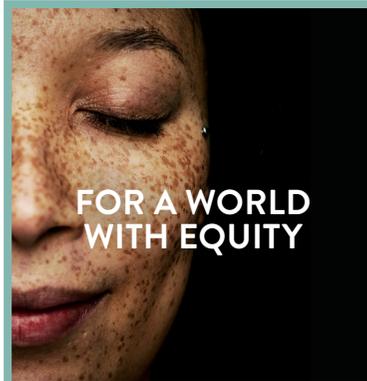


World Heart Day 2022 theme

The pillars



**USE ❤️ FOR HUMANITY**



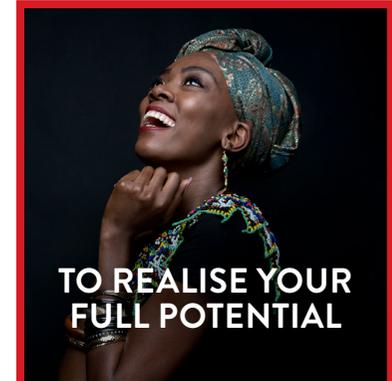
Access to treatment and support for CVD varies widely across the world. Over 75% of CVD deaths occur in low- to middle-income countries, but access can be an issue anywhere.

**USE ❤️ FOR NATURE**



Air pollution is responsible for 25% of all CVD deaths, taking the lives of 7 million people every year. Each of us can contribute to a healthier planet in our own way.

**USE ❤️ FOR YOU**



Psychological stress can double heart attack risk. Resisting harmful coping mechanisms and bad habits induced by stress helps maximise our individual heart health.

**OUR 2022 CAMPAIGN KEY MESSAGE**

On 29 September, World Heart Day will be an opportunity for everyone to stop and consider how best to use heart for humanity, for nature, and for you. Beating cardiovascular disease is something that matters to every beating heart.

**MAKE THE CAMPAIGN YOURS**

We encourage you to personalise your campaign, whether you're focusing on the grand scale of humanity, individual behaviours, or anything in between. Apply your own perspective, world view, and lived experience to make the campaign your own.

- USE ❤️ FOR HEALTHCARE ACCESS
- USE ❤️ FOR PEACE
- USE ❤️ FOR EDUCATION

- USE ❤️ FOR CLEAN AIR
- USE ❤️ FOR FORESTS
- USE ❤️ FOR REDUCING WASTE

- USE ❤️ FOR LOWER BLOOD PRESSURE
- USE ❤️ FOR A HEALTHY DIET
- USE ❤️ FOR PHYSICAL ACTIVITY

Visit [worldheartday.org](http://worldheartday.org) and follow us on social media to find out how you can get involved – we'll be adding lots of resources, tips and info in the run up to 29 September.

- Facebook @worldheart
- Instagram @worldheartfederation
- Twitter @worldheartfed
- LinkedIn @worldheartfederation



#UseHeart | #WorldHeartDay  
**WORLDHEARTDAY.ORG**

IN PARTNERSHIP WITH

