



**WORLD
HEART
DAY** 29 SEP

**PLAYBOOK
2025
DON'T
MISS
A BEAT!**



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1.

INTRODUCTION



WORLD HEART DAY DRIVES URGENT ACTION ON A GLOBAL SCALE

Each 29 September, we celebrate World Heart Day to raise awareness of cardiovascular disease (CVD) and the importance of taking care of your heart. From individuals, families and schools to community groups and governments, we work together to make equitable heart health a priority and drive change across the globe.

For any assistance, please email
worldheartday@worldheart.org

1.2. HISTORY OF WORLD HEART DAY

For 25 years, we have come together on 29 September to make heart health a priority.

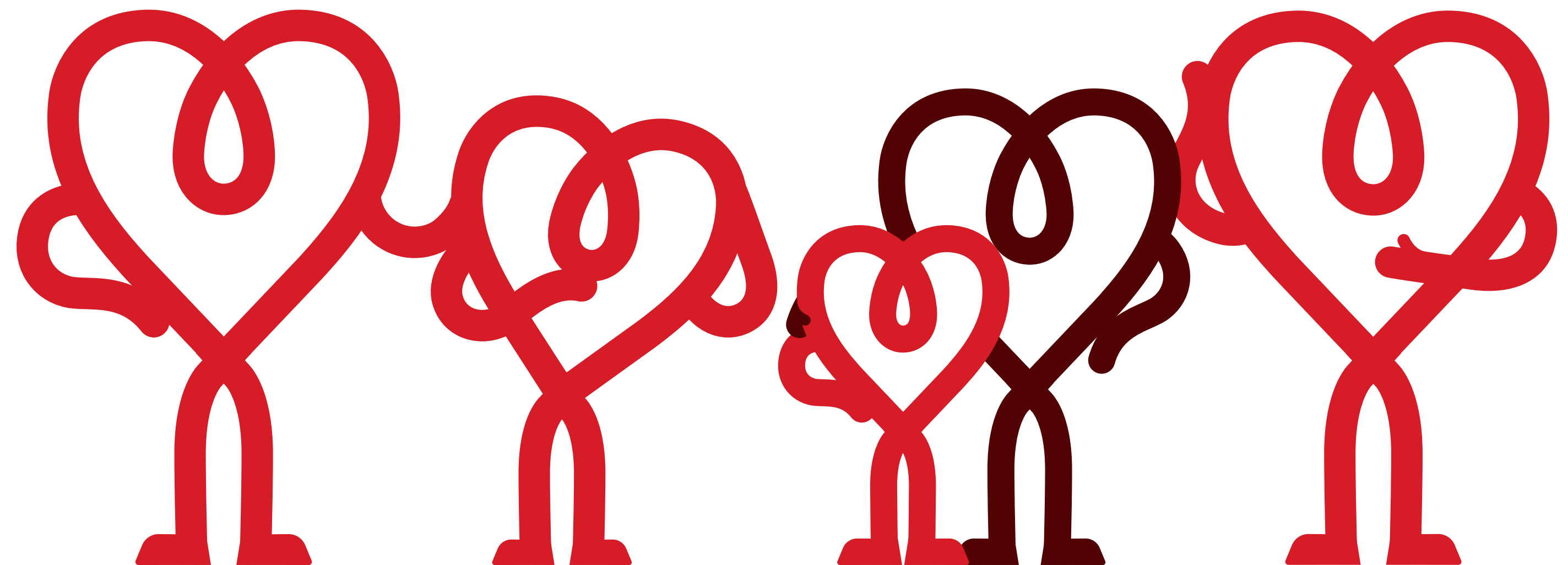
Together we have highlighted how to prevent and manage CVD and called on governments to prioritise heart health.

Last year, we united millions worldwide and championed for meaningful change with the launch of our first ever global petition.

Building on this, in 2025, we will celebrate the 25th anniversary of World Heart Day and our mission remains as urgent as ever.

1 IN 5
PEOPLE WILL DIE
PREMATURELY FROM
HEART DISEASE.

CVD CLAIMS MORE LIVES
THAN CANCER AND CHRONIC
RESPIRATORY DISEASES COMBINED,
YET UP TO 80% OF HEART
DISEASE AND STROKE CASES
ARE PREVENTABLE.



1.3. CELEBRATING OUR WHD SUCCESSES

With your support so far, we have:

MADE THE WORLD SHINE

Turned 100 landmarks red, from the Jet d'Eau in Switzerland and the Sky Tower in New Zealand, to the Niagara Falls in Canada and the Pyramids in Egypt.



GOT THE WORLD TALKING

Spread the word about cardiovascular disease to 3.5 billion people in the last two years alone.



BROUGHT THE WORLD TOGETHER

Activated 120+ member organisations and collaborated with brands and influencers — from the national football teams of Argentina and Portugal, to Olympic gymnasts and swimmers, football and rugby icons, comedians and pop culture stars.



1.4. BEATING CVD TOGETHER

IT'S TIME FOR URGENT ACTION ON CVD.

Right now, people around the world are missing out on time with loved ones, the chance to protect their own health, and the opportunities afforded by more sustainable local health systems.

Too often, this is due to the premature and preventable loss caused by CVD — the world's biggest killer.



THERE'S NOT A MOMENT TO LOSE.

Loved ones around the world are **missing out** on time they should still have to spend together.

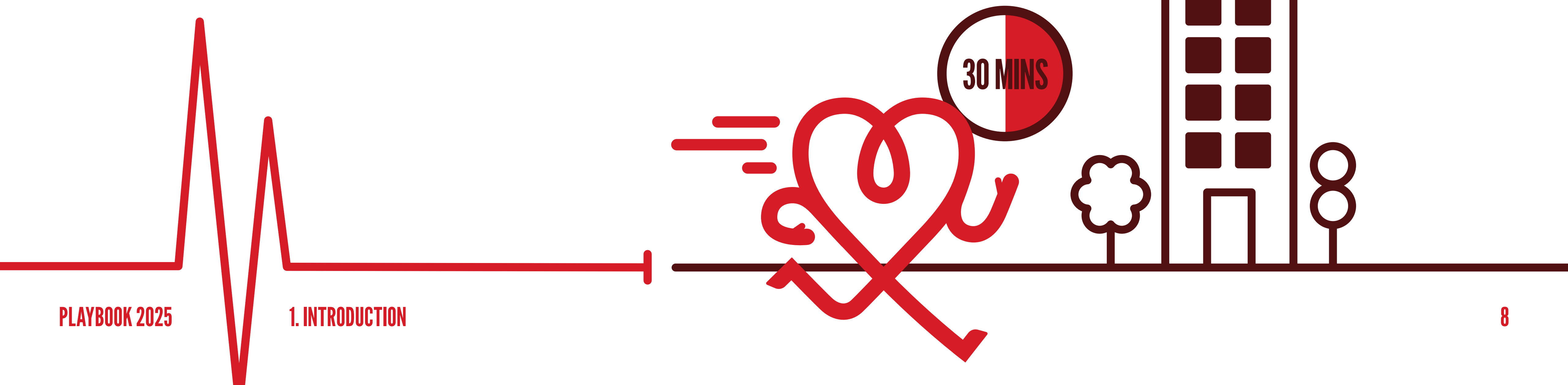
Over 6.5 million people die prematurely from heart disease every year, and many millions more are left picking up the pieces.

People everywhere are **missing out** on the proven health and happiness benefits of movement.

30 minutes of exercise could help tackle 80% of CVD cases, but 1 in 3 adults and 8 in 10 young people are not moving enough.

Cities are **missing out** on the opportunity to boost health and reduce the burden of illness.

By increasing treatment for high-blood pressure from 1 in 5 today, to 1 in 2, we could prevent 130 million premature deaths.



WHICH IS WHY,
THIS 29 SEPTEMBER,
WE WILL TELL THE WORLD:
DON'T MISS A BEAT

1.5. MEASURING IMPACT

Through mobilising members, patients and the health community, we will:

Ignite global conversations and engagement, using powerful stories to raise heart health awareness.

IGNITE

Support the World Heart Federation's and UN SDG (Sustainable Development Goals) Target 3.4, and apply pressure on governments to improve access to life-saving care as a priority.

SUPPORT

Align healthy living with healthy hearts, encouraging global audiences to embrace heart healthy habits and daily movement this September and beyond to reduce CVD risk.

ALIGN

1.6. REACHING OUR BIGGEST ADVOCATES

This World Heart Day, we must send a clear message to policymakers that CVD is a priority for every nation.

The following groups are passionate about heart health, and will be the most effective advocates for World Heart Day this year:

**FITNESS AND WELLNESS
ENTHUSIASTS WHO
PROMOTE HEALTHY HABITS
IN THEIR COMMUNITIES.**



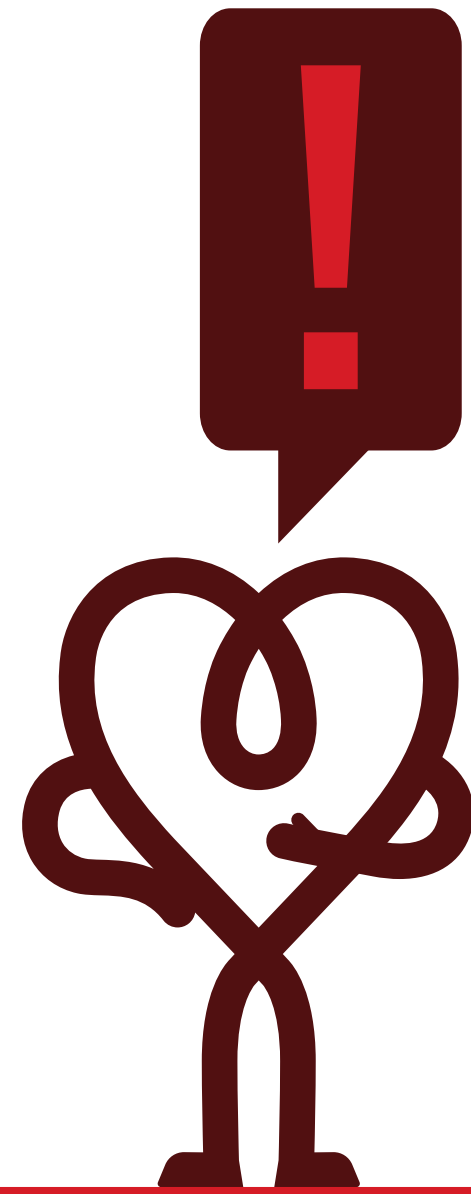


**THE INDIVIDUALS AND FAMILIES
TOUCHED BY HEART DISEASE,
WHOSE STORIES DRIVE CHANGE.**



**MEDICAL PROFESSIONALS AND
HEART HEALTH EXPERTS WHO
EDUCATE THE PUBLIC AND
DRIVE POLICY CHANGE.**

1.6
REACHING OUR BIGGEST ADVOCATES



**YOUNG PEOPLE ENCOURAGING
THEIR FAMILIES TO ADOPT
HEART-HEALTHY LIFESTYLES
AND SEEK REGULAR CHECK-UPS.**



2. THEME



2.1. OUR NEW CAMPAIGN THEME

Right now, people around the world are missing out on time with loved ones, the chance to protect their own health, and the opportunity for more sustainable local health systems.

There's not a moment to lose. It's time for urgent action on CVD – this year we've gone bigger and bolder with our campaign message and call-to-action.

Our mission is to make every heartbeat count, through better heart health and improved access to life-saving care.



Ahead of the UN High-Level Meeting this September, we're accelerating efforts to improve access to treatment for high blood pressure and reduce heart health inequities through better funding for CVD care. So no one misses a beat.



A full-page background image showing a man in a light blue button-down shirt over a black t-shirt, smiling and helping a young boy ride a red bicycle. The boy is wearing a yellow and black helmet, a striped shirt, and denim overalls. They are on a paved path in a park with trees in the background.

2.2.

TURNING IDEAS INTO ACTION

KEEP THE BEAT

We'll encourage people to keep the beat by moving for at least 25 minutes on 25 days throughout September, in honour of the 25th anniversary of WHD.

THE LOST HEARTS

Personal stories can inspire positive change. Using #DontMissABeat and our World Heart Day 2025 frame, we will encourage people to share a photograph of a loved one, offer a tribute or share a reflection on their personal journey and post it on social media.

ACCESS FOR EVERY HEART

Millions of lives can be saved if governments expand care and screenings. We will call on supporters to sign and amplify our petition to double access to treatment for those with CVD.

2.3. **YOU ARE ESSENTIAL TO OUR SUCCESS**

From local community events to large-scale global collaborations, we have reached billions of people and driven change.

This year, we will once again look to inspire, assist and resonate with communities across the globe, and to be as impactful as possible.



3. RESOURCES

A toolkit containing a variety of digital and printable assets is available for promoting the campaign.

Materials will be available for download in multiple languages this August, allowing for cost-effective and impactful local deployment of the global campaign.



3.1. POSTERS

Three posters have been designed for the campaign. Materials will be available for download in multiple languages this August.

Click here to access
the posters



3.2. SOCIAL MEDIA

A full suite of social media assets is available for bringing Don't Miss a Beat to life online in the run up to World Heart Day 2025. WHF members, partners, followers and the general public are welcome to deploy them across social media channels.

Click here to access the social media images



Static posts:

There are 16 social media post visuals that have been created for use across social media channels. Each post is available in different formats for compatibility with various channel requirements.

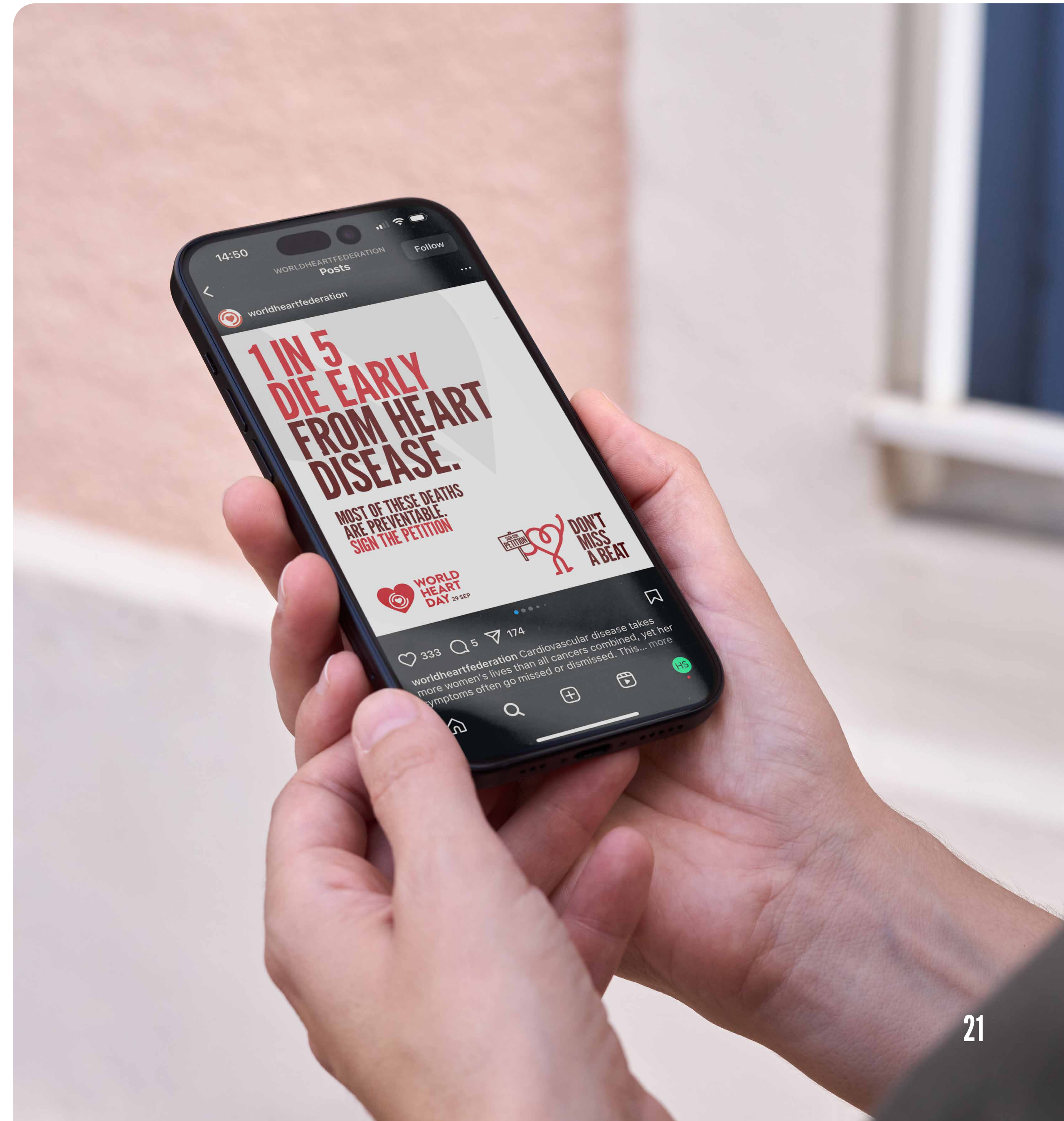
Hashtags:

This year's campaign will leverage the below hashtags:

#worldheartday
#dontmissabeat

Cover images:

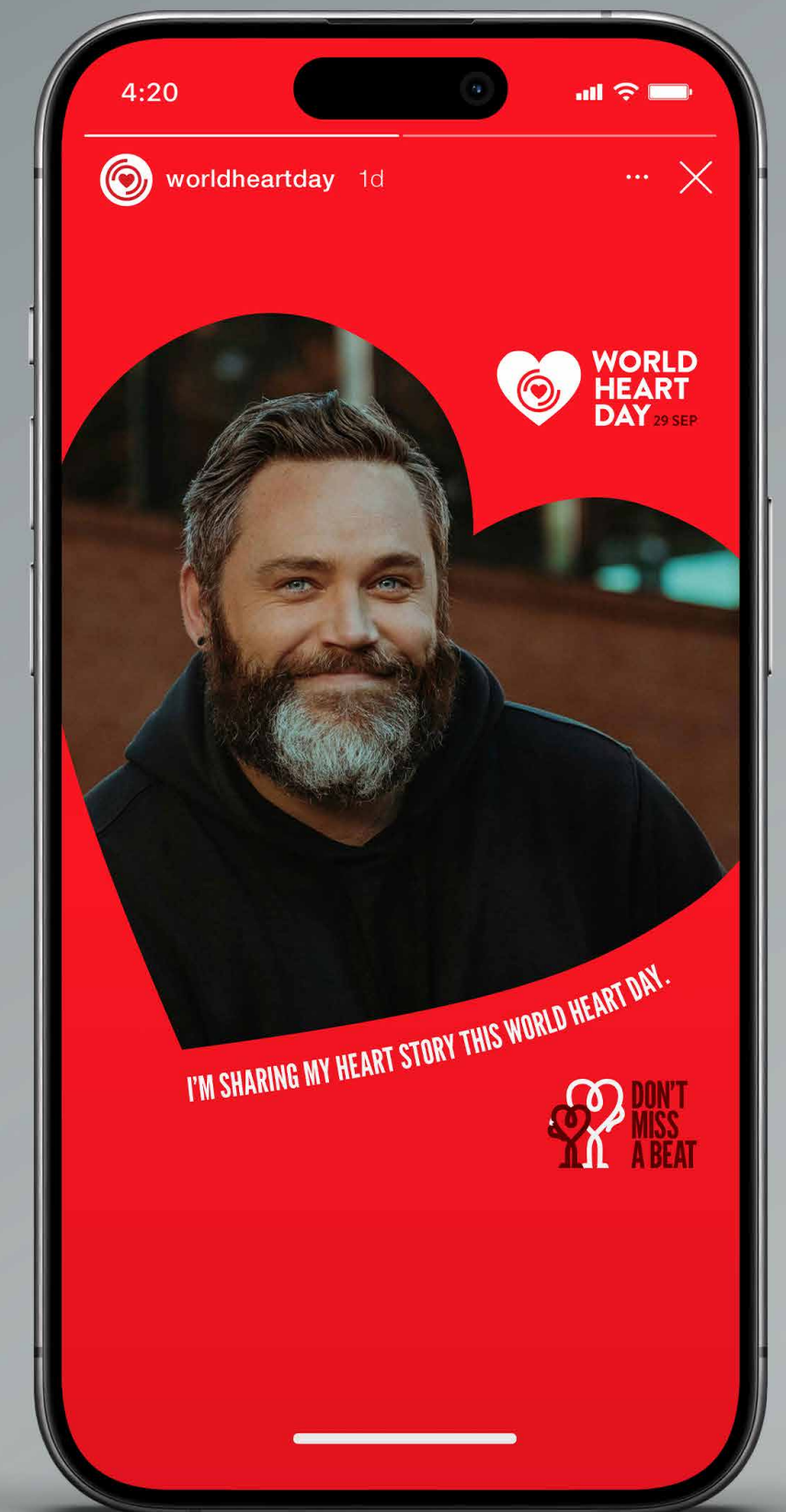
New cover images, sized appropriately for Facebook, Twitter and LinkedIn are available.



3.3. SOCIAL MEDIA FRAME

This year, a branded, visually striking frame has been designed for use on social media platforms, enabling users to highlight the impact of cardiovascular disease with personal images. These frames will help raise awareness while emphasising the ‘Don’t Miss a Beat’ message and allow people to share their impactful stories online.

Click here to download
the frame



3.4. CAMPAIGN FACTSHEET

Our factsheet provides an overview of the campaign at a quick glance.

Click here to access the factsheet



3.5. DIGITAL STICKERS AND GIFS

A new set of animated GIFs is available for use on social media. Show off the campaign and Don't Miss a Beat by deploying them on organisational and personal social media channels.

To access a GIF on GIPHY, visit giphy.com and use the search bar to find your desired GIF, such as Don't Miss a Beat or Cardi V. You can share it by copying the link or using the embed code. GIPHY's mobile app also allows easy search and sharing directly from your device.

Click here to
access the GIFs



3.6. LEAFLET

The 2025 World Heart Day leaflet is a printable asset intended to bring the campaign from the digital world into the physical world.

The leaflet provides practical advice on fighting cardiovascular disease in the context of this year's theme, **Don't Miss a Beat**.

Click here to access
the leaflets



3.7. VIDEO

The Don't Miss a Beat video will launch on World Heart social media channels in July.

Click here to access
the video via the
World Heart Federation
YouTube channel



ACTION!

3.8. MERCHANDISE

This year, a range of merchandise items have been designed to further spread the message of Don't Miss a Beat. These items, designed to reflect the campaign's theme, include:

T-shirts:

Featuring the latest World Heart Day branding, perfect for spreading awareness

Baseball Caps:

Stylish and functional, a great way to show your support

Clappers (coming soon):

Perfect for encouraging engagement and participation at sporting events

These items can be used to amplify the campaign's message in your community. Whether you are distributing them at events or using them in social media posts, this merchandise is a powerful tool for raising awareness and sparking action against cardiovascular disease.

[Click here to access the merchandise designs](#)



3.9. BILLBOARD

A dynamic, eye-catching billboard design has been created for use outside in high-traffic areas across the world. This design is aimed at capturing attention and raising awareness for the Don't Miss a Beat campaign.

Click here to download
the billboard



3.10. LOGO

The World Heart Day logo will be available for download in multiple languages this August.

Click here to access
the logo



**WORLD
HEART
DAY** 29 SEP

4. CAMPAIGN RESOURCES & LOGO USAGE

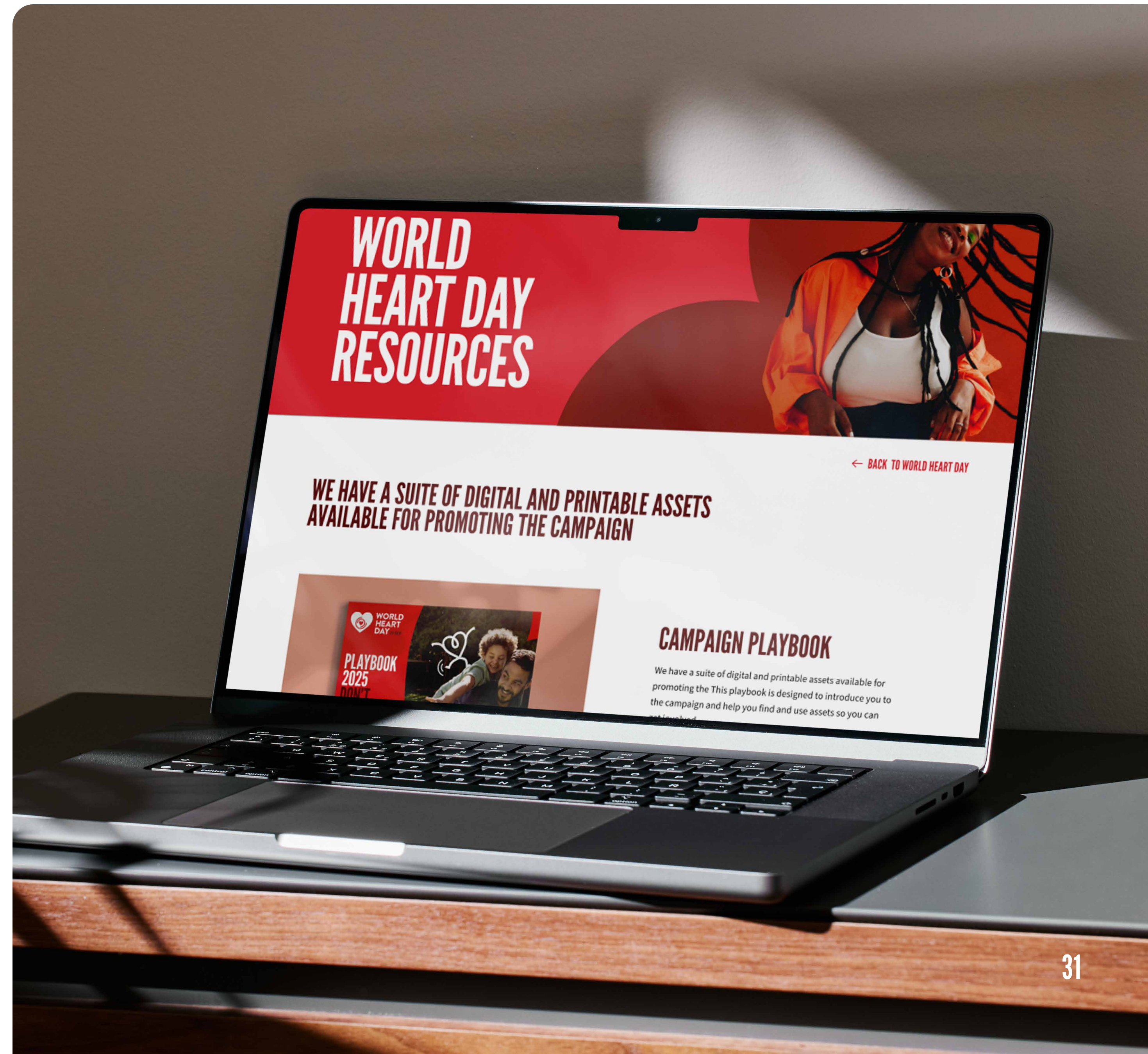


4.1. HOW TO USE THE RESOURCES

World Heart Day aims to coordinate global, national and local efforts in the fight against CVD, including heart disease and stroke.

To support this, a suite of resources has been developed to support individuals or organisations interested in joining the campaign.

Click here to access the resources



4.2. NOT-FOR-PROFIT ORGANISATIONS AND HOSPITALS

Not-for-profit organisations and hospitals can use World Heart Day resources and logo.

We would appreciate if you could report your activities to WorldHeartDay@WorldHeart.org

DISSEMINATION AND TRANSLATION

Our campaign resources will be available for download in multiple languages this August, and can be adapted to each community according to the specific needs of their audiences.

Not-for-profit organisations are encouraged to download and share these materials within their organisation. Resources can be uploaded to your website and social media channels. You may also print these leaflets and posters to distribute during the World Heart Day activities you have planned.

GLOBAL AND LOCAL PARTNERS

World Heart Day has two global partners: Amgen and Servier, and we remain incredibly grateful for their continued support. If you have additional local partners, as a reminder, please do ensure that the logos of our global partners are also included in your materials.

4.3. FOR PROFIT ORGANISATIONS

World Heart Day resources, logos and branding may not be used by for-profit organisations without a formal partnership with the World Heart Federation.

If you are interested in partnering, please contact sponsorship@worldheart.org.



5. GET INVOLVED



SOCIAL MEDIA ENGAGEMENT

USE THE RIGHT CHANNELS FOR THE RIGHT AUDIENCE

Fitness and wellness enthusiasts, medical professionals and heart health experts



Young people encouraging their families



Those personally affected by heart disease



TAG WHF

Always tag WHF in your posts
to amplify reach

 @worldheart

 @worldheartfederation

 @worldheartfed

 @worldheartfederation

Don't forget to include the hashtags
with your posts:

#WorldHeartDay

#DontMissABeat

TELL POWERFUL STORIES

Effective storytelling is visual and
concise. Use photos and videos that
drive emotion and action.

DON'T MISS A BEAT

Be sure to mention our 2025 theme and
call-to-action in all your content/ posts.

5.2. THE LOST HEARTS



EVERY HEARTBEAT LOST TOO
SOON IS A STORY LEFT UNTOLD

HEART STORIES

Share your heart story and honour those who have died too soon.

Using Heart Stories and our World Heart Day 2025 frame, we encourage everyone to share a photograph of a loved one, offer a tribute or share a reflection on your personal journey and post it on social media.

We hope to inspire people all over the world to post on World Heart Day, raising awareness and attention to the millions of hearts lost too soon.

HOW TO JOIN IN:

- Download the frame and guide
- Add the frame to your photo or tribute
- Post on social media using #DontMissABeat and tag @WorldHeartFederation
- Invite others to participate!

[Click here to access the frame](#)

5.3.

KEEP THE BEAT

INSPIRE ACTION.
SAVE LIVES.



PLAYBOOK 2025

5. GET INVOLVED

EVERY HEARTBEAT MATTERS

To mark WHD's 25th anniversary, everyone is encouraged to 'keep the beat' by moving for at least 25 minutes on 25 days throughout September.

We want to raise awareness and inspire action through movement. Be it running, cycling, playing a sport or even dancing – anything counts! Be inspired by our World Heart Day character.



HOW TO JOIN IN:

- Promote the challenge using your networks before September, using the WHD character assets available to download.
- Recruit celebrities, influencers, sports people, partners and supporters to promote the challenge and take part.
- Encourage those taking part to share pictures and videos of their progress on social media using #DontMissABeat, motivating others to join in and find out more.
- Walk a heart! Create your own heart shape route to walk. Share your route on our website to add it to our challenge wall and share on social media.

PLAY WITH HEART



Just 30 minutes of daily exercise could help tackle 80% of CVD cases, but 1 in 3 adults are not moving enough.

This World Heart Day, we want to channel our love of sport to raise awareness for heart health and the power of movement.

Get involved by teaming up with local clubs and sports teams. A few ideas to get you started:

- Organise community or school-based matches, rides, and tournaments to promote movement and heart health.
- Activate in-stadium ‘fan’ moments like red lighting, heart stories videos from players, and challenges fans might be facing, encouraging posting on social media.
- Request for WHD to be promoted on stadium displays with a QR code to find out more.
- Approach popular athletes or influencers to talk about why they stay active for their heart via pre-recorded videos or live talks.

5.4. ACCESS FOR EVERY HEART

20.5 MILLION HEARTS LOST

While CVD is the leading cause of death globally, its impact and the need for wider prevention efforts are less recognised.

This year, we want to highlight the 20.5 million CVD deaths every year by contextualising the number with something that will resonate with your followers in each region. These messages will not only raise awareness and start a conversation but also urge elected leaders to act.

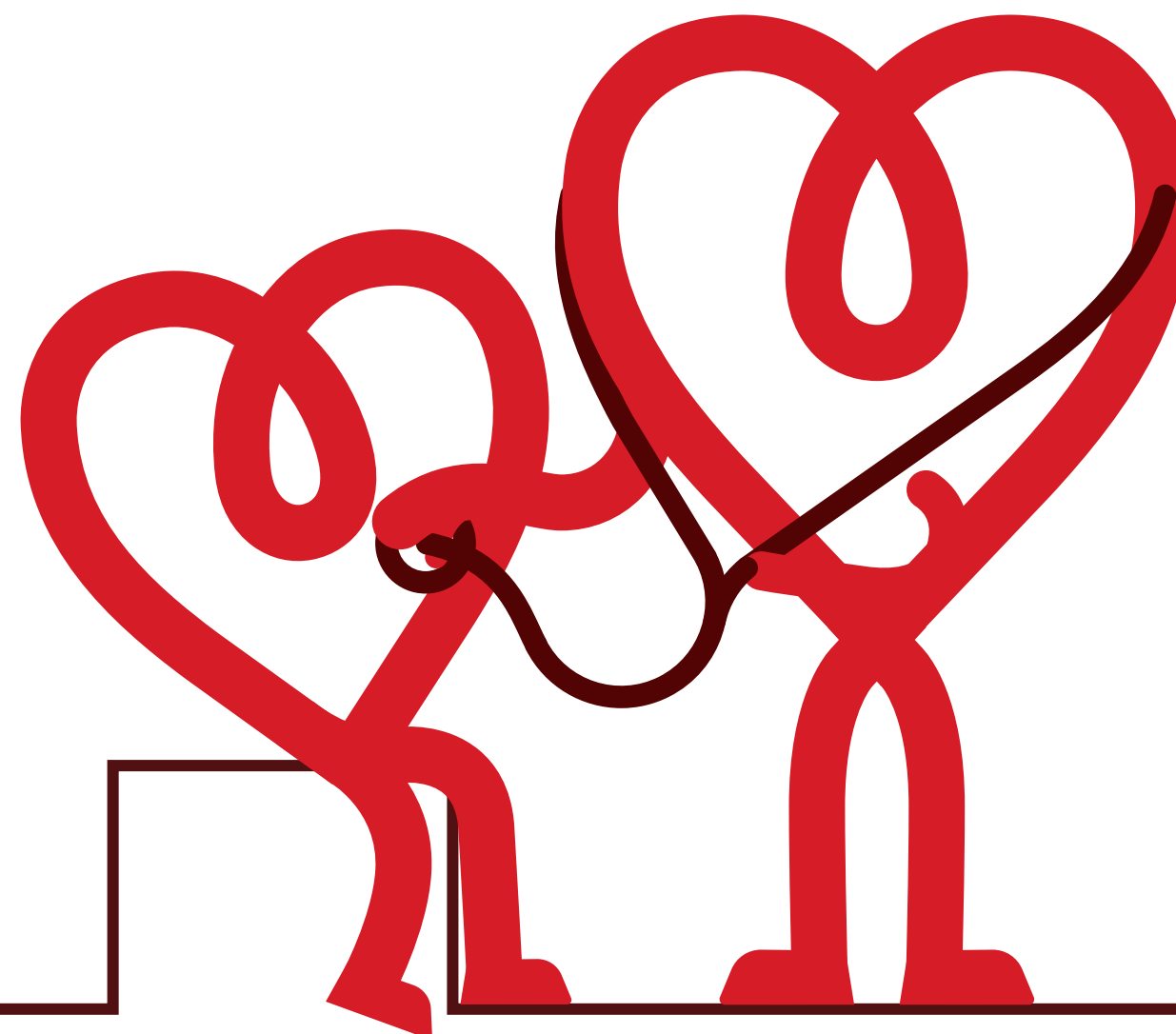
HOW TO GET INVOLVED:

- Identify common associations with the 20.5 million number in your region. For instance, cities like Mumbai, Beijing, Mexico City, Dhaka have a population of roughly 20.5 million; some of the big international airports are accessed by 20.5 million people a year.
- Once you've made the association, reach out to WHF or download the resources available to create your own content for social media platforms, posters, billboards.
- Engage celebrities and influencers in your region with 20.5 million followers to spread the message. Don't forget to use #DontMissABeat in your social posts.



HEART HEALTH CHECK

This World Heart Day, help those in your community take a simple but powerful step of getting their blood pressure and heart health checked. Early prevention saves lives.



HOW TO GET INVOLVED:

Partner up

Team up with local health centres, medical schools, pharmacies or clinics to organise free heart-check drives in your area, offering blood pressure and other heart health screenings.

Be prepared

Make sure you have the right information and tools to guide people on where to go for these checks and what steps to take next, ensuring they're getting the right direction.

Keep it going

Support regular heart health checks and share easy tips to keep hearts healthy beyond World Heart Day.

PETITION



Millions of lives can be saved if governments expand care and screening for CVD.

HOW TO GET INVOLVED:

- 1.** Team up with universities and schools to spread the word by organising awareness events, information sessions or petition drives on campuses.
- 2.** Join forces with community groups. Work with local organisations, clubs or workplaces to share the petition and encourage more signatures.
- 3.** Share the petition with your networks, on your social media and in conversations to reach more people and build support.
- 4.** Use your World Heart Day activities as an opportunity to further promote the petition and collect signatures.

5.5. READY TO GET INVOLVED?

LOCAL ACTIVATION IDEAS

World Heart Day is the perfect opportunity to raise funds for your organisation, with a number of activities that provide a great opportunity for people to get involved and help raise awareness for CVD. Here are some ideas to inspire you.

- Work with local schools, clubs or workplaces to host a day of fun activities like dancing, jumping rope, or other simple exercises. Participants get sponsored to join.
- Create and sell greeting cards featuring heart health facts or inspirational messages. Collaborate with local schools or artists to design the cards.
- Organise a community heart and soul music night showcasing local bands and talent and raising funds through ticket sales.
- Light up local landmarks in your area on 29 September.
- Create a community display in a local space featuring heart-shaped notes or plaques where people can pay a small donation to share messages, stories or pledges to raise awareness about heart health.
- Arrange community heart health check-ups paired with educational sessions and interactive activities to attract supporters and raise funds.
- Collaborate with local influencers to create engaging campaigns such as social media challenges, live Q&A sessions about heart health, or storytelling series that encourage their followers to donate and share the petition.
- Walk a heart! Create your own heart shape route to walk. Share your route on our website to add it to our challenge wall and share on social media.





BRINGING DON'T MISS A BEAT TO LIFE

Turn our digital campaigns into real-world ads like billboards, posters and murals in schools, health centres, places of work and public spaces. These real-life moments and eye-catching displays will help raise awareness, create a buzz and provide great social media content.



**WORLD
HEART
DAY** 29 SEP

#DontMissABeat

#WorldHeartDay

WORLDHEARTDAY.ORG

AMGEN
SERVIER 
moved by you