

# **COVID Response Patient-led Campaign**

**(March 30 – July 31, 2021)**

# Campaign Phases



## Phase 1:

June 15 –  
July 31, 2020

*Media focus*

## Phase 2:

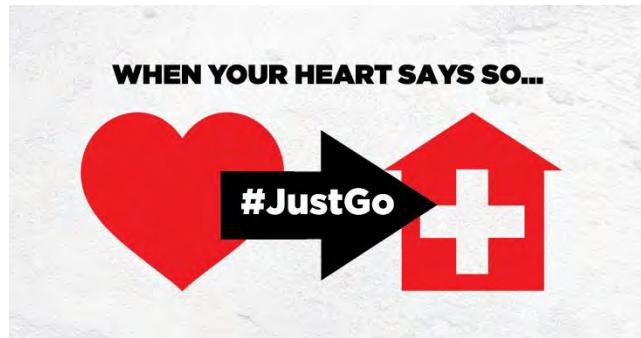
March 30 –  
July 31, 2021

*Digital focus*

## Phase 3:

Locally focused  
initiatives

*Pending*



WHEN YOUR HEART SAYS SO...



WHEN YOUR HEART NEEDS YOU...



BECAUSE TIME IS CRUCIAL...



# Raising awareness and driving action



Phase 2 of our COVID Response Campaign highlighted that cardiac emergencies are **medical emergencies**; heart patients need to be **proactive in seeking care**; and healthcare providers and systems need to **prioritise the treatment of heart patients**.

**WHEN YOUR HEART SAYS SO...**



**WHEN YOUR HEART NEEDS YOU...**



**BECAUSE TIME IS CRUCIAL...**



# The 'Just Go' Message



If you are experiencing a heart or stroke emergency – this is **NOT** the time to 'stay at home' - **When your heart says so, #JustGo.**

**WHEN YOUR HEART SAYS SO...**



# The 'Step Up' Message



Own your heart health by recognising and tracking symptoms, reaching out to your healthcare provider and following through with your treatment plan. **When your heart needs you, #StepUp.**

**WHEN YOUR HEART NEEDS YOU...**



# The 'Just Treat' Message



COVID-19 has upended the world and we are facing an unprecedented burden of heart disease. **Because time is crucial, #JustTreat.**

**BECAUSE TIME IS CRUCIAL...**



# Resources: Toolkit with multiple assets



- Video animations
- Patient videos from our Affiliates
- Social media graphics in multiple sizes
- Tips and Editorial Calendar

Campaign  
graphics and  
animations  
translated into  
14 languages



**Download the #JustGo Campaign Resources!**

**Video Translations (YouTube):**

FR | ES | DE | CZ | AR | SL | PT | BR | PL | NL | LV | LT | IT | JP | MX

**Download Your Toolkit:**

EN | FR | ES | DE | AR | SL | PT | BR | PL | LV | LT | IT | JP | MX

# International Reach



Australia, Austria, Belgium, Brazil, Canada, Egypt, France, Germany, Greece, India, Ireland, Italy, Japan, Latvia, Lithuania, Mexico, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland, UK and the US.





## Supported by societies and organisations, including:



- World Heart Federation
- European Society of Cardiology
- The International Atherosclerosis Society (IAS)
- FH Europe
- British Society for Heart Failure
- Association of Chartered Physiotherapists in Cardiac Rehabilitation, UK
- Irish College of General Practitioners & Irish Cardiac Society

# Campaign reach update



Over 36,534,000+ opportunities to see or hear across digital, print and radio media.

Press pick-up – 80+ features across 7 countries, includes National coverage in Canada, Spain, Germany, Ireland, Austria, UK and Italy.



Heart Valve Voice-US @HeartValveUS · Apr 14

If you have been diagnosed with heart **valve** disease and have not followed up with your heart team, make an appointment today [#JustGo](#)



Croi Heart & Stroke @CroiHeartStroke · Apr 6

Dolores Brown, a heart **valve** disease patient from Dublin, put her heart health first, even in the midst of a pandemic.

Watch now to hear her story, and remember: When your heart says so, [#JustGo!](#) [#heartvalve](#) [#heartdisease](#) [@globalhearhub](#)

Meine Herzklappe @MHerzklappe · Apr 19

Stell Deine Herzgesundheit vor Deine Angst vor #Covid19 und lass Dich behandeln und nimm Deine Vorsorge- und Nachsorgeuntersuchungen wahr!  
[#HöraufDeinHerz](#), beteilige Dich an dieser wichtigen Kampagne des [@GlobalHeartHub](#)



European Society of Cardiology Advocacy @ESCAdvocacy · Apr 1

[#HeartCare](#) continues to be a priority throughout the pandemic.  
[@escardio](#) supports the [@GlobalHeartHub](#) campaign. Even during [#COVID19](#) [#JustGo!](#)

Remember, we [#cantpauseaheart](#) – [cutt.ly/DcII9Pu](#)

# Social media reach update



Shared by **96+ influencers**, follower total of **743,000+** users

## Global Heart Hub digital highlights

Facebook, Twitter, LinkedIn, Instagram:

- **Impressions:** 1,274,145+
- **Engagements:** 141,000+
- **Campaign webpage views:** 11,240+

# New for Phase 2: International video campaign



YouTube campaign using country-specific videos:  
1,803,700+ impressions



# Shared by Organisations, including:



AADIC-Heart Failure Portuguese Association,  
Portugal

AEPOVAC, Spain

AISC, Italy

AllianceCoeur, France

Cardio Alianza, Spain

Croí Heart & Stroke, Ireland

Cuore Italia, Italy

Dilated Cardiomyopathy Foundation

EcoSerce, Poland

Egyptian Association for Care of  
Heart Failure Patients

FOKUS Patient, Sweden

Heart Valve Voice UK

Heart Valve Voice Japan

Heart Valve Voice US

Heart Valve Voice Canada

Heartlife Canada

Infosalus, Spain

Lado A Lado, Brazil

Lithuanian Heart Failure Association

Meine Herzklappe, Germany

Parsirdi, Latvia

Salud a Diario, Spain

The Mended Hearts Inc. United States

# **Analytics from the Patient Organisation**

# Aepovac, Spain

Website page views	
Page views	5,762

Social Media	
Twitter	
Impressions	8,469
Engagements	89
Video Views	156
Facebook	
Impressions	3,662
Engagements	69,000
Video Views	582
LinkedIn	
Impressions	3,339
Instagram	
Impressions	5,819

Media Pick-up		
Publication	Description	Circulation
EFE SALUD	Press Release	762,000
IM MÉDICO	Interview M <sup>a</sup> Cecilia Salvador, president of AEPOVAC	73,000
PM FARMA	Press Release	122,000
SALUD A DIARIO	Press Release	23,000
NOTICIAS DE	Press Release	2,000
CRÓNICA DE CANTABRIA	Press Release	1,000
DIARIO SIGLO XXI	Press Release	119,000
INFOSALUS	Press Release	2,587,000
STICK NOTICIAS	Press Release	5,000
VALOR SALUD (Radio)	Interview Dr. Solis and Homa (patient)	24,000
TELEMADRID (Web)	TV report on the website	2,900,000
TELEMADRID (TV)	TV report on the news	200,000
LA OTRA (TV)	TV report on the news	90,000



Other	
National Society / Org Support	Spanish Society of Cardiovascular and Endovascular Surgery, Spanish Federation of Anticoagulated patients
Influencer Support	Dr. Jorge Solís, Head of Heart Valve Disease Unit
Other promotions	Industry

Combined reach of  
up to 7,004,000  
Spanish users.

# AEPOVAC, Spain



Tweet fijado

**Asoc. AEPOVAC** @aepovac2011 · 30 mar.

@GlobalHeartHub ha lanzado una campaña mundial de respuesta al COVID, para ayudar a concienciar e impulsar la acción en favor de los pacientes cardíacos de todo el mundo. ❤️❤️❤️

La campaña tiene tres mensajes clave: #VeAlMédico, #Escuchalo y #Actua.



COVID Response Patient-led Campaign  
The Global Heart Hub has created this COVID Response Campaign to raise awareness and drive action.  
globalhearthub.org

## ‘Ve al médico’, la campaña internacional para reducir el número de fallecimientos por enfermedad cardiaca



**SECCE** @SECTCV

Campana "Ve al Médico"

[secce.es/campana-ve-al-...](https://secce.es/campana-ve-al-...)



2:15 p. m. · 26 abr. 2021 · Hootsuite Inc.

1 Citar Tweet 1 Me gusta

Retwitteaste

**Medtronic España** @MedtronicES · 7 may.

Una encuesta sobre el impacto de COVID-19 realizada por @GlobalHeartHub descubrió que el mayor temor de los pacientes cardíacos es contraer el virus y el segundo es ir al hospital. Este NO es el momento de 'quedarse en casa'. Cuando tu corazón lo diga, #VeAlMédico #CuidaTuCorazón



5 9



Si el corazón te lo dice... Ve al médico.



@GLOBALHEARTHUB\_ORG  
@WORLDHEARTFEDERATION  
@EUROPEANSOCIETYOFFLAGSHILDREN

**E3E SALUD**

Covid Enfermedades Nutrición Psicología Prevención Actualidad Cáncer 360

Inicio / Coronavirus / Cuando experimentes síntomas cardíacos: #VeAlMédico

### Cuando experimentes síntomas cardíacos, #VeAlMédico

Dra. López | Domingo 02.05.2021 | Fuente: ALPOVAC | Global Heart Hub

SHARE f t Mi gusta

#VeAlMédico (#JustGo) es la campaña internacional de respuesta a la COVID-19 de la Global Heart Hub, a la que se han sumado asociaciones como la AEPOVAC o la Federación Mundial del Corazón. El objetivo es concienciar sobre el peligro de retrasar la búsqueda de ayuda médica cuando se experimentan síntomas cardíacos evidentes en un momento en el que las visitas a los hospitales se han reducido por el miedo a la covid



Homayoun Nakhai Enfermo coronario

**MÉDICO SALVAVIDAS**



# Heart Valve Voice UK



Social Media	
<b>Twitter</b>	
Impressions	94,500
Engagements	1,200
Video Views	3,433
<b>Facebook</b>	
Impressions	248,000
Engagements	10,000
Video Views	1,946
<b>LinkedIn</b>	
Impressions	11,432
<b>Instagram</b>	
Impressions	7,000
Video Views	765

Media pick-up		
Publication	Description	Circulation
BBC South	News Feature	500,000
ITV News	News Feature	5,000,000
Lancashire Life	Column	25,000
Lancashire Evening News	Column	75,000
Mail Online	Feature with Steve McCabe	4,500,000
Health Radio UK	News report	100,000
Radio Interviews	15+ radio interviews including BBC Radio, Times Radio and Wave 105.2 FM	4,600,000

Other	
National Society / Org Support	BHVS, SCTS, Blackpool Hospital
Influencer Support	Dave Swanton Professor Mamas Mamas
Special activity	Interview with Professor Mamas Mamas after his data regarding backlog in UK.

Combined reach of  
up to **15,178,000+**  
UK users.

# Heart Valve Voice UK



**The simple stethoscope test that spots a silent killer: It helped save MP Stephen McCabe, so why don't GPs routinely listen to the hearts of over-65s?**

By MOIRA PETTY FOR THE DAILY MAIL  
PUBLISHED: 22:18, 17 May 2021 | UPDATED: 22:18, 17 May 2021



19 View comments

**Heart Valve Voice**  
May 26 · 🌐

"My journey started at Chorley, then to Preston and then to Blackpool. And between the three, they have done a fantastic job. They gave me another chance. Before I went in at the start of February, turning my laptop computer on was an effort. Walking 20 steps to the bathroom was a serious effort. Just a few steps, and I was gasping for air. I couldn't breathe. I was dying."

Read Dave Swanton's heart valve disease story.  
<http://ow.ly/TsOK50EUVj...> See More



Professor Mamas Talks Valve Disease with Heart Valve Voice CEO, Wil Woan

Phillip Read has been waiting for a replacement heart valve since he diagnosed with valve disease diagnosis was missed after collapsing in October 2018.

In October 2020, his mitral valve disease had deteriorated to severe, and urgent intervention has been required. He has been given no fixed date for surgery, although he has been told he is close to the top of the waiting list.

While he continues to work, his symptoms - breathlessness and fatigue - are getting worse and his life is increasingly affected by his condition.



**heartvalvevoice**

heartvalvevoice Heart valve disease is a common, serious, but treatable condition. Unfortunately, heart valve surgery and structural heart procedures have been the worst hit by cancellations due to the pandemic. Studies show that patients who aren't treated for heart valve disease have significantly worse outcomes than those who have undergone heart valve replacements. More than half of symptomatic patients with severe aortic stenosis die within two years of developing symptoms if not treated.

Early detection and timely treatment will increase longevity and quality of life

View insights

17 likes

JULY 12

Add a comment...

## I am feeling lucky to be alive thanks to hospital professionals

**M**y problems started in March 2018 when I was rushed to Chorley Hospital with a suspected heart attack.

After extensive investigations it turned out to be faulty heart valves and atrial fibrillation. After being released I was issued with medication and checked on regularly.

In November 2020 things started to deteriorate and I thanked Joseph Zacharias and his team from Blackpool Victoria Hospital who got involved. I was taken to Royal Preston Hospital at the start of February as the condition had become a decompensated chronic heart failure.

The earliest team at RPH



Dave Swanton in recovery

wouldn't. I was in a bit of discomfort but the pain was manageable. A few hours later and after having something to eat and drink the

underwent an operation to correct the valve problems and stopped the fast irregular heartbeat.

In an out-patient and quite simply I was dying. I couldn't get warm, my feet were swollen with oedema and walking 20 steps to the bathroom was a major effort. The cardiac team at Preston carried out all the necessary tests. Blood samples taken several times a day, was on a drip and all they were in touch with Blackpool daily. Once my feet had settled down from the swelling, it was time for Mr Zacharias and his team to meet me out. Blackpool is an amazing hospital and the staff are amazing. I was in such a bad way I was quite looking forward to the surgery and looking beyond it to enjoying my life again.

After my operation I was out for the coast and taken

discharged and the future. My son picked me up from the hospital five days after the operation and I was given reduced medication and instructions to take my time and things that I did but stay mobile.

I had lost more than two stones in weight from being admitted but that was down to the diuretic tablets that I had to take. I had to buy some clothes as my waist had shrunk six inches and my chest by the same. I was contacted by the cardiac team at Chorley who sent me some exercises to do to help my cardiac rehabilitation. I quite enjoyed them and I will never laugh again

ment to be checked up at Blackpool in April and it's a sick procedure, you check in, have your blood pressure taken, weighed followed by an ECG, chest X-ray and then moved into a room to chat with Mr Zacharias.

We chatted about the time since the operation and he is a great surgeon in that he explains things in terms I could understand. He told me about the Heart Valve Voice charity website and I asked if I could get involved. So I am delighted to be spreading the word of the fantastic work they do at Blackpool Victoria and the supporting hospitals at Chorley and Preston.

I read there are many people who are having problems with potential heart conditions but because of Covid have not done anything about it. My message to them is go to A&E if you are struggling.



**Heart Valve Voice @HeartValveVoice**

During #COVID19, the number of those with heart attacks seeking urgent #hospital care dropped by more than 50%. Every minute counts when you have a heart emergency. So if you're having a heart emergency, now is not the time to stay home. When your heart says so, #JustGo. [pic.twitter.com/xSbt3e1Kpj](http://pic.twitter.com/xSbt3e1Kpj)

# Croí, Ireland



## Website page views

Page views	1,282
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## Social Media

### Twitter

Impressions	41,302
Engagements	589
Video Views	144

### Facebook

Impressions	791,217
Engagements	38,447
Video Views	4,283

### LinkedIn

Impressions	1,691
Video views	184

### Instagram

Impressions	703
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## Media Highlights

Publication	Description	Circulation
RTÉ	Croí CEO on national news and digital channels sharing Just Go message	1,800,000
Irish Daily Star	Feature	45,000
Irish Mirror	Feature	45,000
Irish Examiner	Feature	183,859
Irish Independent	Feature	893,100
The Herald	Feature	28,940
Irish Mirror	Feature	133,620
Buzz.ie	Feature	32,980
Oireachtas.ie	Feature	6,800

## Other

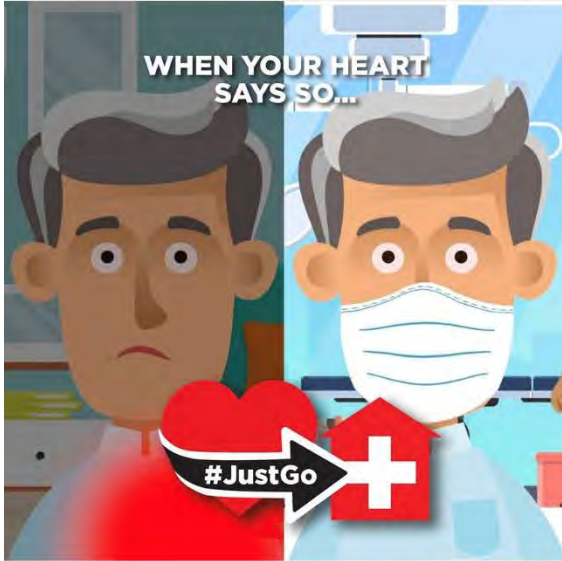
National Support	Irish Cardiac Society; Irish Collage of General Practitioners
Special activity	National radio advert with 'Just Go' message. RTE Radio 1: Weekly listenership - 1,436,000 Lyric FM Weekly listenership - 294,000
E-newsletter	3,000+ emails opened
Health promotions	Health webinar with 350+ attendees
Instagram Q+A	Special Instagram Q+A with a nurse

Combined reach of  
up to 5,782,491  
Irish users.

# Croí, Ireland



**croiheartstroke**



[View Insights](#)

[Promote](#)



Liked by cuore\_italia and 37 others

croiheartstroke It's time to put your heart health before the fear of #COVID19! ⚠️

COVID-19 has disrupted the world, especially our healthcare systems. Many people remain fearful of visiting their doctor or going to hospital in case they become infected. Many hesitate in seeking medical help, even when experiencing obvious cardiac symptoms. Many are avoiding

**Croí Heart & Stroke Charity**  
10 May at 08:30 · 🌐

Warning signs of a heart attack may not be what you think, and can vary from person to person. ⚠️

Some of the most common signs to look out for are:

- ! Pain/discomfort in the chest.
- ! Pain spreading to arms.
- ! Pain in the upper body like neck, jaw, back and shoulders.
- ! Shortness of breath.
- ! An overwhelming feeling of anxiety.

If you suspect you, or a loved one, is having a heart attack, do not delay in seeking medical help - #JustGo! ❤️ 🏥 🚑

Learn more at <https://croi.ie/covid-response/>



CROI.IE

**COVID Response Patient-led Campaign**

As part of the Global Heart Hub, we are committed to supporting...

👍❤️👍 9

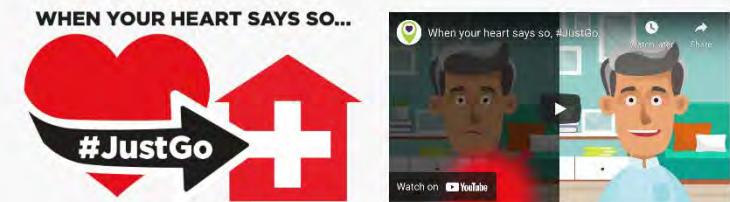
5 shares

[Like](#) [Comment](#) [Share](#)



**CROI** Fighting Heart Disease & Stroke

COVID-19 ABOUT US YOUR HEALTH PROGRAMMES SUPPORT US NEWS CONTACT US [DONATE](#)



**#JustGo**

*If you are experiencing a heart or stroke emergency - this is NOT the time to 'stay at home'!*

*When your heart says so, #JustGo.*

# Heart Valve Voice Canada



Website page views	
Page Views (homepage) with campaign banner	3,988

Social Media	
Twitter	
Impressions	29,099
Engagements	373
Video Views	261
Facebook	
Impressions	14,033
Engagements	752
Video Views	446

Media pick-up		
Publication	Description	Circulation
Global News British Columbia	Television interview	1.3M (TV) 50,000 (web)
Global News Kingston	Television interview	149,000
City News	Radio interview	43,400
Fairchild TV – Largest Asian media outlet	Television interview	400,000
Bracebridge Examiner	Newspaper	10,000
Toronto Star (web)	Web article	35,600
North Bay Nippising	Newspaper	43,000

Other	
Influencer Support	<b>Healthcare Professionals:</b> Jacquelin Little NP; Cheryl Low NP; Lorraine Montoya, APN; Kristin Peters, RN; Dr. Charlie Peniston, Cardiac Surgeon; Rae Anne Roman, RN. <b>Heart Valve Patients:</b> Nancy Bagworth, Brian Socransky and John Stott
HVV Canada Monthly Newsletter	Total opens of newsletter: 2,273

Combined reach of up to 2,082,000+ Canadian users.

# Heart Valve Voice Canada



Heart Valve Voice  
@HeartValveCdn

"Delaying care out of fear of COVID-19 can have serious consequences. Trust your instincts and #StepUp for your health. If your condition is worsening, don't delay getting medical attention." Cheryl Low, Nurse Practitioner, encourages patients to listen to their ❤️ and #JustGo!

Heart Valve Voice  
@HeartValveCdn

We are pleased to see the gradual resumption of elective procedures, including heart surgeries, in Ontario. This serves as a reminder that patients experiencing new or changing symptoms should not delay seeking care and #JustGo to the hospital!

Ontario to allow more elective surgeries as COVID cases drop  
torontosun.com

3:43 PM · May 19, 2021 · Twitter Web App

View Tweet activity

2 Retweets 3 Likes

Heart Valve Voice  
@HeartValveCdn

Heart valve patient, @bsocransky, shares his #JustGo experience: "There is no doubt that if I delayed going to the hospital I wouldn't be here today. I needed #heartvalve repair surgery – if I delayed further my best option would've been a complete valve replacement."

9:24 AM · Jun 11, 2021 · Twitter Web App

View Tweet activity

1 Retweet 1 Quote Tweet 4 Likes

Heart Valve Voice  
Published by Oliveah Priesen · May 25

"Many patients are too afraid to come in right now but meanwhile their heart valve disease is progressing daily and they are getting sicker. They often stay home until their symptoms are so severe that they need to seek emergency medical attention and require admission to hospital. These patients often suffer complications that could have been avoided had they sought out treatment earlier."

Registered Nurse, Kristen Peters, shares how the pandemic is impacting patients. If your symptoms are changing or worsening, don't delay - #JustGo!

813 People Reached 153 Engagements +5.0x Higher Distribution Score Boost Post

You and 12 others 2 Comments 4 Shares

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Ontario's Best Insurance Rates

THE MORNING SHOW ON CKWS

Dr. Charles Peniston  
Cardiologist

Dave Smith  
Diagnosed with heart valve disease

A cardiologist addresses the issues regarding undiagnosed heart valve disease

GNM speaks with Cardiologist Dr. Peniston about the disease and why patients are going undiagnosed. We also speak with Dave Smith about his diagnosis.

LOCAL NEWS

Muskoka man one of first in Ontario to undergo innovative heart valve procedure

By Mary Beth Hartill Reporter  
Mon., July 26, 2021 3 min. read

Set Bracebridge as My Local news

NEWS

Muskoka man one of first in Ontario to undergo innovative heart valve procedure

GLOBAL NEWS MORNING BC July 15 2021 10:02am 03:40

Health Matters  
Global News Morning BC  
Health Matters: Heart valve disease and virtual care concerns

Global News Via Zoom

HEALTH MATTERS

Heart valve disease and virtual care concerns

Global NEWS

# Meine Herzklappe, Austria



Website page views	
Page views	5,197

Social Media	
Twitter	
Impressions	35,402 (organic)
Engagements	769
Video Views	1,206
Facebook	
Impressions	397,304
Engagements	3,861
Video Views	35,550
Instagram	
Impressions	2,995 (organic)
Video Views	1,245

Media pick-up		
Publication	Description	Circulation
Horizont	Feature	43,200
Pflege Professionell	Feature	129,000
Österreichische Bauernzeitung	Feature	143,400

Other	
National Society / Org Support	Österreichischer Herzverband Österreichischer Herzfonds shared the campaign
Special activity	Created 10 "Ask the professor"- videos about covid with Prof. Hengstenberg and Prof. Rosenhek
Other promotions	4 information stands in large shopping malls in Austria, 360,000 opportunities to see.

Combined reach of  
up to 1,159,129  
Austrian users.

# Meine Herzklappe, Austria



**#Covid Kampagne**

Hör auf dein Herz. Nicht auf deine Zweifel. #HörAufDeinHerz

Bevor es zu spät ist... #gehzumarzt

Leben retten

Bewusstsein schärfen

Einschränkungen reduzieren

Maßnahmen ergreifen

Wenn Dein Herz Dich braucht #werdeaktiv

www.meineherzklappe.at

Global HEART Hub

Meine Herzklappe

**GEH ZUM ARZT**

www.meineherzklappe.at

Global HEART Hub

Meine Herzklappe

**Meine Herzklappe** @MHerzklappe · 5. Mai

Prof. Hengstenberg und Prof. Rosenhek ermutigen alle PatientInnen, ihre Arzttermine trotz #Covid19 einzuhalten - Krankenhäuser und Arztpraxen sind sicher! Schon zu viele PatientInnen haben ihre Termine nicht eingehalten! #HörAufDeinHerz, #werdeaktiv und #gehzumArzt

Wenn Dein Herz Dich braucht #werdeaktiv

**Meine Herzklappe** 31. März ·

Auch wenn die aktuellen Fallzahlen Grund zur Vorsicht geben - bei Symptomen einer Herzkrankung ist es wichtig, rechtzeitig zu handeln und Behandlungspläne weiter zu verfolgen.

#werdeaktiv!

Schaut auf eure Symptome, tretet mit eurem Arzt in Verbindung und nehmt eure Termine wahr.... Mehr ansehen

Wenn Dein Herz Dich braucht #werdeaktiv

**Meine Herzklappe** @MHerzklappe · Apr 19

Stell Deine Herzgesundheit vor Deine Angst vor #Covid19 und lass Dich behandeln und nimm Deine Vorsorge- und Nachsorgeuntersuchungen wahr! #HörAufDeinHerz, beteilige Dich an dieser wichtigen Kampagne des @GlobalHeartHub

Hör auf dein Herz. Nicht auf deine Zweifel. #HörAufDeinHerz

**meine\_herzklappe**

Covid19 hat großen Einfluss auf Herzpatienten, vor allem aufgrund verschobener und nicht wahrgenommener Arzttermine!

Hör auf dein Herz. Nicht auf deine Zweifel. #HörAufDeinHerz

Bitte ignoriert nicht Eure Symptome!

www.meineherzklappe.at

Global HEART Hub

Meine Herzklappe

**Meine Herzklappe** 7. Mai um 12:30 ·

Prof. Rosenhek beantwortet Ihre Fragen rund um Herzklappenerkrankung und Covid-19.

Mehr Bewusstsein für Herzklappenerkrankungen

Wir informieren, unterstützen, öffnen, vermitteln Wissen zur Krankheit.



# Heart Valve Voice US



## Website page views

Page views	TBC
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## Social Media

### Twitter

Impressions	61,922
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Video Views	25,584
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### Facebook

Impressions	311,330
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Engagements	384
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Video Views	27,051
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## Other

Zeeto resulted in 1,205 survey/self-assessment completions

Beginning a television PSA campaign in May and creating new video content.



Heart Valve Voice-US @HeartValveUS · Apr 14

If you have been diagnosed with heart **valve** disease and have not followed up with your heart team, make an appointment today [#JustGo](#)



3

3

6



Combined reach of  
up to 424,500  
American users.

# Initiative Herzklappe, Germany



## Website page views

Page views	5,562
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## Social Media

### Facebook

Impressions	287,206
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Engagements	286
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Video Views	8,781
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Initiative Herzklappe e.V.  
21. Mai · 🌐

Ihre Herzgesundheit liegt in Ihren Händen. Nehmen Sie Symptome ernst, wenden Sie sich an einen Arzt und befolgen Sie Ihren Behandlungsplan. Werden Sie aktiv, wenn Ihr Herz Sie braucht. #StepUp

**Wenn Dein Herz Dich braucht**

**#werdeaktiv**

INITIATIVE-HERZKLAPPE.DE  
Werden Sie aktiv, wenn Ihr Herz Sie braucht. #StepUp [Mehr dazu](#)

👍 Du und 23 weitere Personen      4 Kommentare 6 Mal geteilt

Combined reach of  
**up to 301,835**  
German users.

# Initiative Herzklappe, Germany



**Initiative Herzklappe e.V.**  
15 Followerinnen  
1 Tag · 🌐

Es ist an der Zeit, die Herzgesundheit über die Angst vor COVID-19 zu stellen. Nehmen Sie Herzsymptome ernst und suchen Sie Ihren Arzt auf!

... mehr anzeigen

Ihr Herz kommt vor COVID - Die Patientenperspektive

👍 10

**Initiative Herzklappe e.V.**  
Verfasst von Kira Nübel · 4. Juni · 🌐

Es ist an der Zeit, die Herzgesundheit über die Angst vor COVID-19 zu stellen. Nehmen Sie Herzsymptome ernst und suchen Sie bei Beschwerden einen Arzt auf. Verzögerungen bei der Suche nach Hilfe und dem Beginn der Behandlung können lebensbedrohlich sein! #JustGo

INITIATIVE-HERZKLAPPE.DE  
Hören Sie auf Ihr Herz! #JustGo

Mehr dazu

**Initiative Herzklappe e.V.**  
22 Followerinnen  
2 Wochen · 🌐

Hören Sie auf Ihr Herz! #justgo

Es ist an der Zeit, die Herzgesundheit über die Angst vor COVID-19 zu stellen. Nehmen Sie Herzsymptome ernst und suchen Sie bei Beschwerden einen Arzt auf. Verzögerungen bei der Suche nach Hilfe und dem Beginn der Behandlung können lebensbedrohlich sein! #justgo #herz

Global Heart Hub  
<https://lnkd.in/eCIMf6G>

Global Heart Hub

**Initiative Herzklappe e.V.**  
7. Mai · 🌐

Es ist an der Zeit, die Herzgesundheit über die Angst vor COVID-19 zu stellen. Nehmen Sie Herzsymptome ernst und suchen Sie Ihren Arzt auf!

INITIATIVE-HERZKLAPPE.DE  
**Ihr Herz kommt vor COVID - Die Patientenperspektive**  
Das Video zeigt die Geschichte einer Herzklappen-Patientin und informiert über die Kampagne zur Förderung der Herzgesundheit.

Mehr dazu

Du und 30 weitere Personen · 5 Kommentare · 4 Mal geteilt

👍 Gefällt mir · 💬 Kommentieren · ➦ Teilen

Neueste

**Kommentiere als Initiative Herzklappe e.V.**  
Drücke die Eingabetaste zum Posten.

**Anneliese Kandulski** Ich habe einen herzschrilmacher  
Gefällt mir · Antworten · Nachricht · 2 Tag(e)

**Rosemarie Schya** Ich bin Herzkrank.Hatte einen Hinterwandinfarkt.  
Gefällt mir · Antworten · Nachricht · 2 Tag(e)

**Initiative Herzklappe e.V.**  
Gepostet von Kira Nübel · 17. Mai um 15:08 · 🌐

Es ist an der Zeit, die Herzgesundheit über die Angst vor COVID-19 zu stellen. Nehmen Sie Herzsymptome ernst und suchen Sie Ihren Arzt auf!

Das Video zeigt die Geschichte einer Herzklappen-Patientin und informiert über die [Global Heart Hub](#) - Kampagne zur Förderung der Herzgesundheit.

Prof. Dr. med. Stephan Baldus  
Interventioneller Kardiologe  
Direktor der Klinik für Innere Medizin  
Uniklinik Köln  
Präsident der DGK

Diese Patientenvertreter sind nicht beeinflusst durch

4:08 / 6:00

78 Erreichte Personen · 19 Interaktionen

Beitrag bewerten

👍 3 · 3 Mal geteilt

# Cuore Italia - Italy



Website page views	
Page views	2,537

Social Media	
Twitter	
Impressions	5,607
Engagements	92
Video Views	57
Facebook	
Impressions	19,578
Engagements	323
Video Views	416
You Tube	
Video Views	447
Instagram	
Reached	137

Media pick-up		
Quotidiano Sanità	Article	14,300
La Sicilia	Article	13,400
Controradio	Radio Interview	23,000

National Support	
<b>Website <a href="http://www.senioritalia.it">www.senioritalia.it</a></b>	Two news articles, see <a href="#">here</a> and <a href="#">here</a> , published on the website senioritalia.it were relaunched on the institutional newsletter of Senior Italia FederAnziani, distributed every week to a database of 100,000 recipients.
<b>Relaunch Social Network Senior Italia</b>	All the contents of the campaign posted on the official social pages of Cuore Italia were shared: <ul style="list-style-type: none"><li>- Facebook Senior Italia Il Giornale del Web (140,000 followers)</li><li>- Twitter @FederAnziani (8,500 followers)</li><li>- Twitter @FederAnziani_FA (1,700 followers)</li></ul>

Combined reach of  
**up to 331,000**  
Italian users.

# Cuore Italia - Italy



Home

Chi siamo



19 Aprile 2021

## Mettiamo il CUORE prima (della paura) del Covid

La testimonianza dei pazienti con patologie delle valvole cardiache nel video internazionale

CONTINUA A LEGGERE

**Cuore Italia**  
Pubblicato da Noremi Colucci · 23 aprile ·

Il #COVID19 ha sconvolto il mondo e, in particolare, i nostri sistemi di assistenza sanitaria.

Molte persone sono lente nel cercare aiuto medico quando sperimentano evidenti sintomi cardiaci.

Questi ritardi nel cercare aiuto e nell'iniziare i trattamenti possono essere rischiosi per la vita.

#NonAspettare, ogni attimo è vita.

#CuoreItalia Global Heart Hub  
#Ascoltalo #Agisci #NonAspettare



1935

Persone raggiunte

30

Interazioni

Metti in evidenza il post



**Cuore Italia**  
31 Marzo alle ore 10:19 ·

Il tuo cuore ti ha a cuore. #Ascoltalo

Ci sono più possibilità di morire a causa di un'emergenza cardiaca che per il #COVID19.

I ritardi nel cercare aiuto e nell'iniziare i trattamenti possono essere rischiosi per la vita.

È ora di mettere la salute del #cuore prima della #COVID19.

Leggi la news: @bit.ly/3fpd1RY

#CuoreItalia #Ascoltalo Global Heart Hub

Tu e 1 altra persona

Mi piace

Commenta



cuore\_italia

Le storie dei #pazienti e l'importanza della campagna #JustGo

"Durante la pandemia ero in attesa di essere operato, mi hanno dovuto spostare l'operazione...e ho ripreso la vita di prima" ci racconta il paziente italiano a cui hanno sostituito la valvola mitralica durante l'emergenza #covid.

"C'è stata confusione a livello sociale, a livello politico e a livello scientifico, tutti quanti lo sappiamo. Questa confusione ha comportato dal punto di vista delle patologie cronicodegenerative, come quelle cardiache o polmonari, una riduzione della cura dovuta semplicemente alla paura della gente di rivolgersi all'ospedale o al



# Heart Valve Voice Japan

## Website page views

Page views	266
------------	-----

## Social Media

### Twitter

Impressions	136,486
-------------	---------

Engagements	2,591
-------------	-------

Video Views	8,117
-------------	-------

### Facebook

Impressions	3,862
-------------	-------

Engagements	528
-------------	-----

Video Views	895
-------------	-----

## 新型コロナウイルス感染症対策キャンペーン (COVID Response Patient-led campaign) 特設ページ

ヨーロッパ・南北アメリカからはじまり、アジア、オセアニアもカバーする心臓疾患関連の連合組織Global Heart Hubでは、3月末から7月末にかけて、新型コロナウイルスのパンデミック中の命を救い、身体的な障害を減らすことを目的とした、心臓病患者組織間の国際的な連携キャンペーン（※1）を行っています。当ネットワークは、この活動に賛同しています。

※1 世界心臓連盟 (World Heart Federation)、国際動脈硬化学会 (IAS)、FHヨーロッパ (FH Europe) などの臨床学会や国際機関が連携

啓発動画には日本語版もありますので、ぜひご覧いただき、周囲の方へもシェアしてください。

### YouTube動画



心臓弁膜症ネットワーク @hvv\_jp

国際的な心臓疾患関連の連合組織Global Heart Hubは、新型コロナウイルス感染症でも適切に心臓病の治療ができるよう、啓発キャンペーンを実施しています。毎週月、水、金曜日に啓発メッセージを投稿しますので、ぜひシェアをお願いします。

月曜日は「#病院へ行こう」の日



Combined reach of up to 152,750 Japanese users.

心臓弁膜症ネットワーク 作成者: Net Benmakusho 5月12日 12:00

国際的な心臓疾患関連の連合組織Global Heart Hubは、新型コロナウイルス感染症でも適切に心臓病の治療ができるよう、啓発キャンペーンを実施しています。毎週月、水、金曜日に啓発メッセージを投稿しますので、ぜひシェアをお願いします。

水曜日は「#一歩前へ進もう」の日

自分の症状を認識して記録し、医療関係者（主治医）に連絡して治療計画を遂行することで、心臓の健康を維持しましょう。心臓に求められたら、#一歩前へ進もう

診察の準備をしましょう。

#一歩前へ進もう YouTube動画

<https://youtu.be/O4MZcabTvyM>

キャンペーン特設ページ

<https://heartvalvevoice.jp/news/covidresponsecampaign/>

月曜日は「#病院へ行こう」水曜日は「#一歩前へ進もう」金曜日は「#治療をしましょう」



# Lado a Lado, Brazil



Social Media	
Facebook and Instagram	
Impressions	40,499
Engagements	10,078
Video Views	17,171



Combined reach of  
up to 67,748+  
Brazilian users.

# Mended Hearts, US



Website page views	
Page views	TBC
Social Media	
Twitter	
Impressions	7,541
Engagements	128
Facebook	
Impressions	3,090
Engagements	64
LinkedIn	
Impressions	275
Instagram	
Impressions	749
Video Views	24

**Mended Hearts** @MendedHearts · May 11  
 If you are experiencing a heart or stroke emergency – this is NOT the time to 'stay at home'.

When your heart says so, [#JustGo](#).

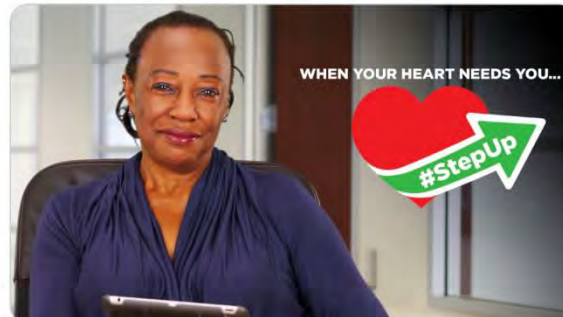
[@GlobalHeartHub](#)



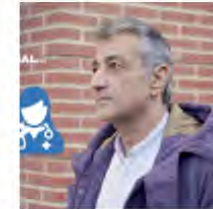
1 reply 1 like

**Mended Hearts** @MendedHearts · May 19  
 Own your heart health by recognizing and tracking your symptoms, reaching out to your healthcare provider and following through with your treatment plan.

When your heart needs you, [#StepUp](#). [@GlobalHeartHub](#)



1 reply 3 likes



**Mended Hearts** @MendedHearts  
 COVID-19 has upended the world and we are facing an unprecedented burden of heart disease.

Because time is crucial, [#JustTreat](#).

[@GlobalHeartHub](#) [pic.twitter.com/QUmjKndrjT](https://pic.twitter.com/QUmjKndrjT)

Combined reach of  
 up to 11,870  
 American users.



# PACO, Mexico



Website page views	
Page views	1,954

## Social Media

### Twitter

Impressions	2,770
Engagements	79
Video Views	47

### Facebook

Impressions	1,146
Engagements	1,929
Video Views	86

### Other

National Society / Org Support	Support from 10 national organizations
	Radio spot – reach?

**PACO** Pacientes de Corazón, A.C.  
14 de mayo · 🌐

Si sientes algún dolor en el pecho, no es momento de quedarte en casa, #vealdactor  
Está en nosotros cuidarnos ❤️ Global Heart Hub



**PACO** Pacientes de Corazón, A.C.  
5 de mayo · 🌐

La Global Heart Hub lanza campaña internacional de respuesta a la pandemia COVID-19 con 3 mensajes claves #vealdactor(#JustGo), #Escuchalos(#SteUp), #Actua(#JustTreat)  
Nos unimos porque sabemos que uniendo esfuerzos llegamos a más personas, que actuando a tiempo pueden salvar su vida ❤️



👍 **Obtén más Me gusta, comentarios y contenido compartido**  
Si promocionas esta publicación, se mostrará a más personas.

**188** Personas alcanzadas    **18** Interacciones    [Promocionar publicación](#)

👤 Myriam Moreno, Nat LM y 14 personas más

**Tweet principal** tuvo 356 impresiones

Si presentas síntomas de enfermedad cardiovascular, no te quedes en casa.  
Si tu corazón te lo pide, #vealdactor ❤️ 📺  
(#JustGo) @GlobalHeartHub  
[pic.twitter.com/GWYt7plwj7](https://pic.twitter.com/GWYt7plwj7)



Combined reach of  
up to 7,980  
Mexican users.


# Heartlife Foundation, Canada



## Social Media

Twitter, Facebook and Instagram

Impressions	5,000
-------------	-------

 **HeartLife Foundation** @HeartLifeCanada · Apr 4

Step Up  
Own your heart health by recognizing and tracking your symptoms, reaching out to your healthcare provider and following through with your treatment plan. When your heart needs you, #StepUp Because #itsaboutlife



  1  4 

 **HeartLife Foundation** @HeartLifeCanada · Mar 31

Along w/ @GlobalHeartHub we are taking part in a COVID Response Campaign w/3 messages - #JustGo, #StepUp and #JustTreat. The aim of the campaign is to raise awareness, drive action & ultimately save lives of heart patients worldwide. Help spread the msg: [globalhearhub.org/covid-response/](https://globalhearhub.org/covid-response/)



  4  7 

Combined reach of  
up to 5,000  
Canadian users.

# AISC, Italy



Social Media	
Twitter	
Impressions	2,486
Engagements	31
Facebook	
Impressions	2,143
Engagements	68
Instagram	
Engagements	83



Combined reach of up to 4,800 Italian users.

# AADIC, Portugal



## Website page views

Page views	865
------------	-----

## Social Media

### Facebook

Impressions	374
-------------	-----

Engagements	13
-------------	----

Video Views	-
-------------	---

### LinkedIn

Impressions	46
-------------	----

Video Views	-
-------------	---

AADIC SÓCIO EVENTOS CUIDE DE SI NOTÍCIAS FAQs PARCEIROS CONTATOS

CAMPANHA "COVID RESPONSE PATIENT-LED" DA GLOBAL HEART HUB

Março 31, 2021

Publicação de Sara Ferreira • 30/03/2021

AADIC-Associação de Apoio aos Doentes com Insuficiên...  
174 seguidores  
1 m -

Campanha "COVID Response Patient-led" da Global Heart Hub

A Global Heart Hub, no âmbito da covid-19, está a promover um ...ver mais

Quando o seu coração mal...  
Obedeça sem tardar

#TrateJa

#AssisteAqui

1

Gostei Comentar

Combined reach of  
up to 1,300  
Portuguese users.

# Egyptian Association for Care of Heart Failure Patients



Social Media	
Twitter	
Impressions	50
Facebook	
Impressions	985
Engagements	54



Combined reach of up to 1,089+ Egyptian users.

# Supporter Coverage



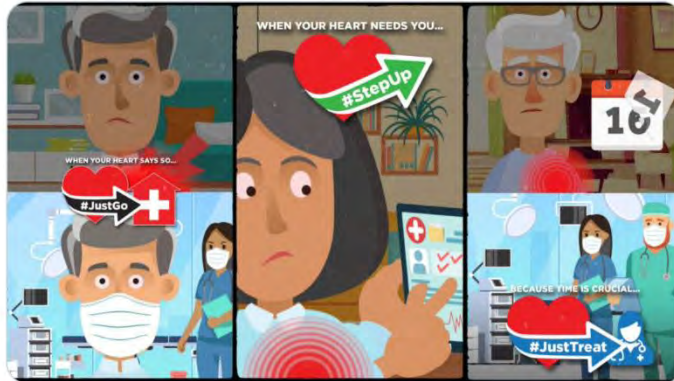
**World Heart Federation** @worldheartfed · Mar 30  
 📺 When your heart says so... **#JustGo**.

♥ When your heart needs you... **#StepUp**.

🕒 Because time is crucial... **#JustTreat**.

Always ACT when it comes to symptoms of heart disease.

Learn more about @GlobalHeartHub's new **#COVID** Response Campaign  
[➔ globalhearhub.org/patient-led-co...](https://globalhearhub.org/patient-led-co...)



1 9 19

**European Society of Cardiology Advocacy** @ESCAAdvocacy · Apr 1  
**#HeartCare** continues to be a priority throughout the pandemic. @escardio supports the @GlobalHeartHub campaign. Even during **#COVID19 #JustGo!**

Remember, we **#cantpauseaheart** – [cutt.ly/Dcil9Pu](https://cutt.ly/Dcil9Pu)

**Global Heart Hub** @GlobalHeartHub · Mar 30  
 Global Heart Hub has launched a COVID Response Campaign with 3 key messages - **#JustGo**, **#StepUp** and **#JustTreat**. ♥ The aim of the campaign is to raise awareness, drive action & ultimately save lives of heart patients worldwide. 🌍 Help spread the message: [globalhearhub.org/covid-response/](https://globalhearhub.org/covid-response/)  
[Show this thread](#)



1 5 12

**FH Europe** @fhpatienteurope  
 If you are experiencing a heart or stroke emergency – this is NOT the time to 'stay at home'. When your heart says so, **#JustGo**.

Est. 1 in 17 people suffering from a heart attack, have Familial Hypercholesterolemia. **#FindFH**

Share this important message in your local language ↓

Download the **#JustGo** Campaign Resources!

Video Translations (YouTube):  
[FR | ES | DE | IT | AR | PT | RU | PL | NL | UK | US | JP | CN](#)

Download Your Toolkit:  
[EN | FR | ES | DE | IT | AR | PT | RU | PL | NL | UK | US | JP | CN](#)

Your Toolkit Contains:

- Toolkit Tips and Customizable
- Approved Logo of Landscape, Print & Square
- Attentional 3 Languages, Print & Square
- Logo of Landscape, Print & Square
- Patient Banner, eg. Landscape, Print & Square

**Global Heart Hub** @GlobalHeartHub  
 Roberto Ferrari discusses the effect **#COVID19** has on hospital admissions. ⚠️ He encourages angina patients with...  
 #Act

**Liked by**

**EPF Congress** @eupatientsforum · Follows you  
 We are the leading voice of patient organisations in Europe. **#EuropeForPatients REGISTER NOW for #EPFCongress2021 (26-29 Oct)** [epfcongress.eu](https://epfcongress.eu)

# Industry supporters



Edwards

**Medtronic**





**Thank you!**