan "**Know your numbers**".

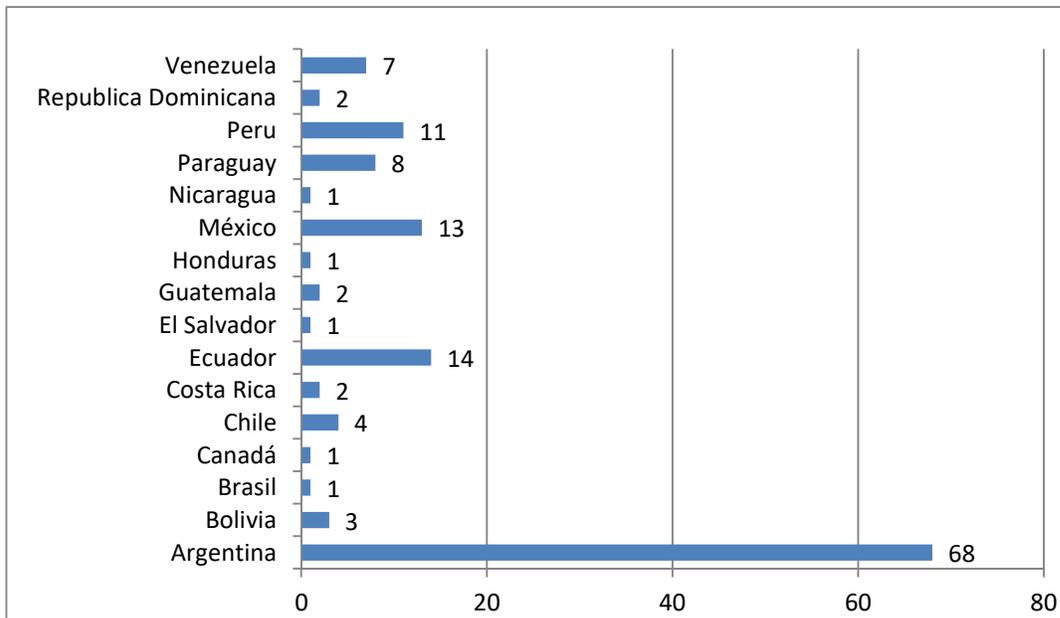
On April 18<sup>th</sup> we started disseminating actions targeted to call attention and promote the Campaign by:

- Accounts on Twitter and Facebook with daily participation from April 18<sup>th</sup> to May 23<sup>rd</sup>
- Letter inviting all SIAC Member Societies to join the campaign
- Presentation of proposals in scientific events
- Information meeting for Member Societies of SIAC
- Direct contacts with other scientific Societies
- World Heart Federation, PAHO and SIAC web communications
- Information on the web of the Spanish Society of Cardiology and of other SIAC Member Societies

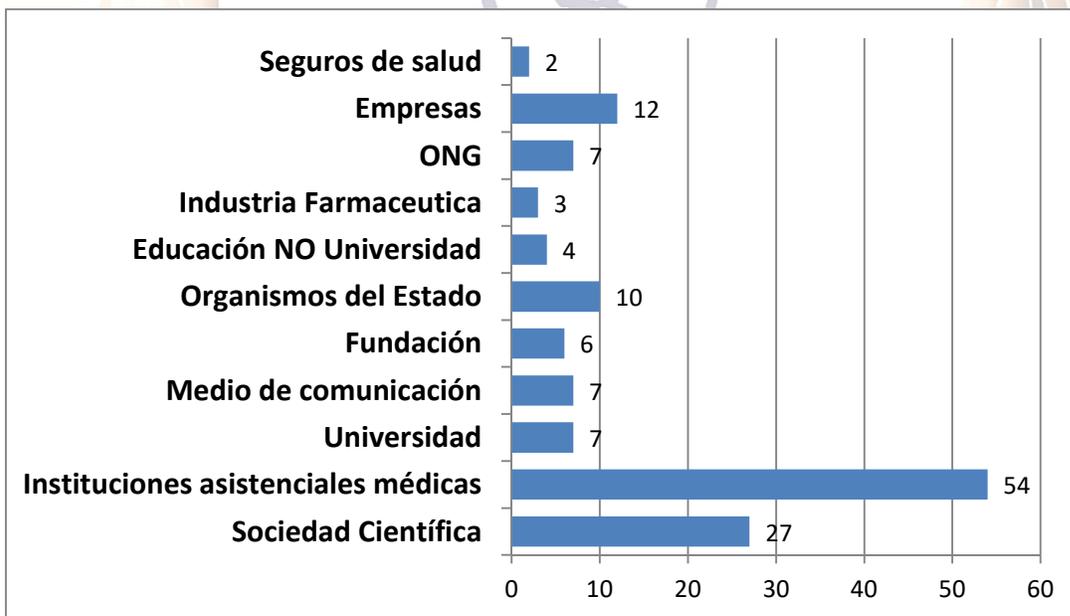
All communications contained SIAC, WHF and LASH logos.

A platform was available on the web, from which the actors could directly upload their activities. Considerations were made regarding the initiative and methodological recommendations. Problems in accessing the platform were minor and solved over the week. 139 Institutions in 16 countries took part in this campaign

Argentina presented the highest number of institutions (48.9%) favored by the background of a network of actors that usually participate in the national campaign "One hundred thousand hearts".



Regarding the type of participating institutions, participation of medical societies was the most important one, followed by the scientific societies. The turnout of government institutions was low.



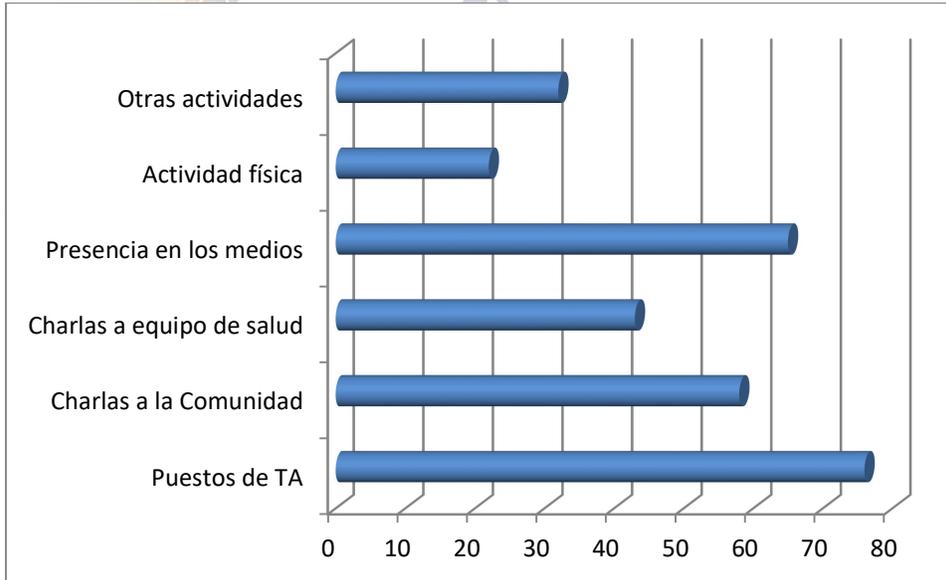
A total of 296 activities were carried out, characterized according to the modality proposed by the local actor through the platform.

The most frequent activities were blood pressure-control checkpoints, which were usually held for several days in mass centers of the community (hypermarkets), on public roads and in health care facilities.

<b>HTA posts</b>	<b>76</b>
<b>Lectures to the community</b>	<b>58</b>
<b>Lectures to health care teams</b>	<b>43</b>
<b>Presence of media</b>	<b>65</b>
<b>Physical activity</b>	<b>22</b>
<b>Other activities</b>	<b>32</b>
<b>Total</b>	<b>296</b>

The contact with media reached, in some occasions, national circulation communication media.

The partnership with different institutions for the realization of several activity modalities during the week was common.



A total of 70 locations participated. These were identified by zip code and classified according to population density.

A significant fact is that 27% of the participants corresponded to cities of less than 10 thousand inhabitants, in which the scientific Societies do not find representation and the number of specialists in cardiology is low.

<b>&lt; 10 thousand hab</b>	<b>19</b>
<b>10 a 100 thousand hab</b>	<b>12</b>
<b>100 mil a 1 million hab</b>	<b>16</b>
<b>&gt; 1 million hab</b>	<b>23</b>
<b>Total</b>	<b>70</b>

Finally, participation in social networks was intense throughout the campaign. All communications were made with the hashtag # *ConoceTusNúmeros*

On twitter, for example, 61 direct messages from the Campaign went out, generating 133,198 views, an average of 2,155 per message, plus the contribution made by dozens of actors in the networks with messages, communication of activities and even audiovisual material edited specifically as support for the Campaign.

After the Campaign, in the next 15 days we will be sending the diplomas to all the institutions that participated.

In summary the Campaign # *ConoceTus Números* stand out in numbers:

<b>Countries</b>	<b>16</b>
<b>Locations</b>	<b>70</b>
<b>Institutions</b>	<b>139</b>
<b>Activities</b>	<b>296</b>
<b>Twitter views</b>	<b>133.198</b>

## CONCLUSIONS

Undoubtedly the initiative, in its first edition, fulfilled all the expectations, leaving many lessons that will be used in the next two editions of the current year.

Our challenges are:

- Reach all the countries of the continent
- Overcome language and idiosyncrasy barriers
- Grow in number of places and institutions, especially government ones
- Increase the impact on mass media
- Position the prevention message on social networks.

Undoubtedly, this is an effective strategy to raise awareness and mobilize the community. It is important that this be reflected in a real impact in terms of advocacy, achieving greater commitment from government institutions, the only way by which effective prevention actions can be developed in chronic noncommunicable diseases on a large scale.



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