Cardiovascular disease is the number one cause of death on the planet. It has many causes: from smoking to diabetes, high blood pressure, obesity, and air pollution. In the time of COVID-19, cardiovascular disease (CVD) patients are faced with a double-edged threat. Not only are they more at risk of developing severe forms of the virus, but they may also be afraid to seek ongoing care for their hearts.

This year on World Heart Day, we invite everyone to USE ♥. This playbook is designed to introduce you to the campaign and help you find, customise and use assets so you can get involved and make World Heart Day your own."

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1. THE BIG IDEA FOR WORLD HEART DAY 2020
   1.1 USE ❤
   1.2 USE ❤ TO...
   1.3 Creative showcase

2. PLANNING FOR A GREAT CAMPAIGN
   2.1 Social media
   2.2 Multiple touchpoints
   2.3 Print materials
   2.4 Digital experience
   2.5 Use Heart for other causes
   2.6 Landmarks
   2.7 #UseHeart every day

3. HOW TO USE THE CONTENT HUB
1. THE BIG IDEA FOR WORLD HEART DAY 2020

1.1 USE

1.2 USE TO...

1.3 CREATIVE SHOWCASE
CONNECTION
The heart is the only organ you can hear and feel. It is the first and last sign of life. It is one of the few things with the potential to unite all of us as people.

ACTION
This is what we are asking people to do. To Use Heart in all their actions. To think differently. To make the right decisions. To act with courage. To help others. To engage with this important cause.

USE ♥ TO BEAT

PURPOSE
Beating cardiovascular disease is the ultimate purpose of the World Heart Federation and all affiliated associations. It is the primary goal of thousands of doctors and health care professionals around the world and a key focus area of every national health service. World Heart Day is our main communications tool to support this end.

CAUSE
Cardiovascular disease is the leading cause of death globally. That is a cause we can all get behind.

OUR 20/21 CAMPAIGN KEY MESSAGE
USE ❤ TO...

USE ❤

USE ❤ TO BEAT ❤

USE ❤ TO MAKE BETTER CHOICES

USE ❤ TO ADVANCE SCIENCE

USE ❤ TO PREVENT DIABETES

USE ❤ TO QUIT SMOKING

USE ❤ TO THANK NURSES

USE ❤ TO TAKE THE STAIRS

USE ❤ TO FIGHT CLIMATE CHANGE

USE ❤ TO JOIN THE CONVERSATION

USE ❤ TO ACHIEVE ANYTHING THAT HELPS BEAT CVD

The campaign is incredibly flexible but totally cohesive - a really modern approach. Highlight the issues that are top priority for you whilst underlining our shared goal of beating CVD.
Aim for at least 30 minutes of moderate-intensity physical activity 5 times a week. Or at least 75 minutes spread throughout the week of vigorous-intensity activity. Playing, walking, housework, dancing – they all count! Be more active every day – take the stairs, walk or cycle instead of driving. Stay fit at home – even if you’re on lockdown you can join virtual exercise classes and workouts for the whole family. Download an exercise app or use a pedometer to keep track of your progress.

Cut down on sugary beverages and fruit juices – choose water or unsweetened juices instead. Swap sweet, sugary treats for fresh fruit as a healthy alternative. Try to eat 5 portions (about a handful each) of fruit and veg a day – they can be fresh, frozen, tinned or dried. Keep the amount of alcohol you drink within recommended guidelines. Try to limit processed and prepackaged foods that are often high in salt, sugar and fat. Make your own healthy school or work lunches at home.

It’s the single best thing you do to improve your heart health. Within 2 years of quitting, the risk of coronary heart disease is substantially reduced. Within 15 years the risk of CVD returns to that of a non-smoker. Exposure to secondhand smoke is also a cause of heart disease in non-smokers. By quitting/not smoking you’ll improve both your health and that of those around you. If you’re having trouble stopping, seek professional advice and ask your employer if they provide smoking-cessation services.

High blood glucose (blood sugar) can be indicative of diabetes. CVD accounts for the majority of deaths in people with diabetes so if it’s left undiagnosed and untreated it can put you at increased risk of heart disease and stroke.

High blood pressure is one of the main risk factors for CVD. It’s called the ‘silent killer’ because it usually has no warning signs or symptoms, and many people don’t realise they have it.

Cholesterol is associated with around 4 million deaths per year, so visit your healthcare professional and ask them to measure your levels, as well as your weight and body mass index (BMI). They’ll then be able to advise on your CVD risk so you can take action to improve your heart health.

FAQ: Does USE heart mean love? A: Yes, it is one of its meanings. Love is an important part of helping to make better choices, but USE heart also means so much more.

USE ♥ TO EAT WELL & DRINK WISELY

USE ♥ TO GET MORE ACTIVE

USE ♥ TO SAY NO TO TOBACCO

DID YOU KNOW?

DID YOU KNOW?

DID YOU KNOW?
USE ❤️ TO BEAT ❤️

USE ❤️ TO MAKE BETTER CHOICES. ❤️ TO SAVE LIVES. ❤️ TO INSPIRE EVERY GENERATION. ❤️ TO BE YOUR BEST. ❤️ FOR SOCIETY, YOUR LOVED ONES AND YOU.

USE ❤️ TO LIVE YOUR BEST LIFE

HYPERTENSION IS THE MAJOR CONDITION THATS ABOUT THE HEART FAILURE. AND MOST OF THE CLIENTS ARE OUT THERE SUFFERING BECAUSE THEY HAVE NOT HAD SCREENING DONE.

CARDIOVASCULAR DISEASE IS THE WORLD'S BIGGEST KILLER

SHOW THE WORLD HOW TO USE ❤️

#UseHeart

WORLD HEART DAY 2022

17.9m 1 in 10 31%
The WHF assets are always available to you. But we encourage you to craft your own if you have the resources to do so. Be creative. Be exciting. Be relevant. Be appropriate. We look forward to seeing it.

✔ SELECT THE FORMAT

✔ DEFINE THE MESSAGE, FROM HEADLINE TO CAPTION

✔ THINK ‘NEVER STATIC’ FIND A WAY TO MAKE IT MOVE

✔ APPLY YOUR BRANDING

✔ BE CREATIVE. BE EXCITING. BE RELEVANT. BE APPROPRIATE. WE LOOK FORWARD TO SEEING IT.

✔ CHOOSE YOUR CALL TO ACTION

✔ DECIDE BETWEEN USING IMAGERY OR JUST USING TYPE

CREATE YOUR BESPOKE ASSETS

SHOW THE WORLD HOW TO USE
USE♥TO BEAT ♥
SOCIAL MEDIA
NEWSPAPER AND MAGAZINE ADVERTISING
USE HEART TO GET OUTDOORS

USE HEART TO DEVELOP IDEAS THAT CREATE CHANGE

USE HEART FOR WHEN I USE

USE HEART TO MAKE BETTER CHOICES FOR SOCIETY, YOUR LOVED ONES AND YOU

USE HEART EVERY DAY

AMBIENT MEDIA
RETAIL PLACEMENT
USE ❤ TO BEAT ❤

UTILISE ❤ POUR VAINCRE ❤

USE ❤ DE VENCER ❤

USA ❤ PARA VENCER ❤

BENUTZE ❤❤ ZU SCHLAGEN

إستخدم❤❤ لتهزم ❤
2. PLANNING FOR A GREAT CAMPAIGN

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32% of US users post about their friends' and families' health experiences on social media. (Source: PwC)

Some of the most engaged and active audiences on social media are individuals coping with a disability or chronic condition, including heart disease, cancer, diabetes and people who have recently experienced a medical emergency. (Source: Pew Research)
Rule 1.
Make it easy – the fewer clicks the better

Rule 2.
Do not interrupt the user journey – asking people to leave one platform and go to another (e.g. from Facebook to a website) will lose you a lot of traffic

Rule 3.
Build on existing habits – use tools that people are familiar with so interacting is intuitive
THE BEST IMAGES AND STORIES CAN WORK ACROSS MANY TOUCHPOINTS
PRINT MATERIALS

Go big on digital for World Heart Day. But don’t forget the power of print.
PRINT MATERIALS INCLUDE

• Posters (portrait and landscape formats)
• Leaflet
• Message wall
• Roll-up banners
On average, we remember 10% of what we hear, 20% of what we see – but 70% of what we do. The goal is to get people to participate and join in on World Heart Day, to have an experience that they will enjoy and remember.
USE 💜 FOR OTHER CAUSES
LANDMARKS

Every year landmarks and monuments around the world light up in honour of World Heart Day. If you would like to get involved this year, please contact us so we can help you to arrange.
We want to inspire people to make better choices for their hearts all year, not just on World Heart Day. Stay tuned for more news from the World Heart Federation on how the #UseHeart campaign can help raise awareness of heart health and drive heart-healthy behaviours throughout the year. Thank you for getting involved in World Heart Day 2020.
3. HOW TO USE THE CONTENT HUB
New resources will be added weekly and we will alert you when new assets are available. We highly encourage you to SUBSCRIBE and keep up with the latest World Heart Day assets and updates.

HOW TO ACCESS AND USE THE CONTENT HUB

1. Visit https://www.world-heart-federation.org/world-heart-day/whd-resources
2. Use your member login and password, emailed to you by the World Heart team. If you would like to create a new login, please get in touch with the World Heart team.
3. Navigate to the channel you want assets for
4. Download your assets, ready for use

This year we have launched an online content hub housing all the elements of the campaign and showing how they come together. You can access and download the assets by channel in various languages by visiting: https://www.world-heart-federation.org/world-heart-day/whd-resources

All assets are free to use. Before downloading, refer to the "Using our Resources" page for more information on usage, and please credit the World Heart Federation on all published materials.
USE ❤ TO TAKE PART

We are living in unprecedented times. We don’t know what course the pandemic will take in the future but we do know that taking care of our hearts is more important than ever.

So this year on 29 September, help us to spread the word by visiting our content hub https://www.world-heart-federation.org/world-heart-day/whd-resources/ – we’ll be adding lots of resources and ways to get involved in the run up to World Heart Day.