

PLAYBOOK 2020  WORLD
HEART
DAY

A MESSAGE FROM THE WORLD HEART FEDERATION



KAREN SLIWA
President, World Heart Federation



JEAN-LUC EISELÉ
Chief Executive Officer, World Heart Federation

"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."

USE ♥

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.

CONTENTS

1.

THE BIG IDEA FOR WORLD HEART DAY 2020

[1.1 USE !\[\]\(4729e517bc6a7cd81c8025b9646574fb_img.jpg\)](#)

[1.2 USE !\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\) 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



OUR 20/21 CAMPAIGN KEY MESSAGE

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.

CAUSE

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

USE  TO BEAT 

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.

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.

USE ❤️ TO...

The must-have part

USE ❤️

Our common ambition
and ultimate goal

USE ❤️ TO BEAT 💔

Life-changing impacts

USE ❤️ TO MAKE BETTER CHOICES

Progress and
breakthroughs

USE ❤️ TO ADVANCE SCIENCE

Associated diseases
and health conditions

USE ❤️ TO PREVENT DIABETES

Major CVD risks

USE ❤️ TO QUIT SMOKING

Inspire and thank heart
health professionals

USE ❤️ TO THANK NURSES

Lifestyle improvements

USE ❤️ TO TAKE THE STAIRS

Global issues
that impact CVD

USE ❤️ TO FIGHT CLIMATE CHANGE

Partners' and
stakeholders' priorities

USE ❤️ TO JOIN THE CONVERSATION

Your opportunity
to create

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.



USE ❤️ TO EAT WELL & DRINK WISELY

- ❤️ 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.

DID YOU KNOW?

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.



USE ❤️ TO GET MORE ACTIVE

- ❤️ 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.

DID YOU KNOW?

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.



USE ❤️ TO SAY NO TO TOBACCO

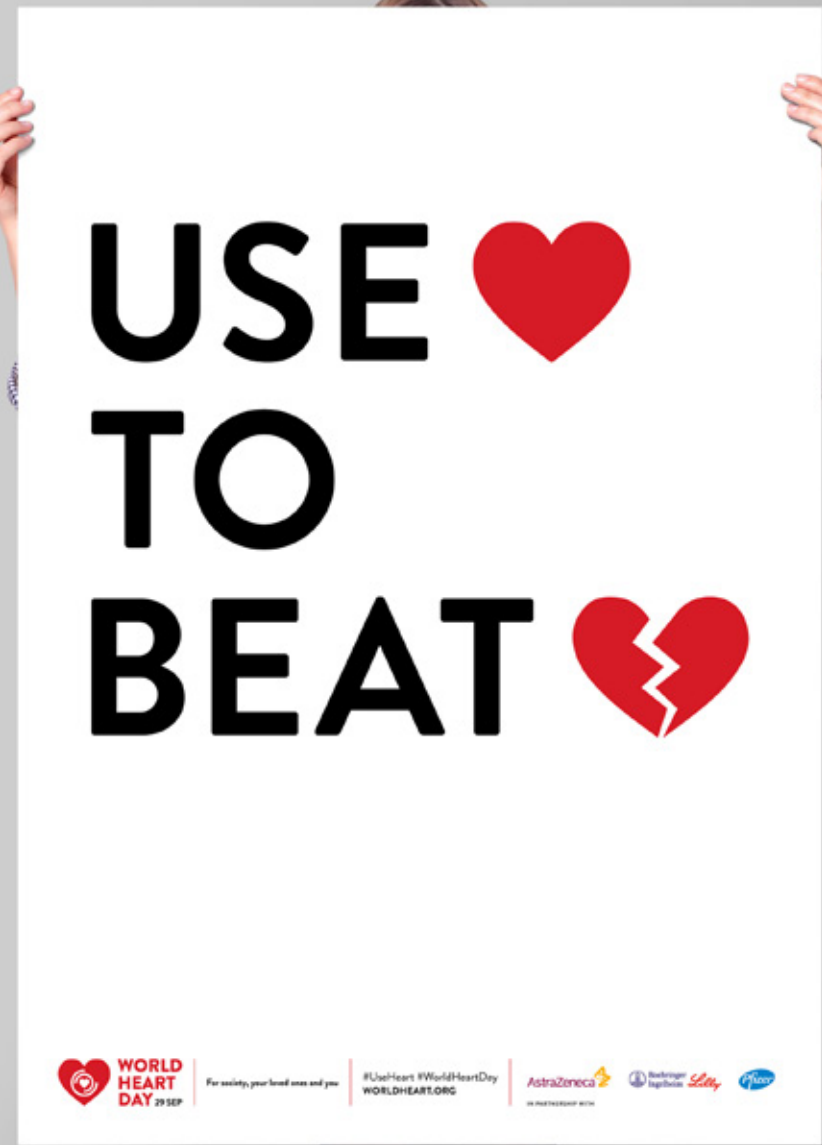
- ❤️ It's the single best thing you do to improve your heart health.
- ❤️ Within 2 years of quitting, the risk of coronary heart disease is substantially reduced.
- ❤️ Within 15 years the risk of CVD returns to that of a non-smoker.
- ❤️ Exposure to secondhand smoke is also a cause of heart disease in 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.

DID YOU KNOW?

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?

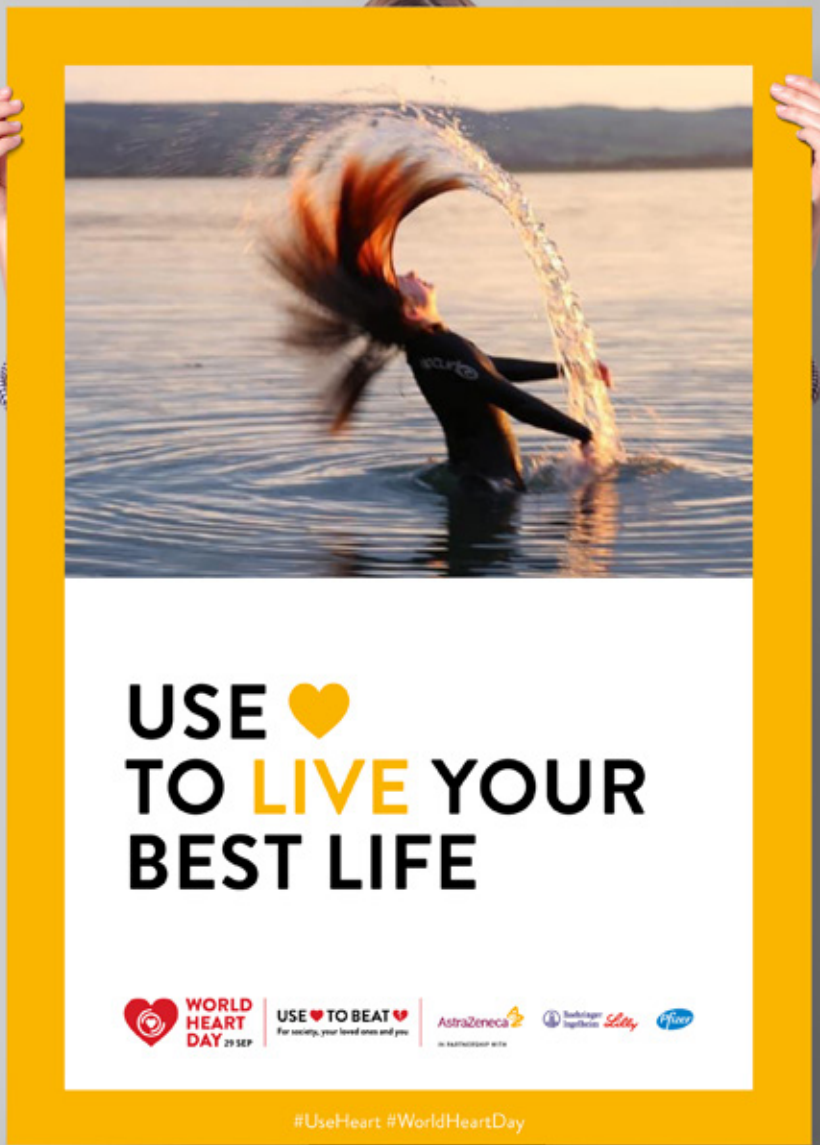
A: Yes, it is one of its meanings. Love is an important part of helping to make better choices, but USE ❤️ also means so much more.



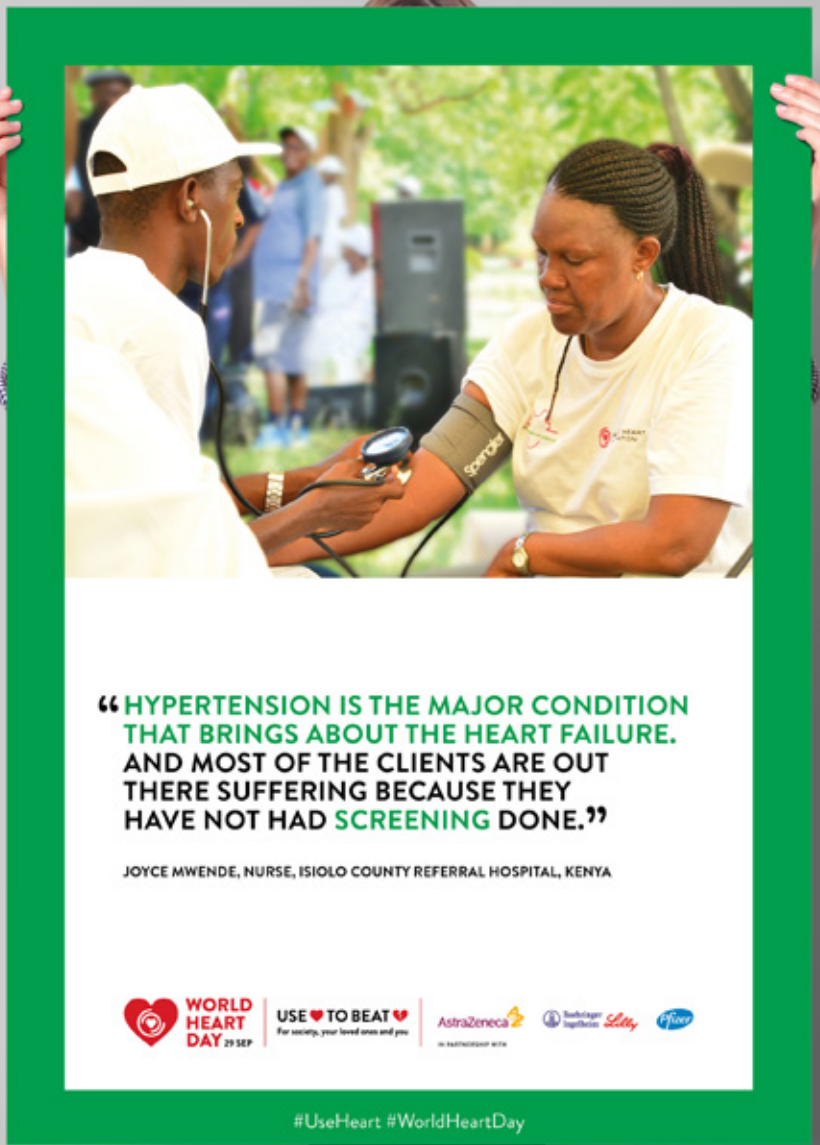
THE HERO



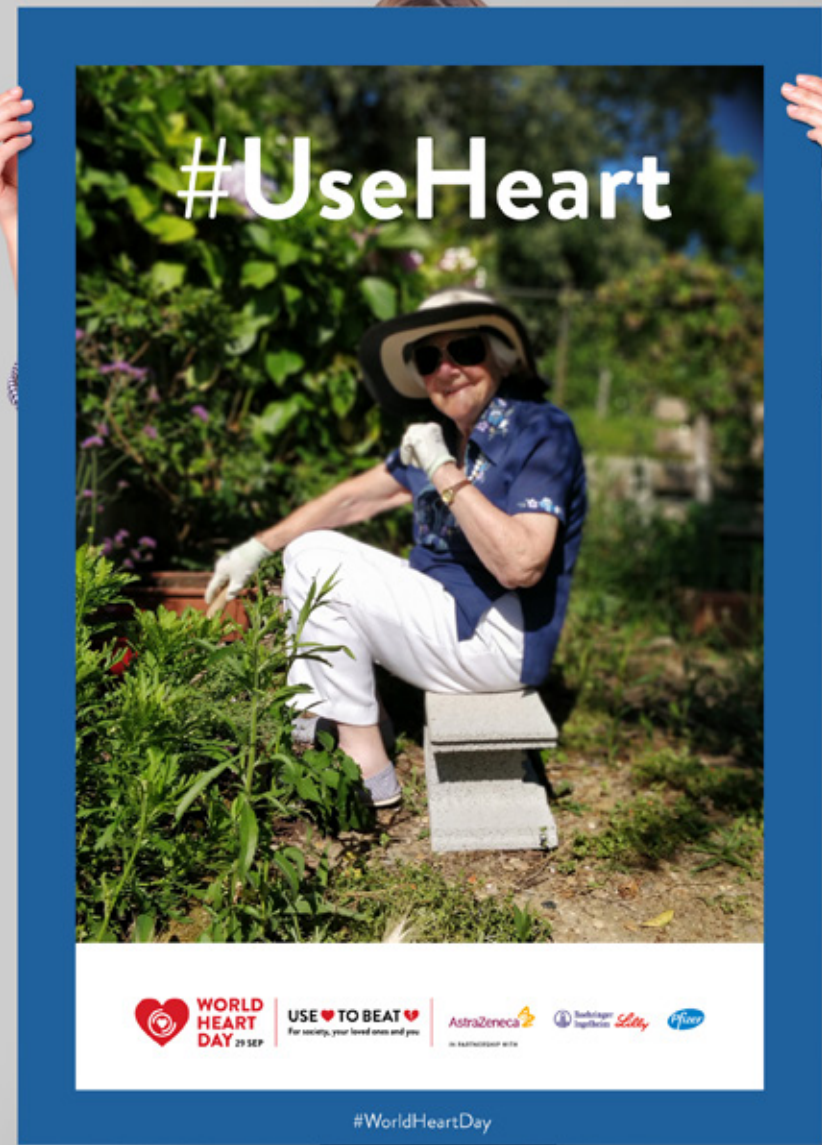
THE PURPOSE



THE HEADLINE



THE TESTIMONIAL



THE #HASHTAG



THE ENGAGEMENT



THE NUMBERS



THE DAY

CREATE YOUR BESPOKE ASSETS

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.

✓ THINK 'NEVER STATIC'
FIND A WAY TO MAKE IT MOVE

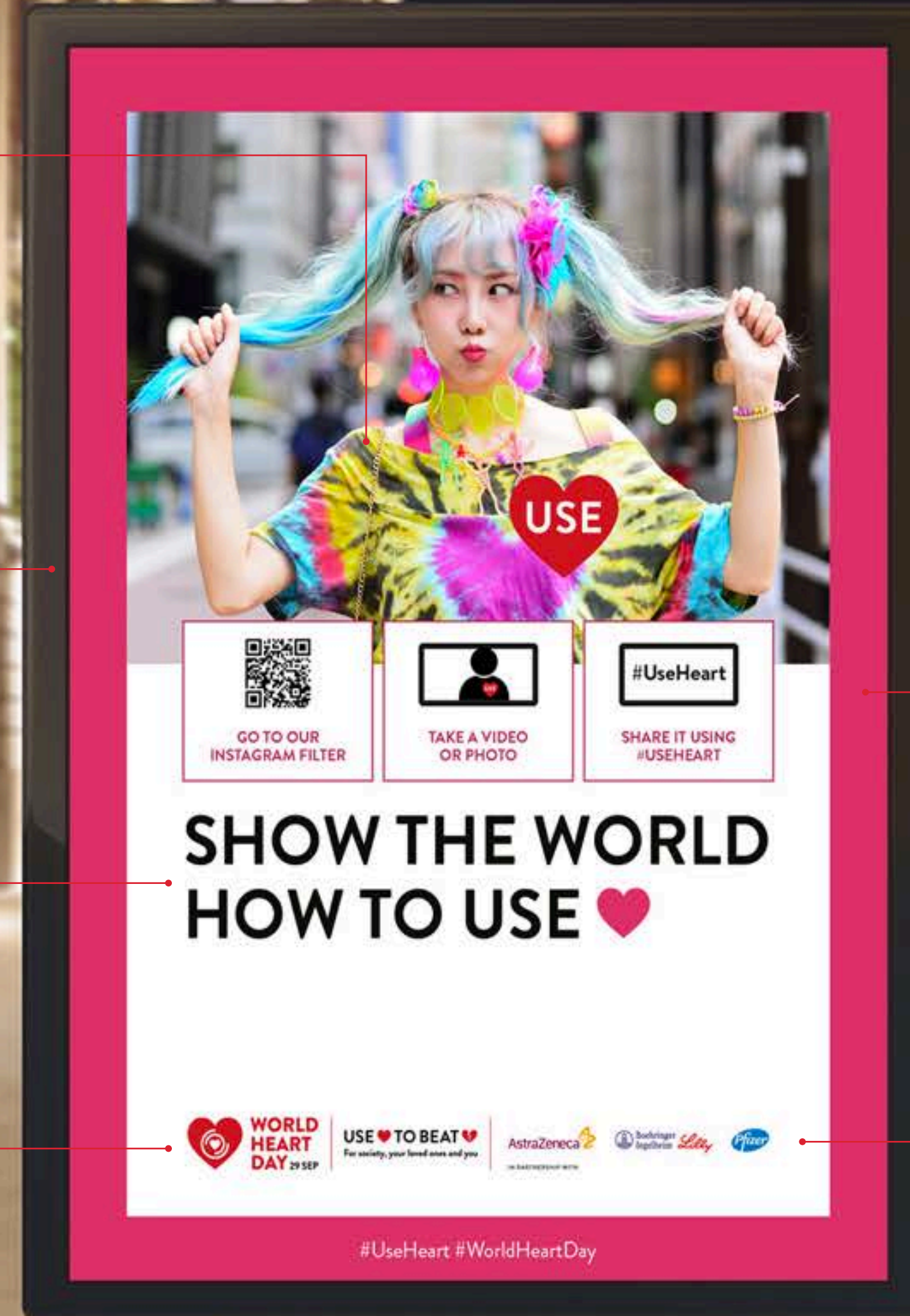
✓ SELECT THE FORMAT

✓ DEFINE THE MESSAGE, FROM
HEADLINE TO CAPTION

✓ APPLY YOUR BRANDING

✓ DECIDE BETWEEN USING
IMAGERY OR JUST USING TYPE

✓ CHOOSE YOUR CALL TO ACTION



USE  TO BEAT 



For society, your loved ones and you

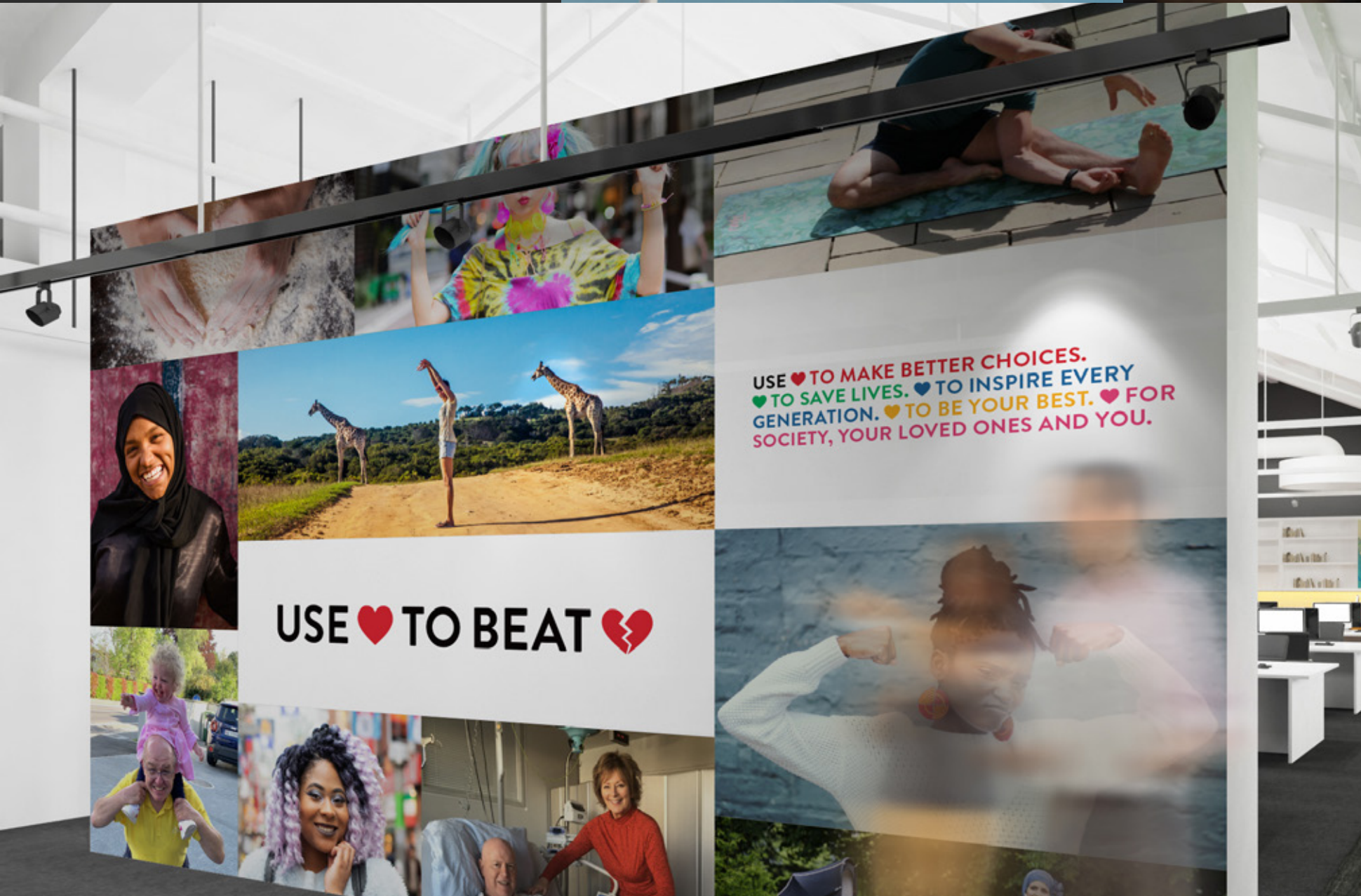
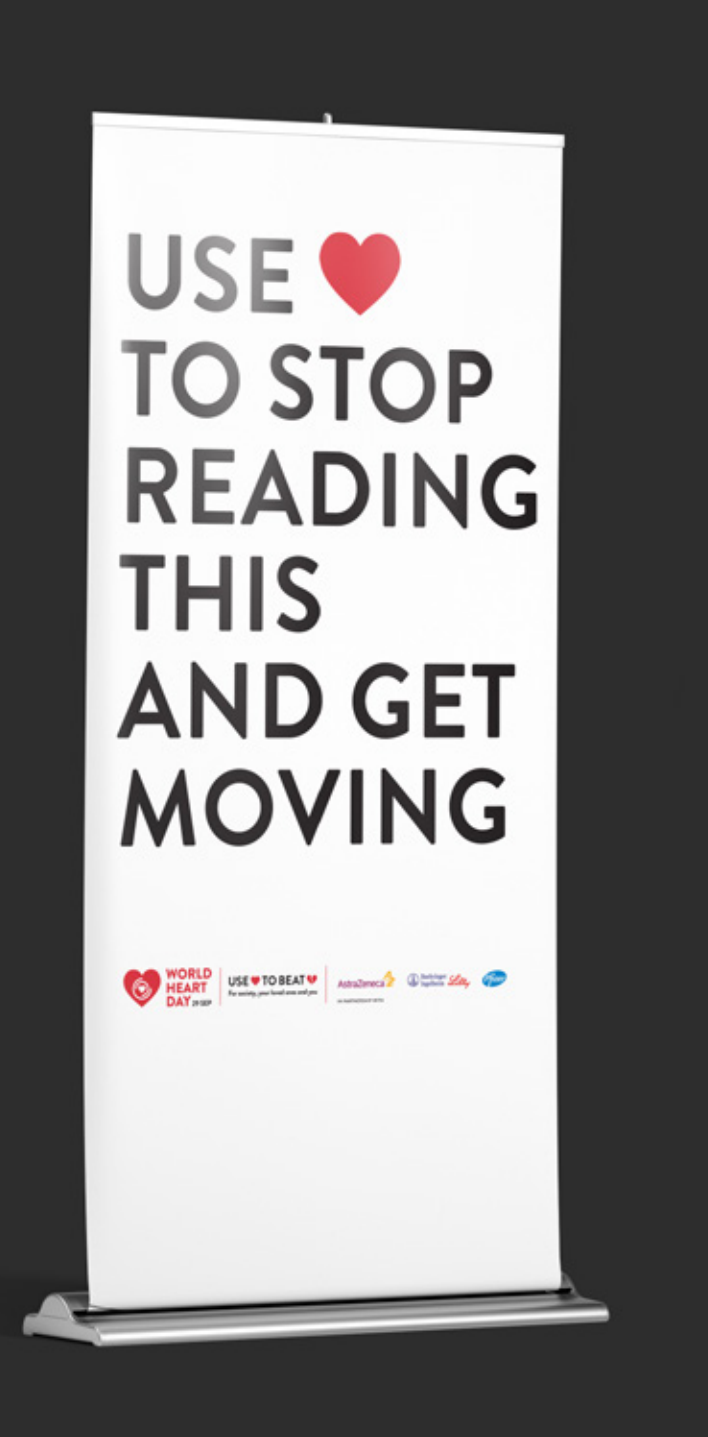
#UseHeart #WorldHeartDay
WORLDHEART.ORG

AstraZeneca 

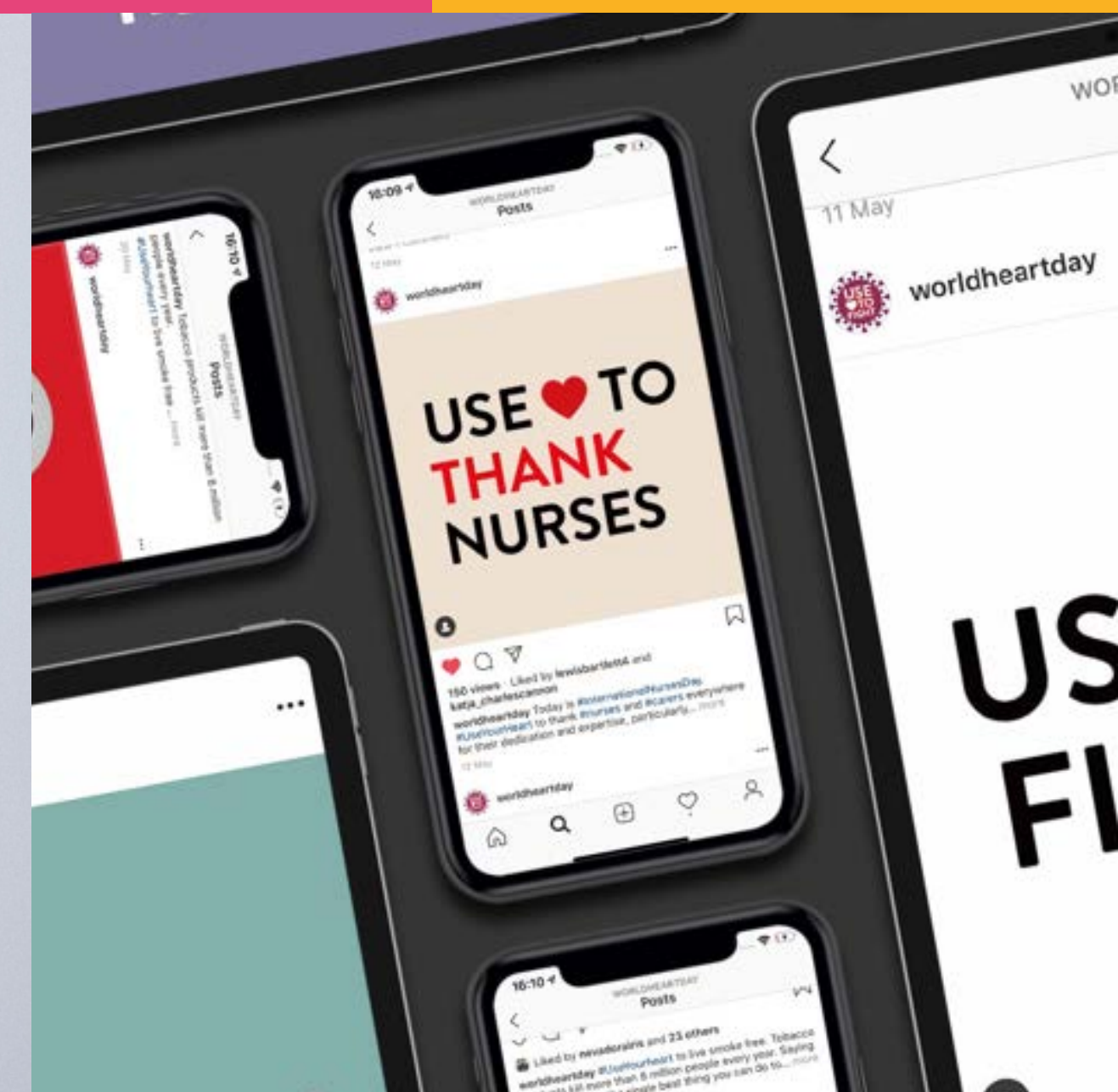
IN PARTNERSHIP WITH

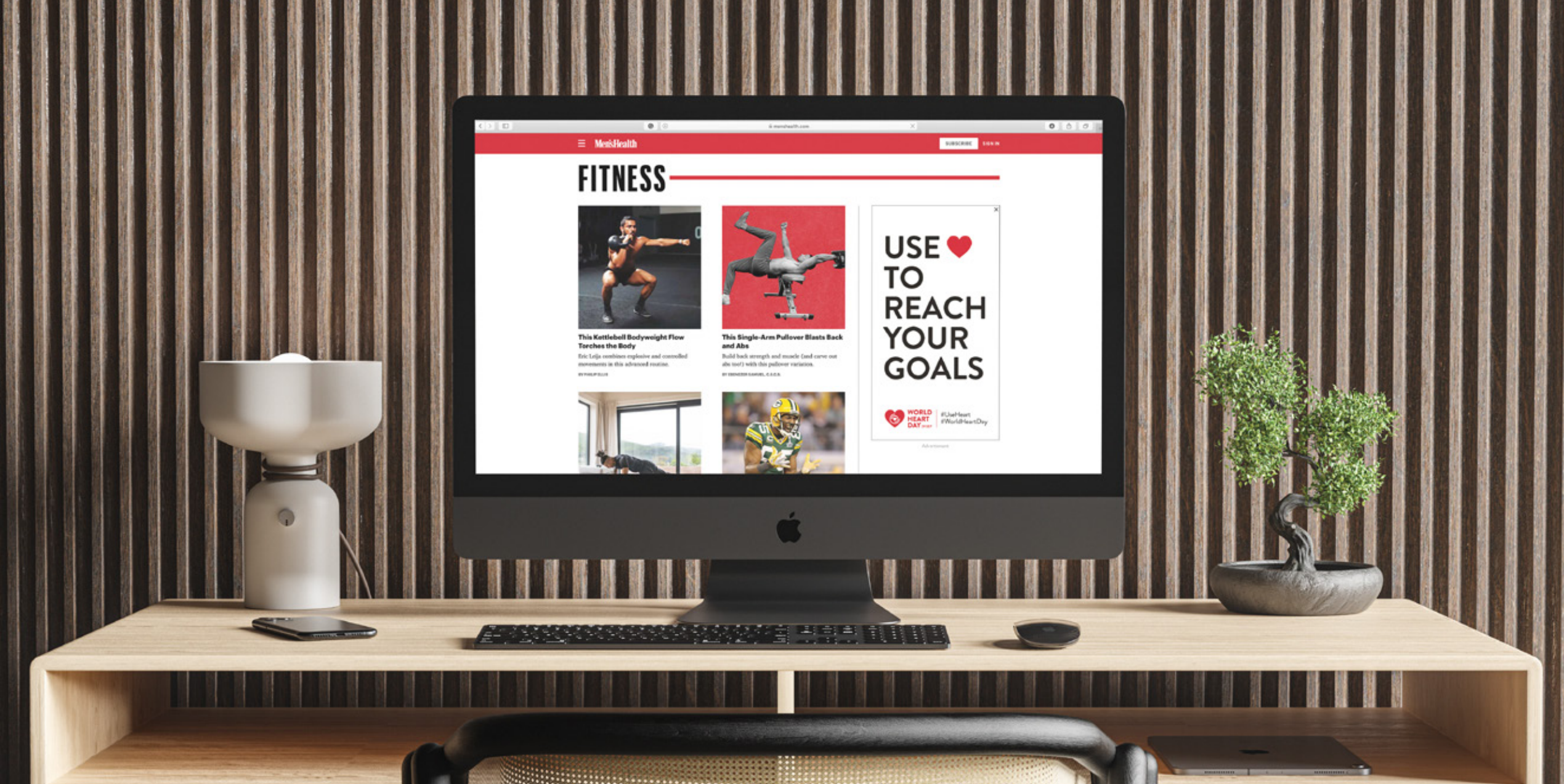
 **Boehringer
Ingelheim** *Lilly*



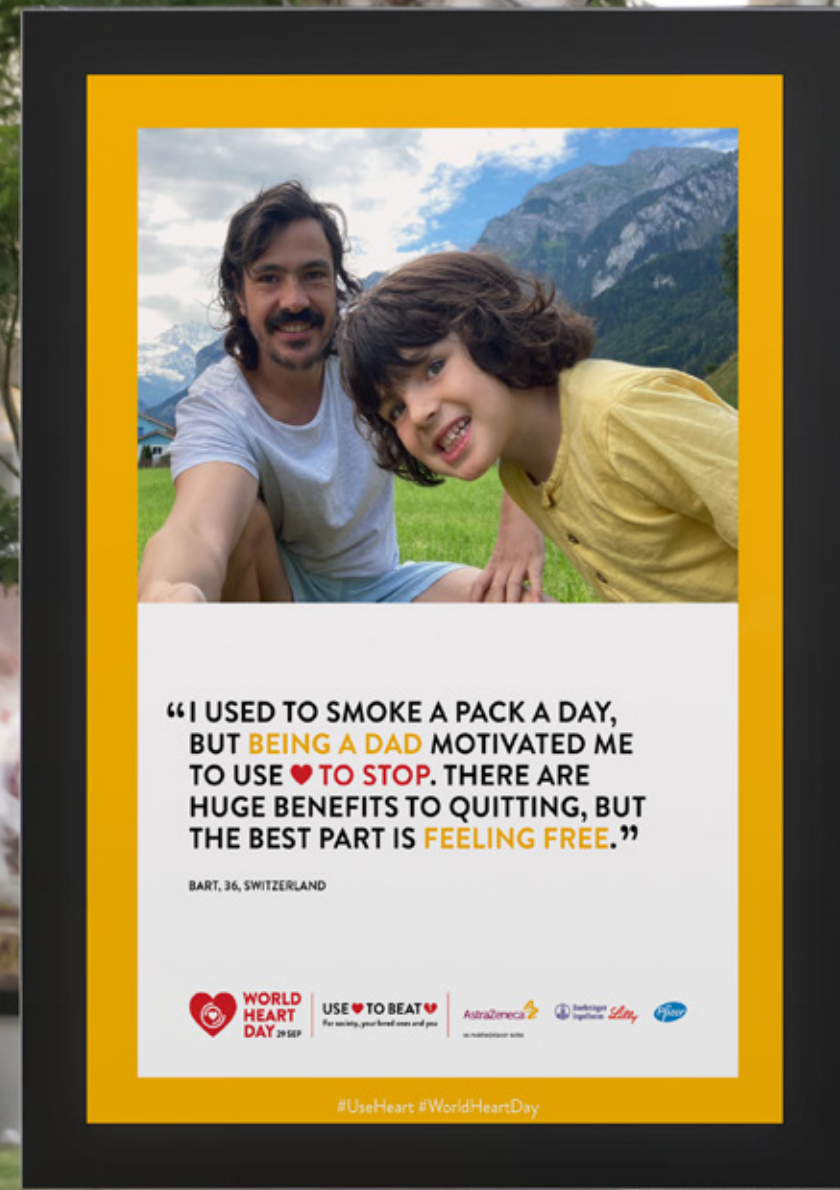


INTERNAL POSTERS





DIGITAL DISPLAY ADVERTISING

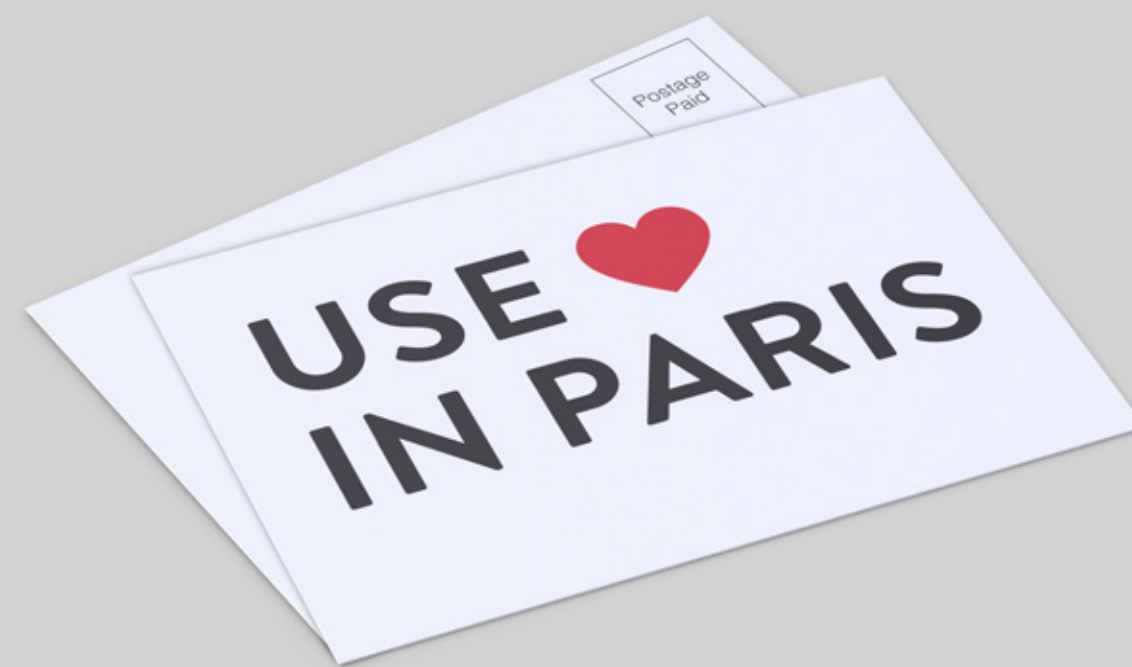




NEWSPAPER AND MAGAZINE ADVERTISING







RETAIL PLACEMENT

USE  TO BEAT 

ENGLISH

UTILISE  POUR VAINCRE 

FRENCH

USE  DE VENCER 

PORTUGUESE

USA  PARA VENCER 

SPANISH

BENUTZE   ZU SCHLAGEN

GERMAN

إستخدم  لتهزم 

ARABIC

2.

PLANNING FOR A GREAT CAMPAIGN

2.1	2.2	2.3	2.4	2.5	2.6	2.7
SOCIAL MEDIA	MULTIPLE TOUCHPOINTS	PRINT MATERIALS	DIGITAL EXPERIENCE	#USEHEART FOR OTHER CAUSES	LANDMARKS	#USEHEART EVERY DAY

SOCIAL MEDIA

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

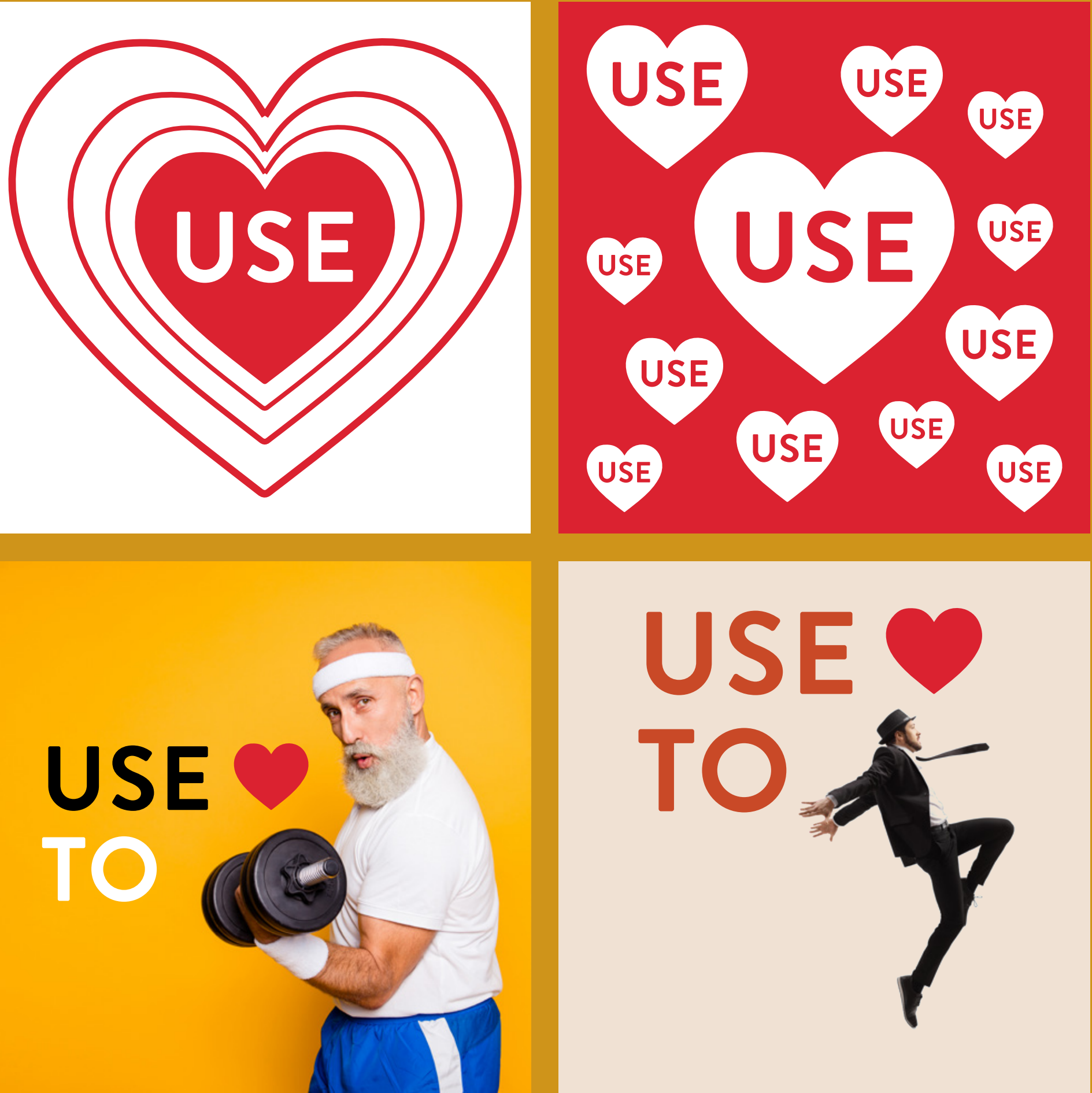
Some of the most engaged and active audiences on social media are individuals coping with a disability or chronic condition, including heart disease, cancer, diabetes and people who have recently experienced a medical emergency. (Source PewResearch)



FACEBOOK PROFILE FRAME



GIF KEYBOARDS



- 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



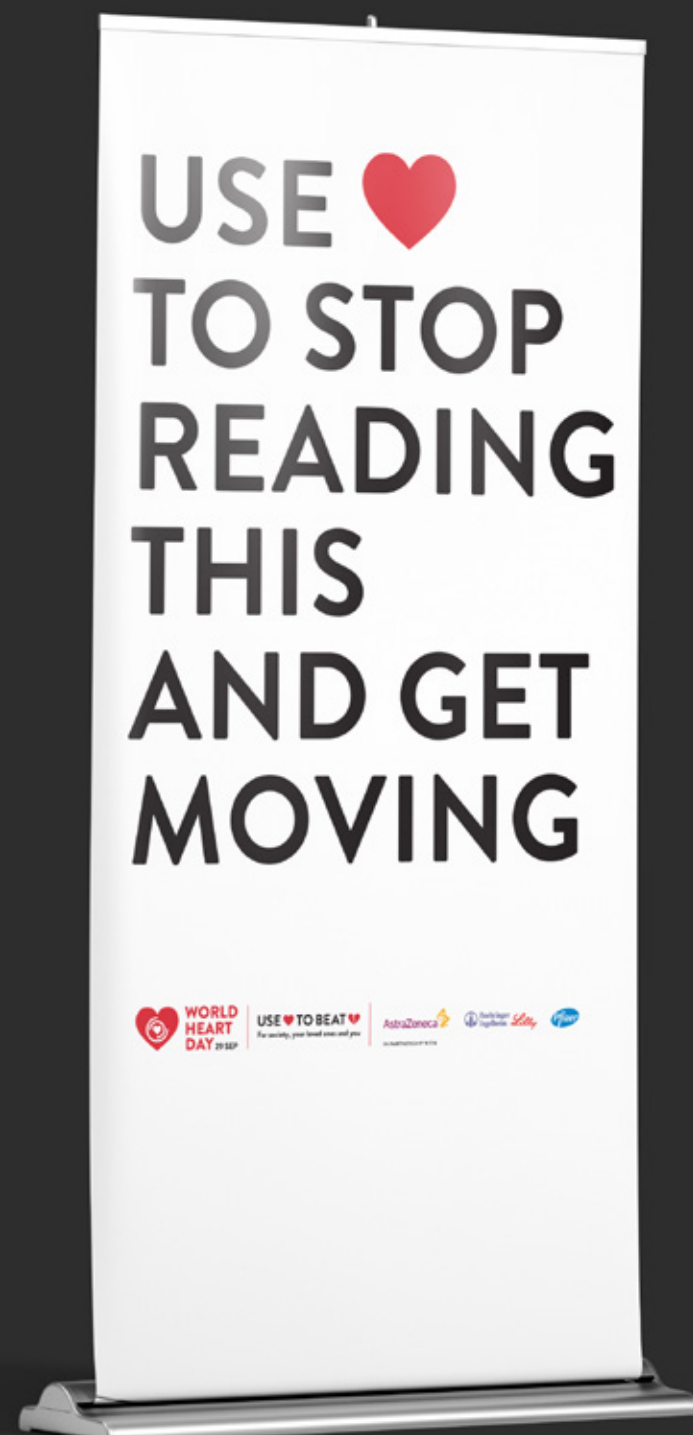
PRINT MATERIALS

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.





GO TO OUR
INSTAGRAM FILTER



TAKE A VIDEO
OR PHOTO



#UseHeart
SHARE IT USING
#USEHEART

**SHOW THE WORLD
HOW TO USE ♥**



**WORLD
HEART
DAY**
29 SEP

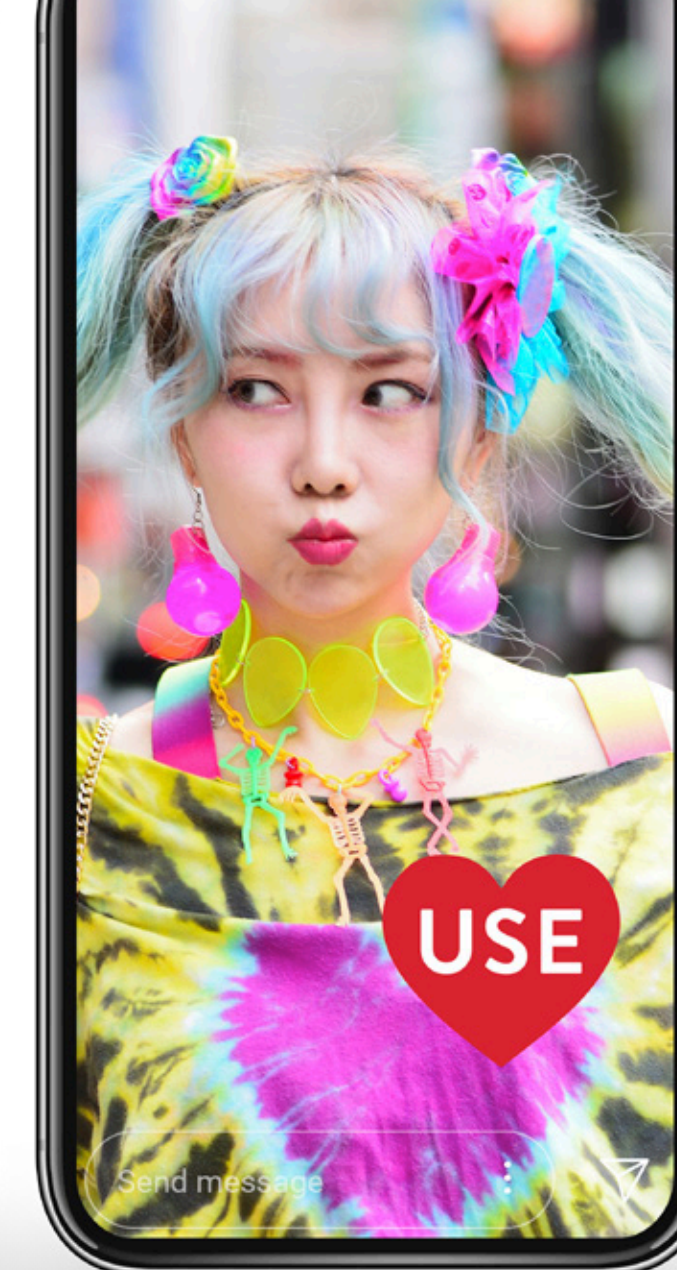
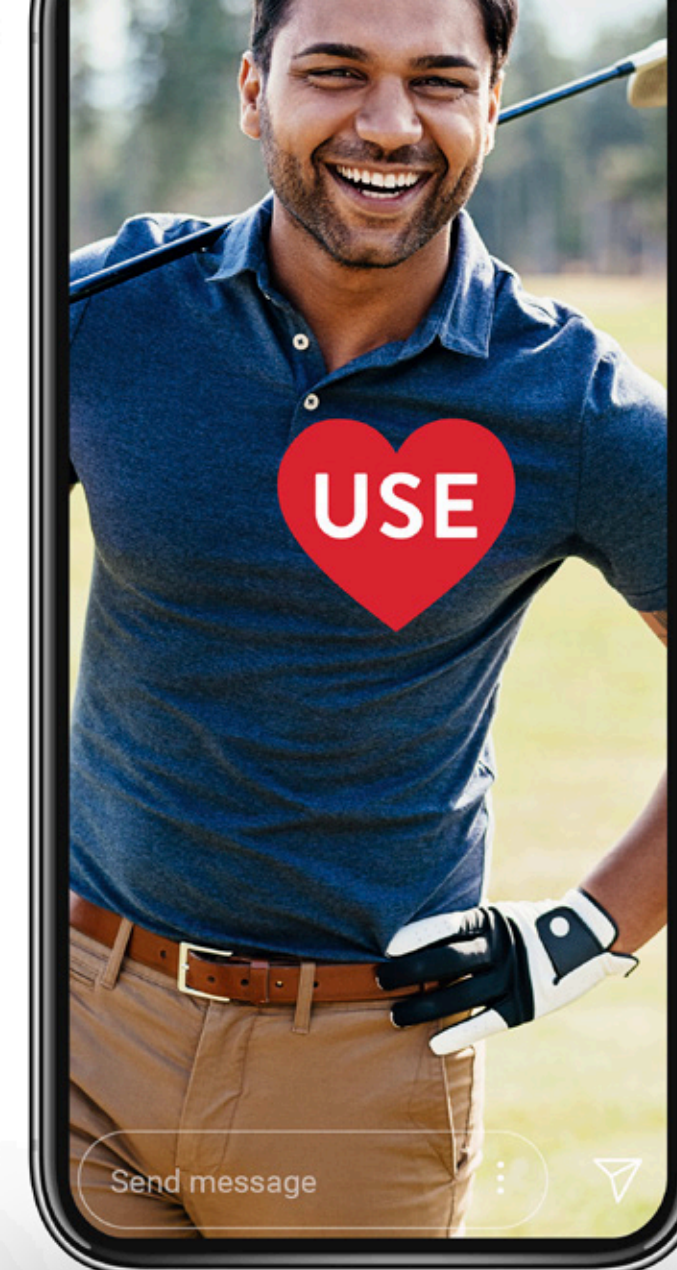
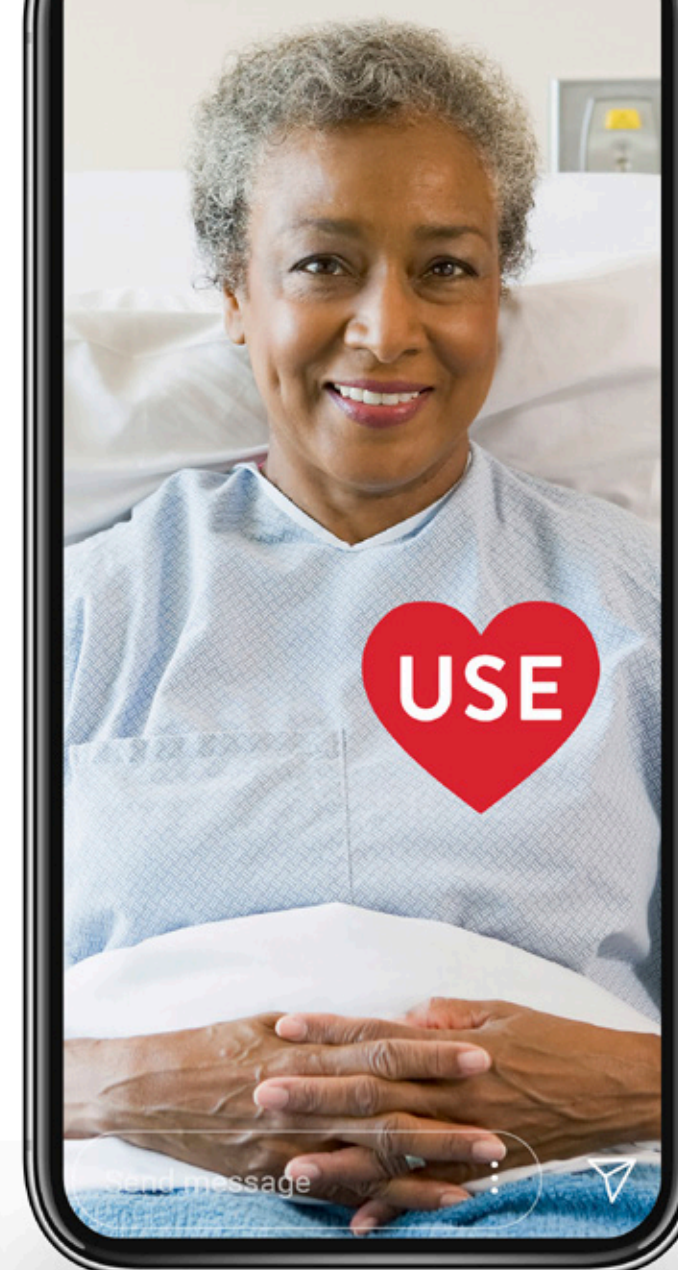
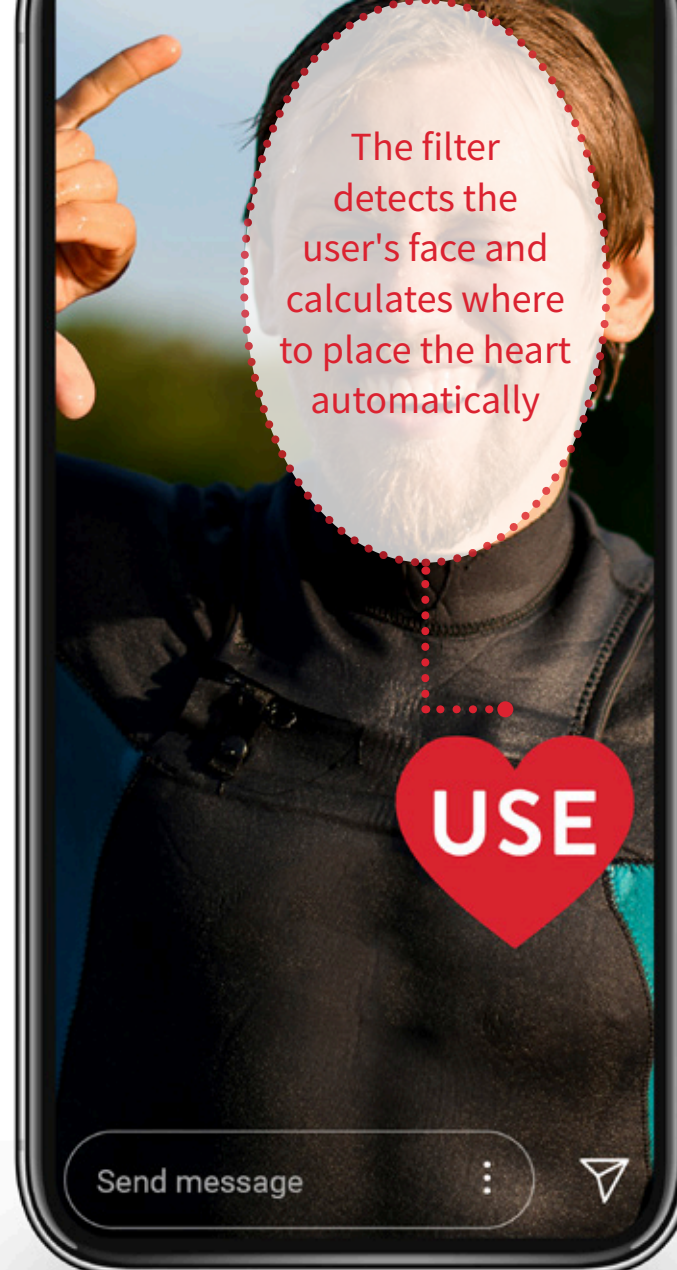
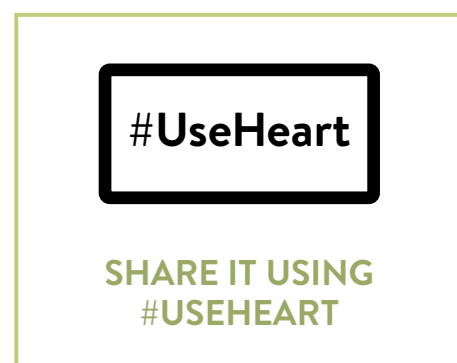
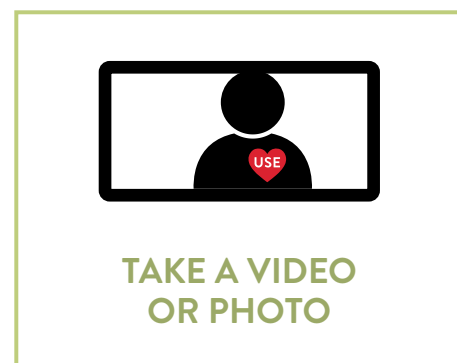
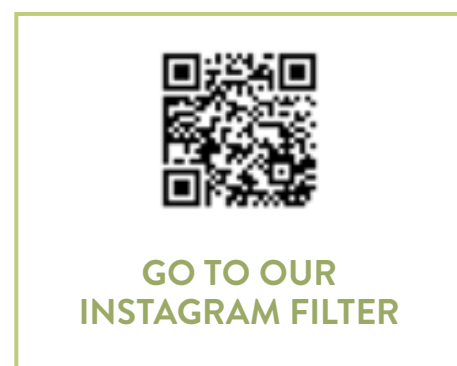
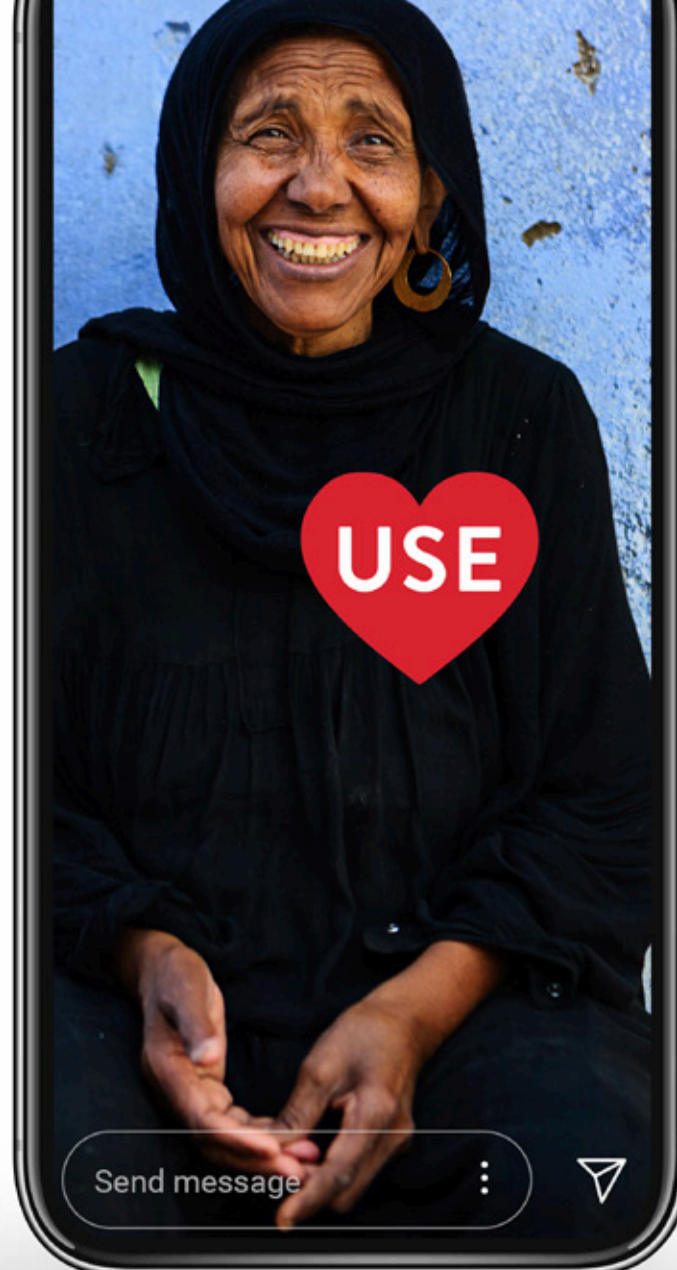
USE ♥ TO BEAT ♥
For society, your loved ones and you

AstraZeneca
Boehringer Ingelheim
Lilly
Pfizer

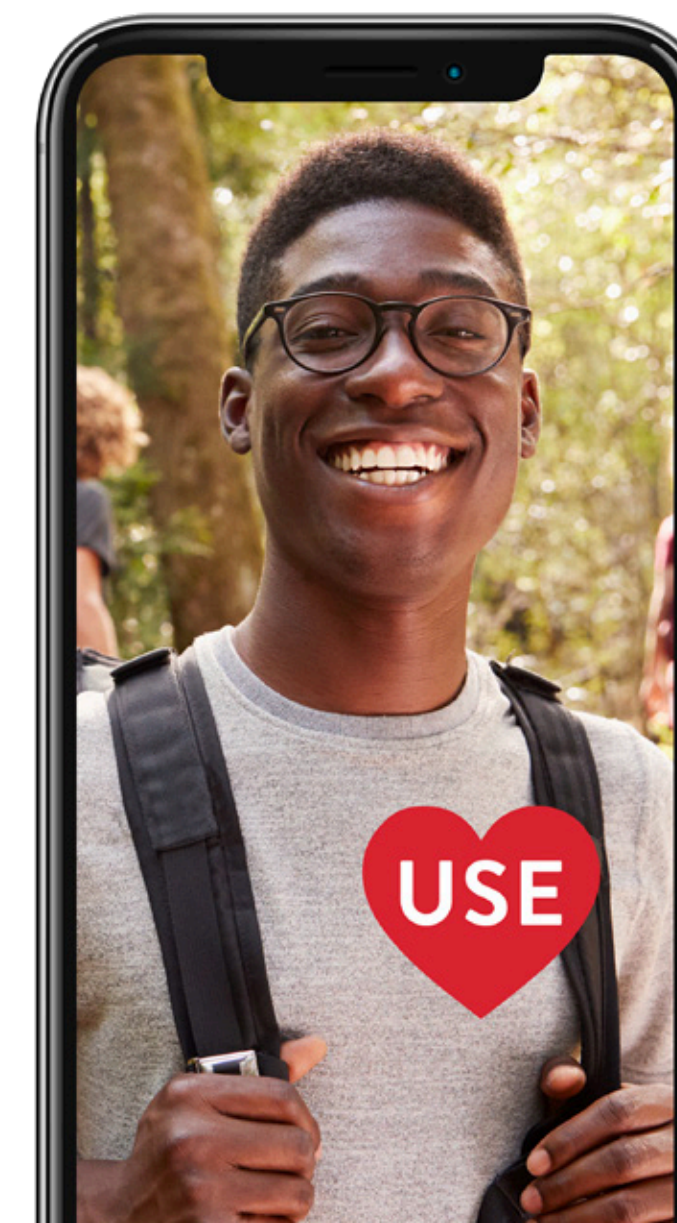
IN PARTNERSHIP WITH

#UseHeart #WorldHeartDay

DIGITAL
EXPERIENCES



SHOW THE WORLD HOW TO USE ❤️



USE 

USE 

USE 

USE 

USE 

USE 

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.



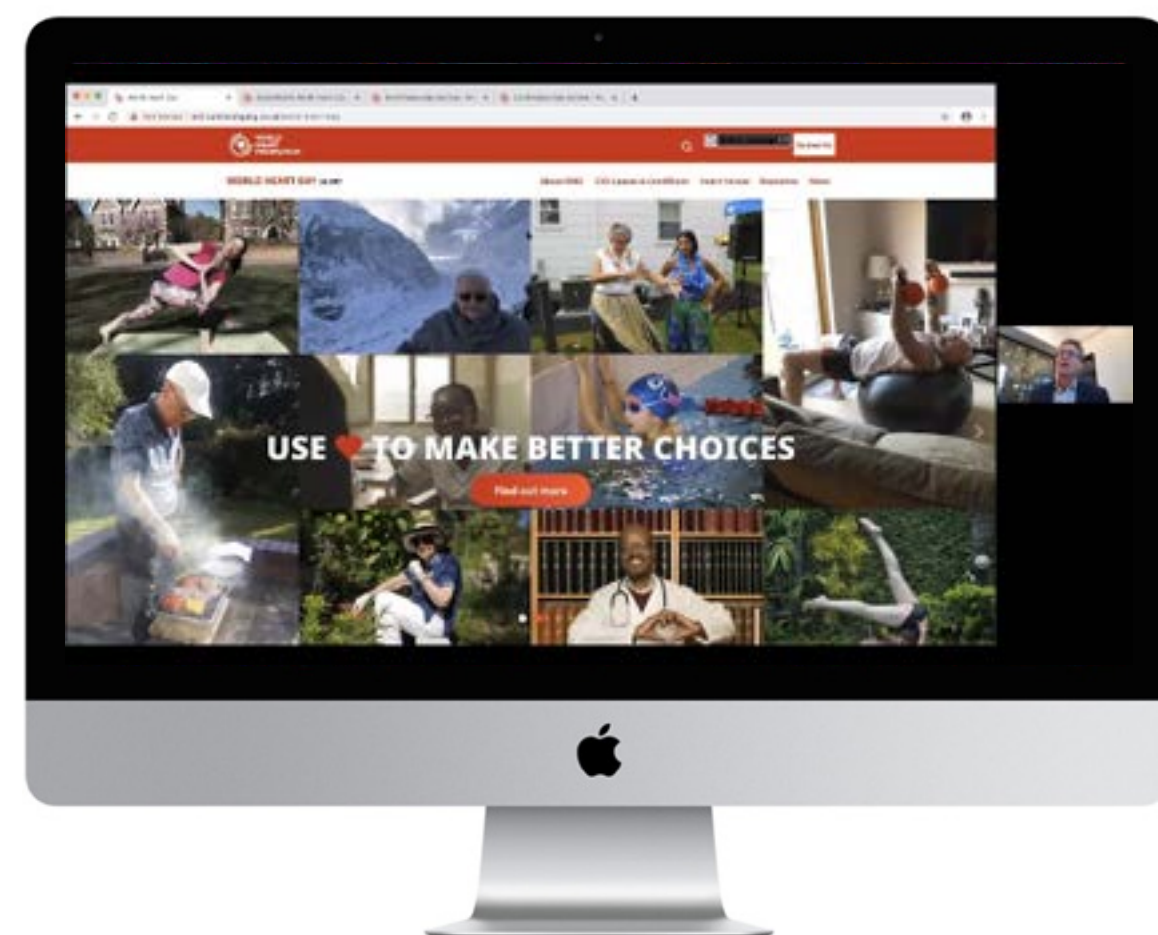
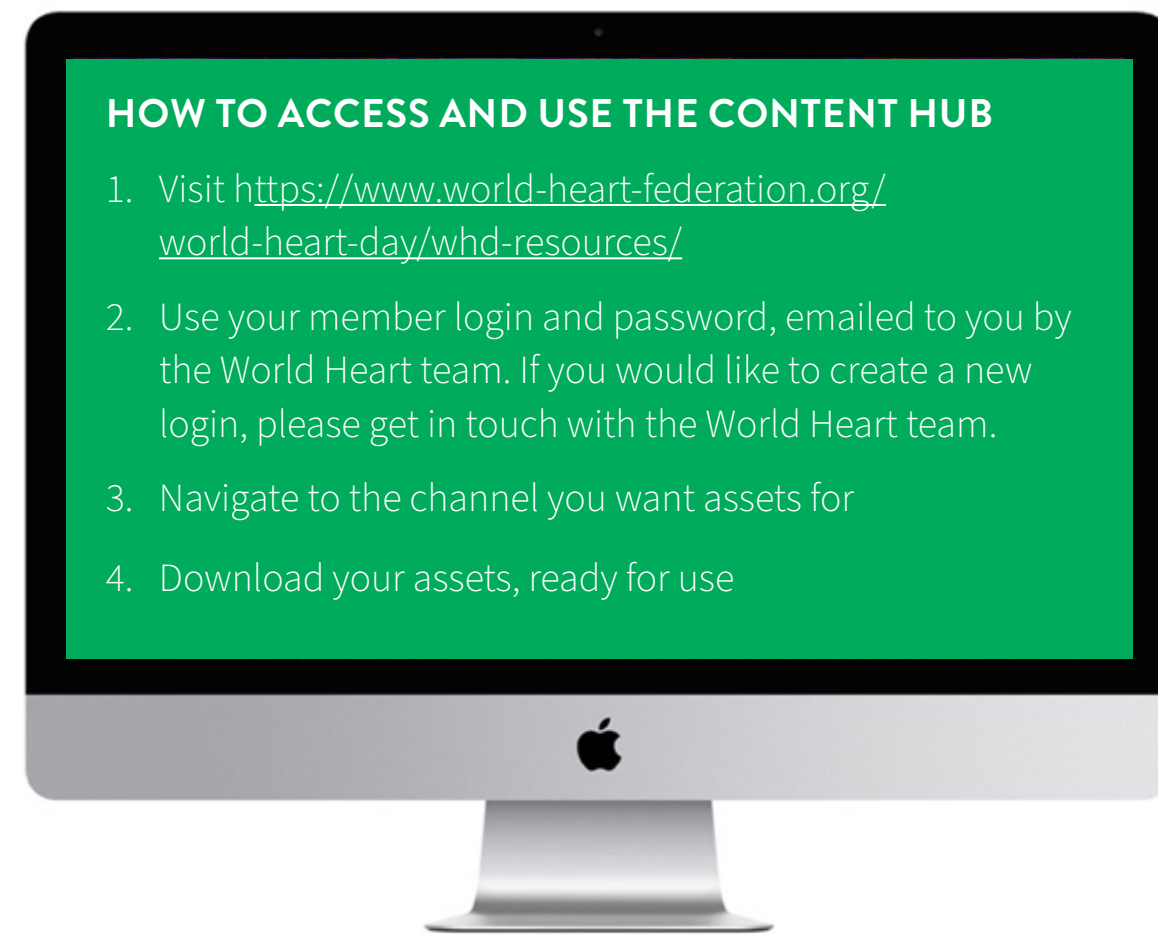
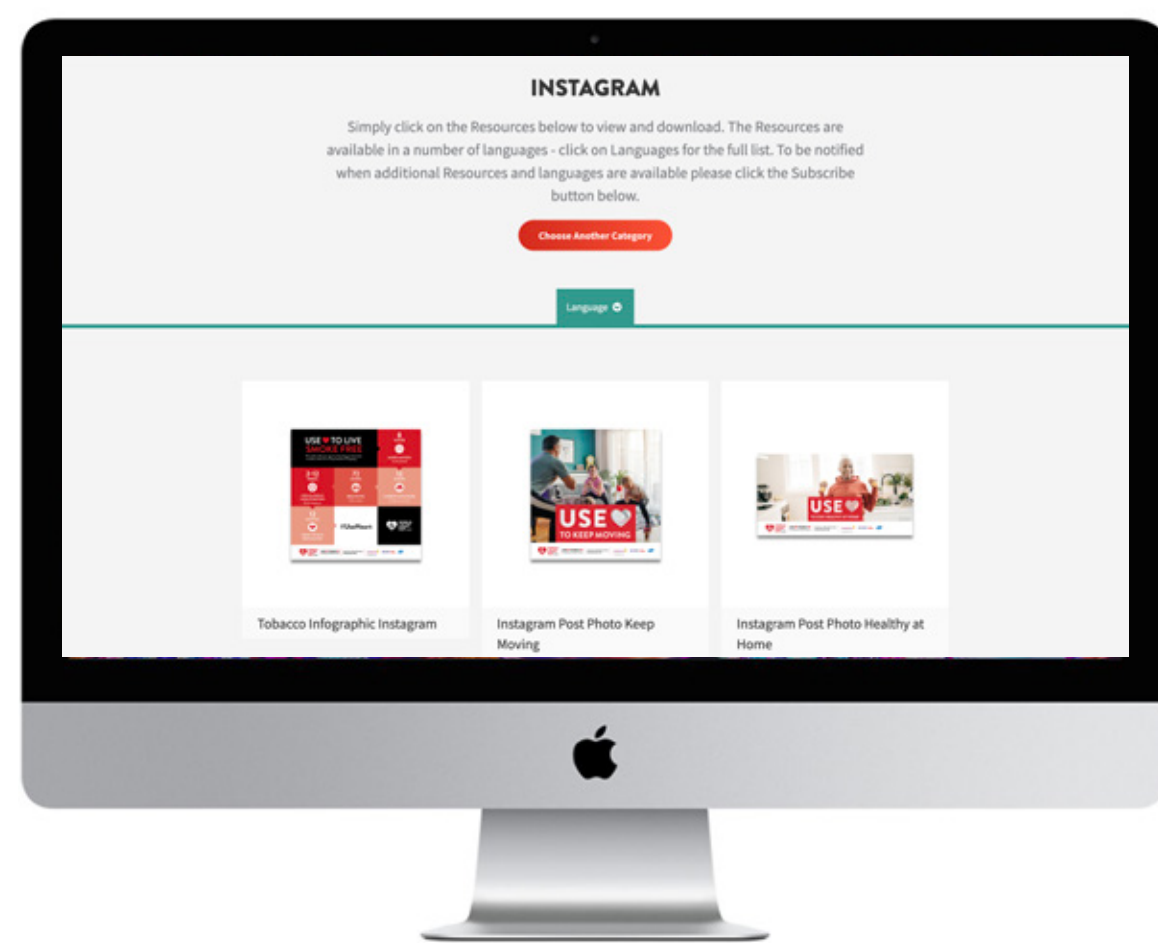
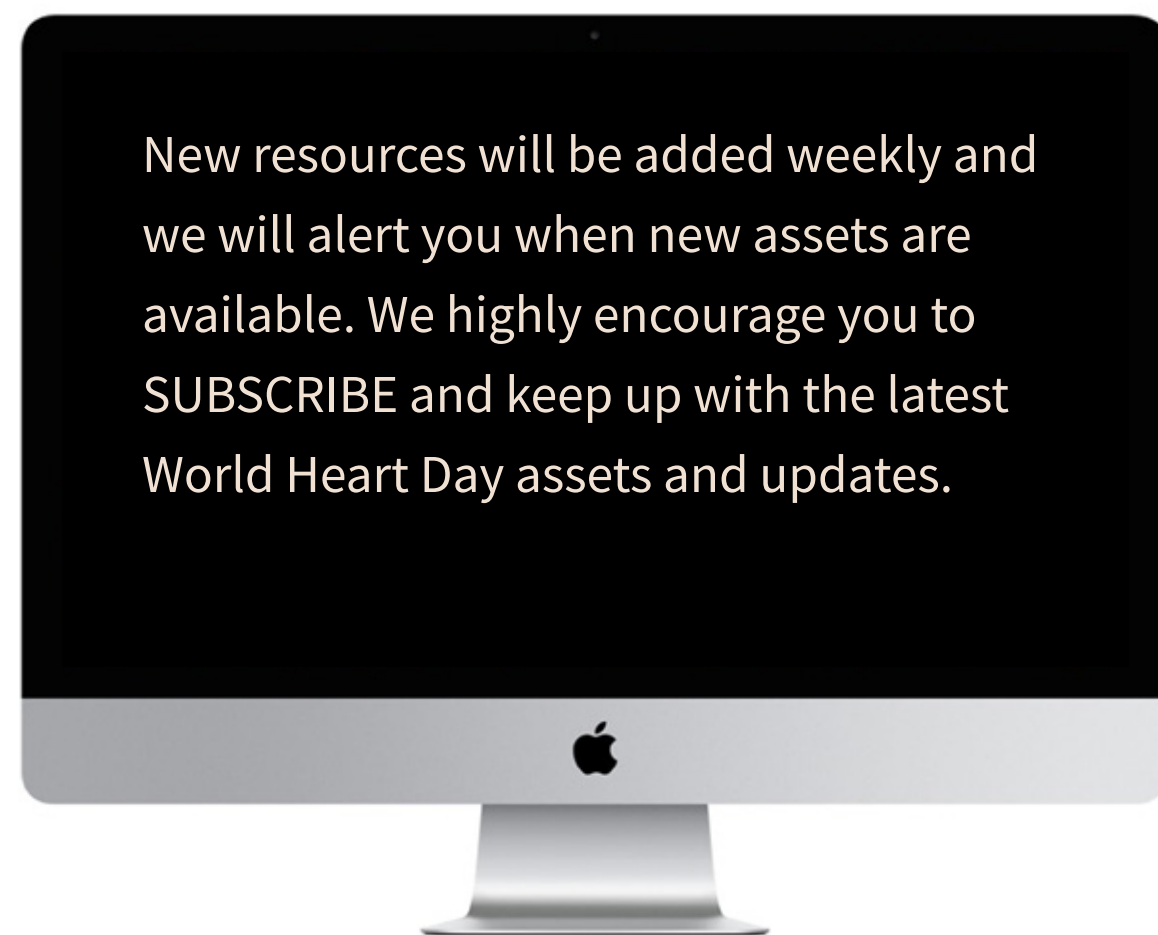
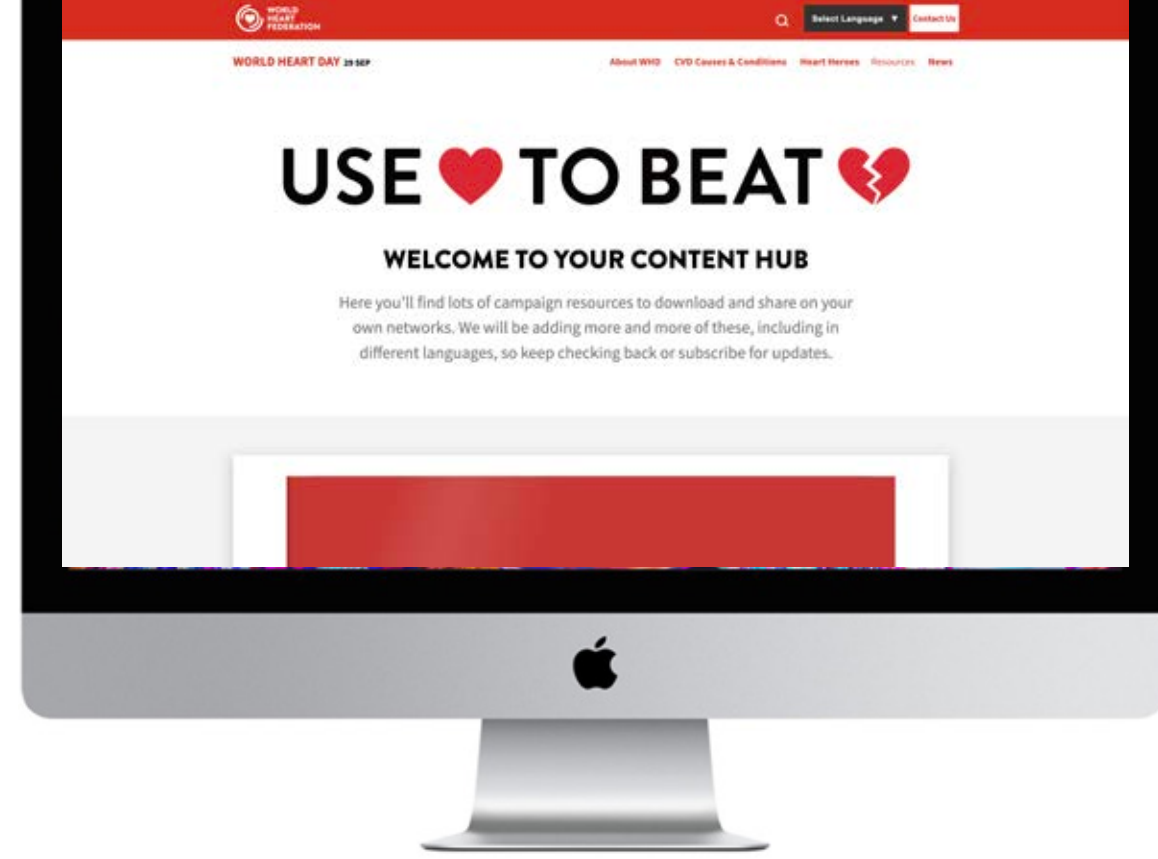
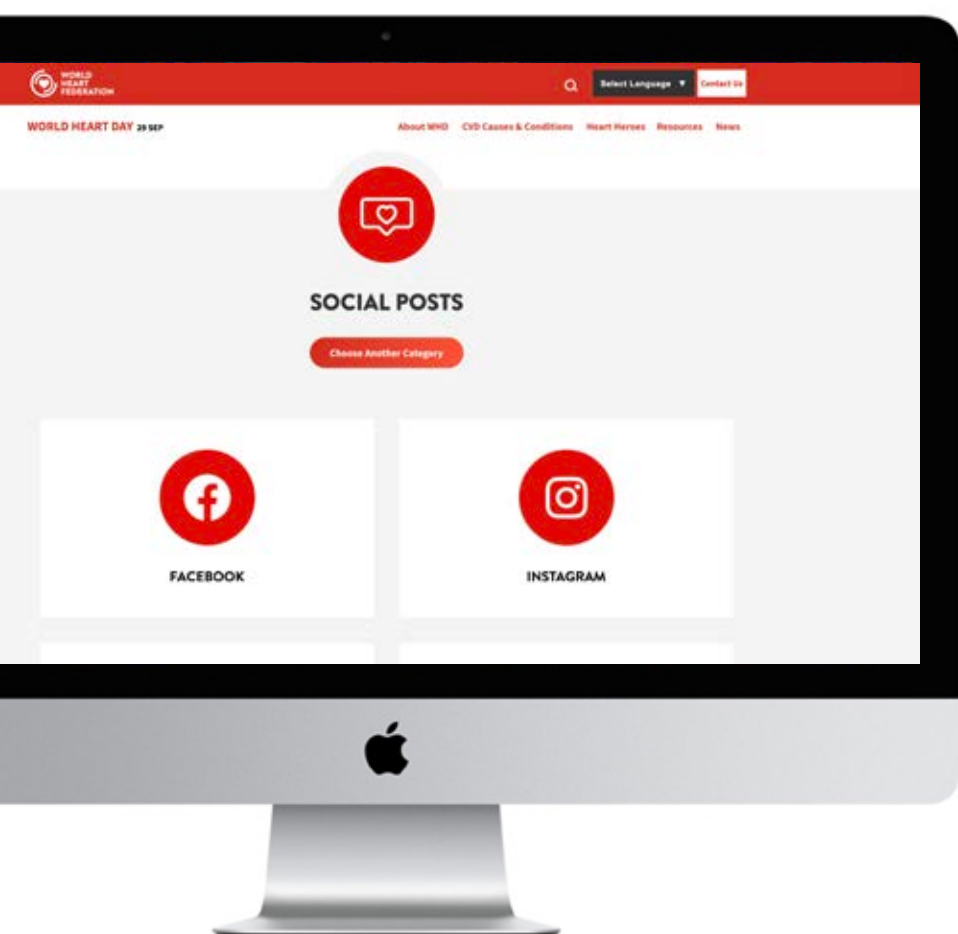
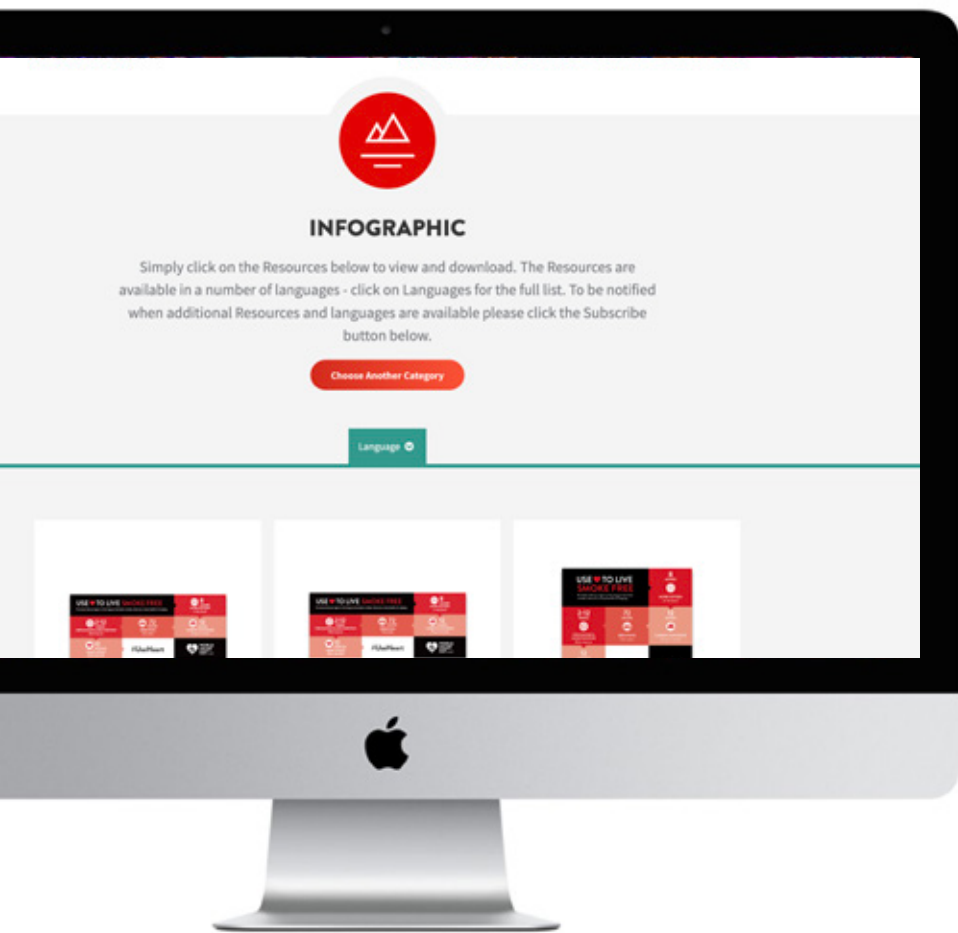
#USEHEART EVERY DAY

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



3.0

CONTENT HUB

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.



IN PARTNERSHIP WITH

