ACTIVATION KIT 2020
FOR HEALTH PROVIDERS
“At the World Heart Federation, we are extremely grateful to all who work on the frontline or behind the scenes in healthcare, for your fortitude, your bravery and your compassion in these extremely challenging times. This year we have experienced the most serious public health crisis in over a century. No country has been spared from the COVID-19 pandemic, which has caused more than half a million deaths at the time of writing. Sadly, the most vulnerable people, the elderly and those with underlying conditions, have been worst affected. And those with cardiovascular diseases have been hardest hit.

On World Heart Day 2020, we want to ask people to make better choices for their hearts. You already inspire people every day to do this - to give up smoking, to eat more healthily, to take up and keep up physical exercise. We want to provide you with tools so that you can join in on World Heart Day with our global call to USE ♥ TO BEAT CVD.”

KAREN SLIWA
President, World Heart Federation

JEAN-LUC EISELÉ
Chief Executive Officer, World Heart Federation

USE ♥ TO MAKE BETTER CHOICES

Look after your heart by eating a healthy diet, saying no to tobacco and getting plenty of exercise. And follow your government’s advice on preventing COVID-19.

USE ♥ FOR SOCIETY, YOUR LOVED ONES AND YOU

COVID-19 has also shone a spotlight on the importance of looking after each other - making better choices at every level, from individuals, families and communities, to whole populations and governments.

USE ♥ TO LISTEN TO YOUR HEART

Make sure you attend your regular check-ups. And never avoid calling the emergency services if you need to – it’s safe and the medical profession is there for you.
1. THE BIG IDEA FOR WORLD HEART DAY 2020
   1.1 USE ❤️
   1.2 USE ❤️ TO...
   1.3 Practical call to actions

2. CREATIVE SHOWCASE
   2.1 Internal activation
   2.2 External activation
   2.3 Staff & patient engagement
   2.4 Hospital & clinic staff health programme

3. HOW TO USE THE CONTENT HUB
   3.1 How to use the Content Hub
   3.2 Customisable poster builder
   3.3 USE ❤️ for bigger impact
THE BIG IDEA FOR WORLD HEART DAY 2020

1. USE

1.1 USE

1.2 USE

1.3 PRACTICAL CALL TO ACTIONS
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 us all 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

OUR 20/21 CAMPAIGN

KEY MESSAGE

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.
USE ❤ TO...

- USE ❤
- USE ❤ TO BEAT ❤
- USE ❤ TO MAKE BETTER CHOICES
- USE ❤ TO ADVANCE DIAGNOSIS & TREATMENT
- USE ❤ TO PREVENT DIABETES
- USE ❤ TO STOP SMOKING
- USE ❤ TO THANK NURSES
- USE ❤ TO GET MOVING
- USE ❤ TO FIGHT OBESITY
- USE ❤ TO JOIN THE CONVERSATION
- USE ❤ TO DO ANYTHING THAT HELPS YOU AND YOUR PATIENTS BEAT CVD

The campaign is incredibly flexible but totally cohesive - a really modern approach.

You can highlight the issues that are top priority for you whilst underlining our shared goal of beating cardiovascular disease (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 the health 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 ♥ mean love?
A: Yes, it is one of its meanings. Love is an important part of helping to make better choices, but USE ♥ also means so much more.
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 LEAVE NO DISEASE NEGLECTED

#UseHeart

SHOW YOUR PATIENTS HOW TO USE ❤️

CARDIOVASCULAR DISEASE IS THE WORLD’S BIGGEST KILLER

17.9m 1 in 10 31%
2. CREATIVE SHOWCASE

2.1 INTERNAL ACTIVATION

2.2 EXTERNAL ACTIVATION

2.3 STAFF & PATIENT ENGAGEMENT

2.4 HOSPITAL & CLINIC STAFF HEALTH PROGRAMME
USE ❤️ TO BEAT ❤️
INTERNAL ACTIVATION: PATIENT INFORMATION LEAFLET
INTERNAL ACTIVATION: MEDICAL OFFICES AND HOSPITALS
INTERNAL ACTIVATION: AMBIENT MEDIA

- Use
- Use to make better choices
- Use to clean your hands
- Use every day
- It’s a perfect day to use
- Use to advance diagnosis & treatment
INTERNAL ACTIVATION: AMBIENT MEDIA
Show your patients how to use ❤️

Encourage patients to share the ways they use heart and in their everyday lives.
Inspire the world to Use Heart by starting with your staff. Enable your teams to make better choices for their hearts all year with the mobile app that combines physical and educational challenges to help keep your team active, healthy and engaged.

Promote health in the workplace

Poor employee health, including poor heart health, can impact your company’s productivity and your bottom line.

Cardiovascular disease is the world’s leading cause of death claiming 17.9 million lives each year. By controlling risk factors such as tobacco use, unhealthy diet and physical inactivity, at least 80% of premature deaths from heart disease and stroke could be avoided.

world-heart-federation.org/heart-hero-challenge-app/
HOW TO USE THE CONTENT HUB

3.1 HOW TO USE THE CONTENT HUB

3.2 CUSTOMISABLE POSTER BUILDER

3.3 USE ♥ FOR BIGGER IMPACT
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.

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.
Visit worldheartday.org to create a customisable World Heart Day 2020 poster. Easily download to print or use across social media channels.

- **Customisable Poster Builder**
- **Customise Your Image**
- **Customise Your Border:** Match the border to complement your image
- **Customise Your Language:** Our template is available to use in multiple languages
- **Customise Key Message:** This is an opportunity to highlight relevant topics, causes, or conditions

Use love to prevent diabetes.
Partners of the World Heart Federation have access to additional benefits, year-round. For partnership opportunities, please reach out to worldheartday@worldheart.org

1. BESPOKE EVENTS
2. ACCESS TO WHF CONTENT YEAR-ROUND
3. SPEAKING/PANEL OPPORTUNITIES
4. CO-BRANDING FOR WORLD HEART DAY
We are living in unprecedented times. We don’t know what course the COVID-19 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.
IN PARTNERSHIP WITH

WORLD HEART DAY 29 SEP