

ACTIVATION KIT 2♥2  WORLD HEART DAY
FOR BUSINESSES, ORGANIZATIONS AND COMMUNITIES

USING HEART IS GOOD FOR BUSINESS

Created by the World Heart Federation, World Heart Day is present in 170 countries and is the number one health day in the global calendar.

On 29th September each year, the World Heart Federation unites people from all countries and backgrounds in the fight against cardiovascular disease and inspires heart-healthy living across the world.

By 2035, 45% of people will have at least one cardiovascular disease - and heart disease leads to an average of 13 lost workdays per year per patient. Keeping hearts healthy is good for business, and the COVID-19 crisis has highlighted the importance of employee health & wellbeing.

USE TO GET INVOLVED

USE TO ENGAGE YOUR TEAMS

Employee wellbeing has never been so important and is a key factor in recruitment and retention.

USE TO DELIVER RESPONSIBLY

Help your corporation deliver against the United Nations Sustainable Development Goals (SDGs). "Ensure healthy lives and promote wellbeing for all at all ages." - SDG 3¹

USE TO CREATE REACH & IMPACT

Be part of a worldwide initiative and a global campaign that is easy to activate.

¹Source: <https://www.un.org/sustainabledevelopment/health/>

CONTENTS

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 Employee engagement

2.4 Workplace health programme

2.5 Covid-19 activation

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

1.

THE BIG IDEA FOR WORLD HEART DAY 2020

1.1

USE ❤️

1.2

USE ❤️ TO...

1.3

PRACTICAL
CALL TO
ACTIONS

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 us all 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

Corporate leadership

USE ❤️ TO LEAD

Employee engagement

USE ❤️ TO ENGAGE EMPLOYEES

Promoting healthy habits

USE ❤️ TO STAY ACTIVE AT HOME

External issues
that impact CVD

USE ❤️ TO FIGHT CLIMATE CHANGE

Partners' and
stakeholders' priorities

USE ❤️ TO JOIN THE CONVERSATION

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).



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 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.

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.



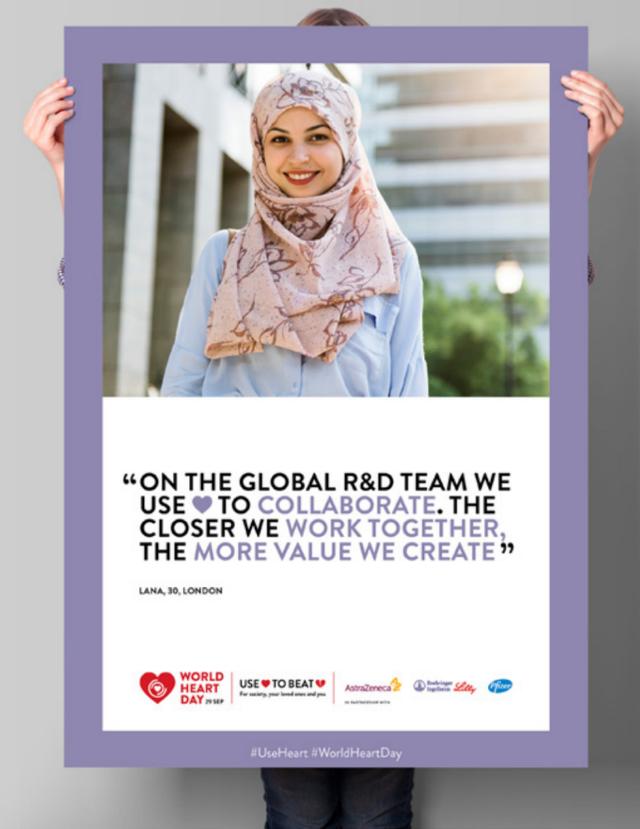
THE HERO



THE PURPOSE



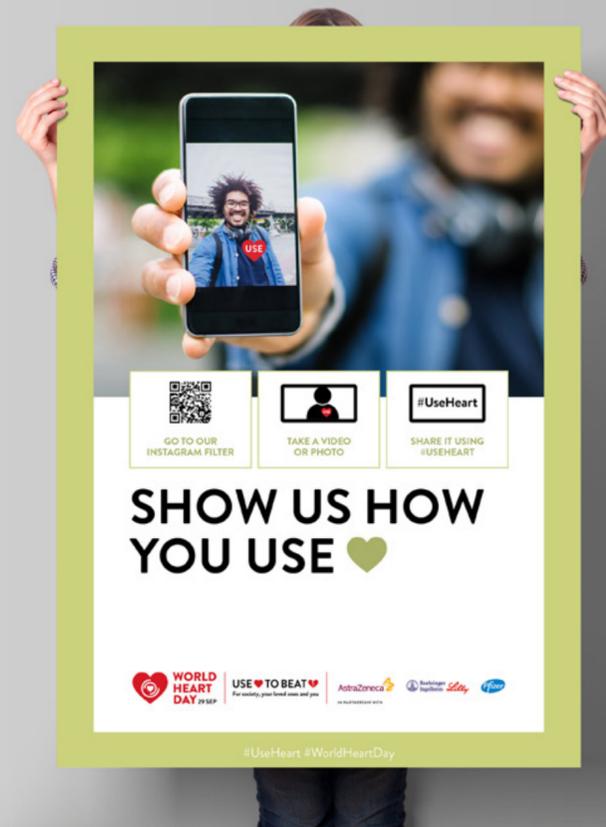
THE HEADLINE



THE TESTIMONIAL



THE #HASHTAG



THE ENGAGEMENT



THE NUMBERS



THE DAY

2.

CREATIVE SHOWCASE

2.1

INTERNAL
ACTIVATION

2.2

EXTERNAL
ACTIVATION

2.3

EMPLOYEE
ENGAGEMENT

2.4

WORKPLACE
HEALTH
PROGRAMME

2.5

COVID-19
ACTIVATION

USE  TO BEAT 



For society, your loved ones and you

#UseHeart #WorldHeartDay
WORLDHEART.ORG

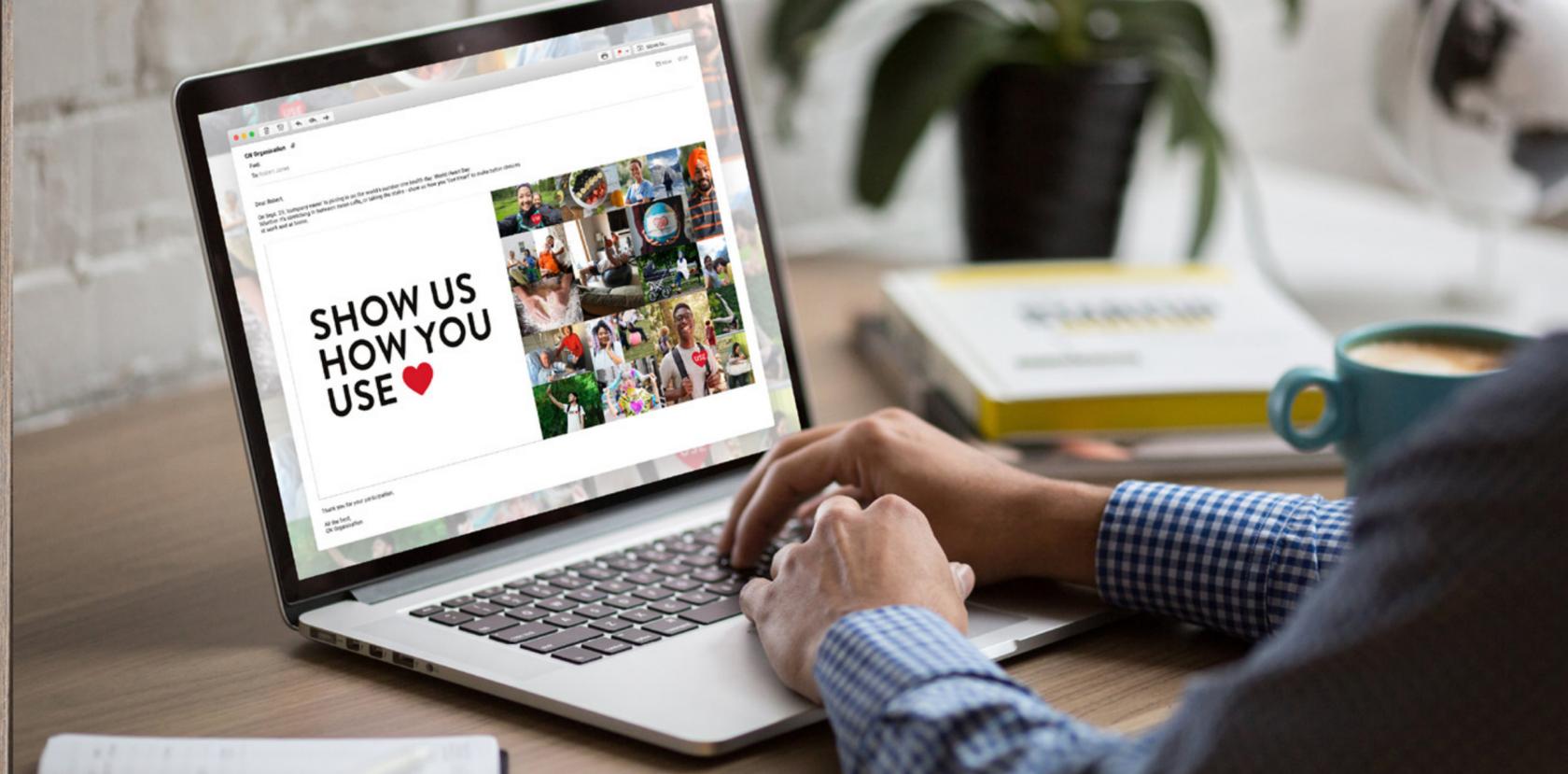
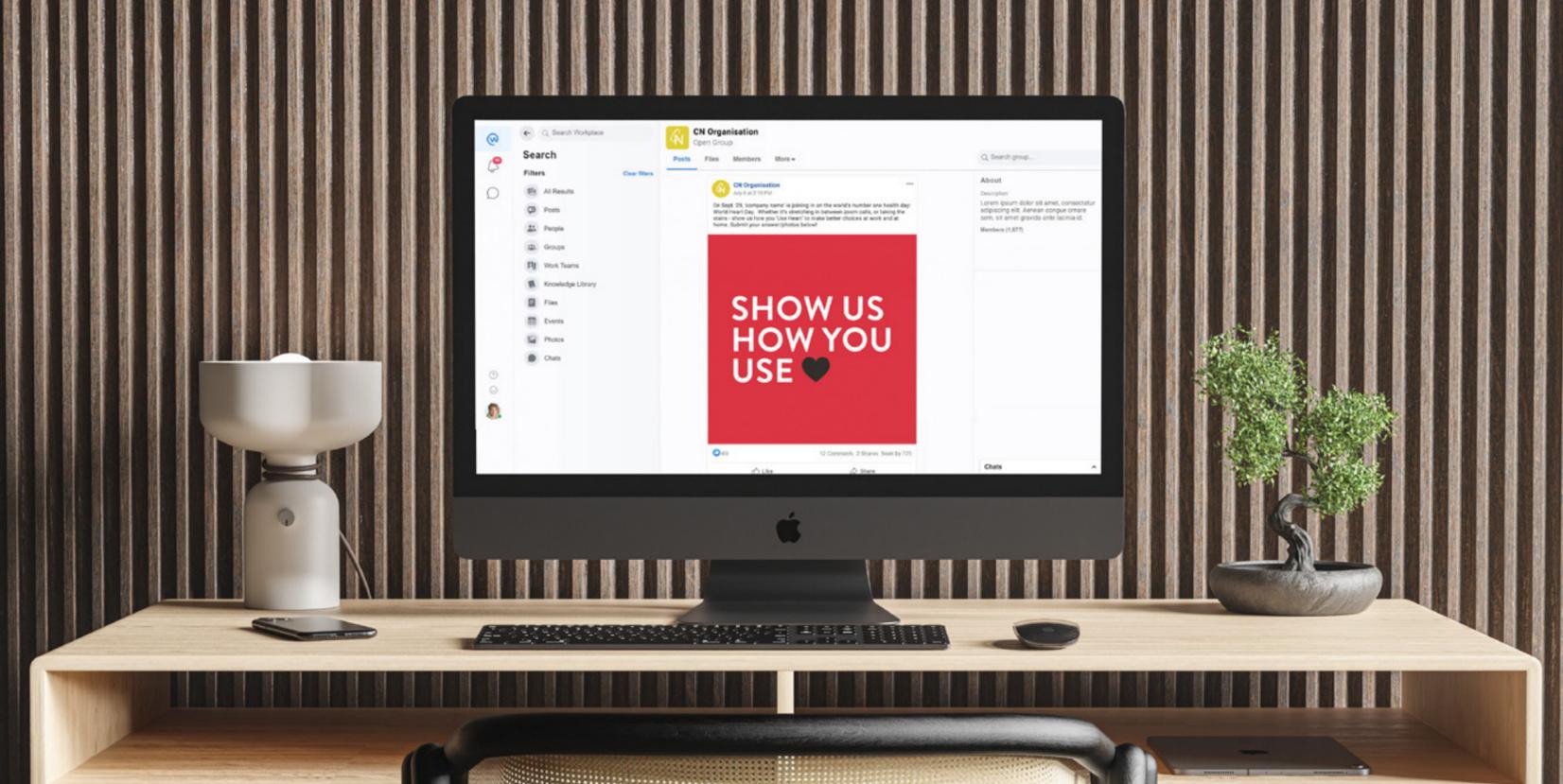
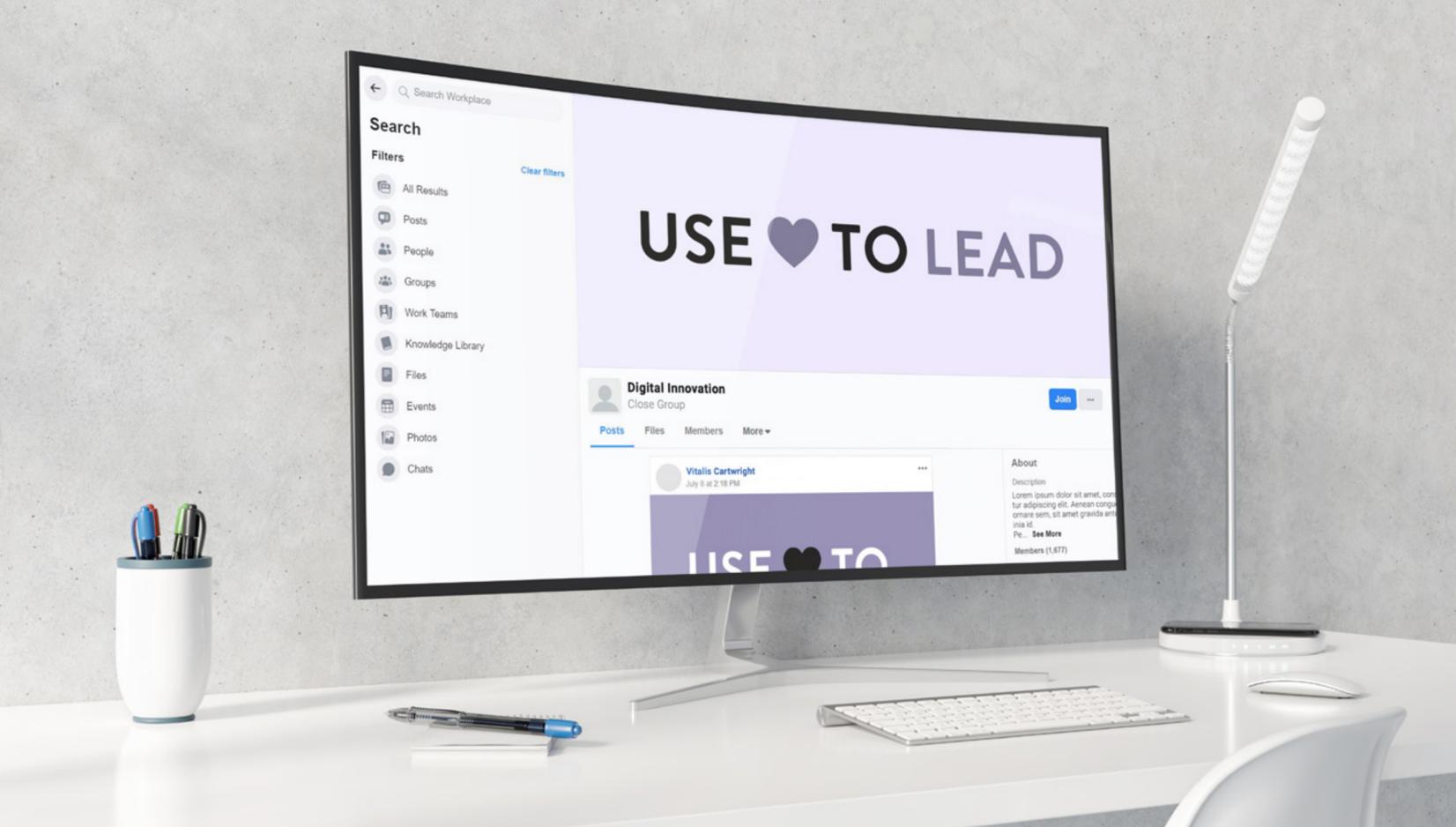


IN PARTNERSHIP WITH



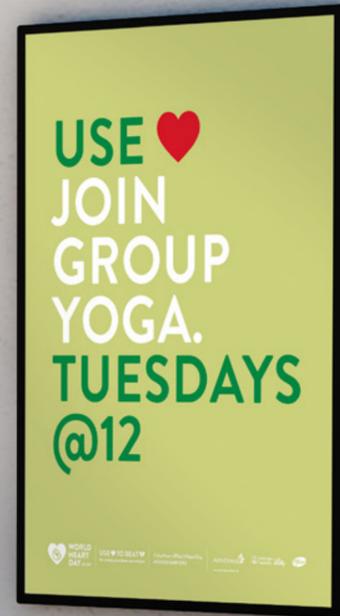
INTERNAL ACTIVATION: OFFICE ENVIRONMENT



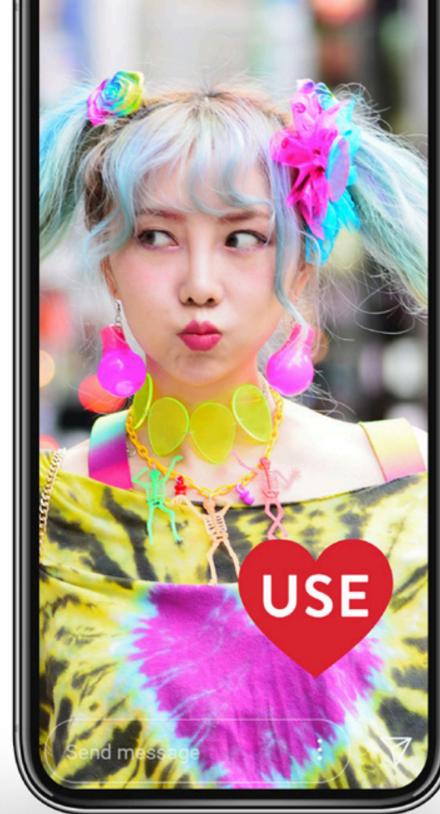
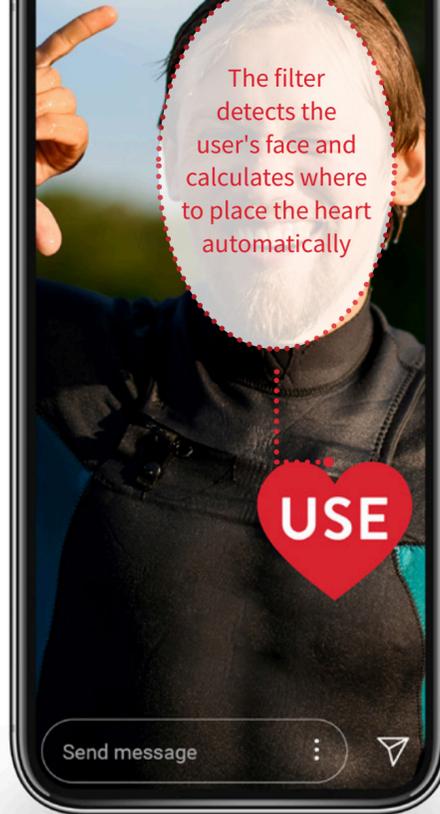
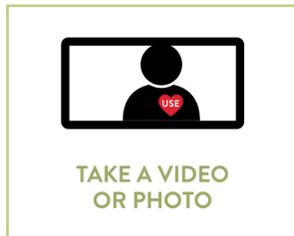
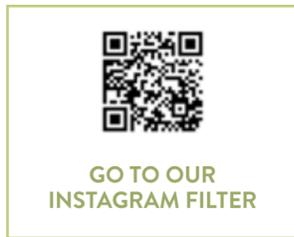
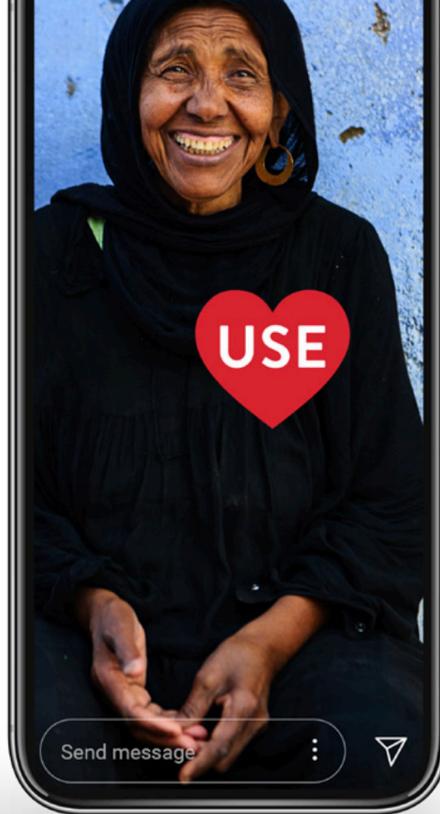
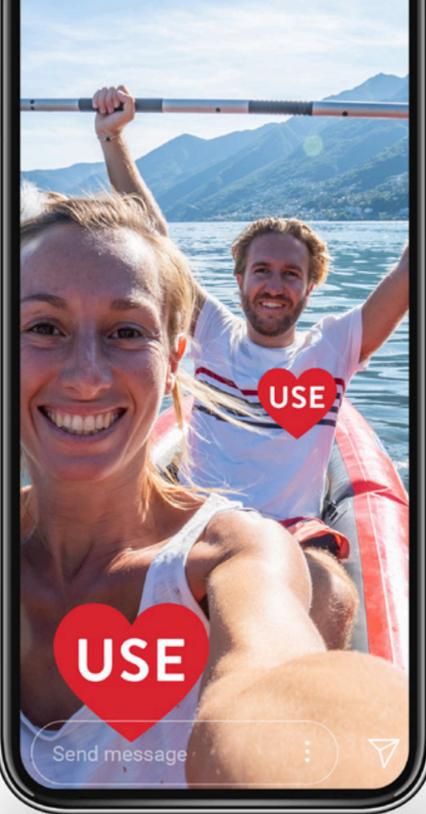


INTERNAL ACTIVATION: DIGITAL COMMUNICATIONS

Inspire employees to Use Heart to make better choices.

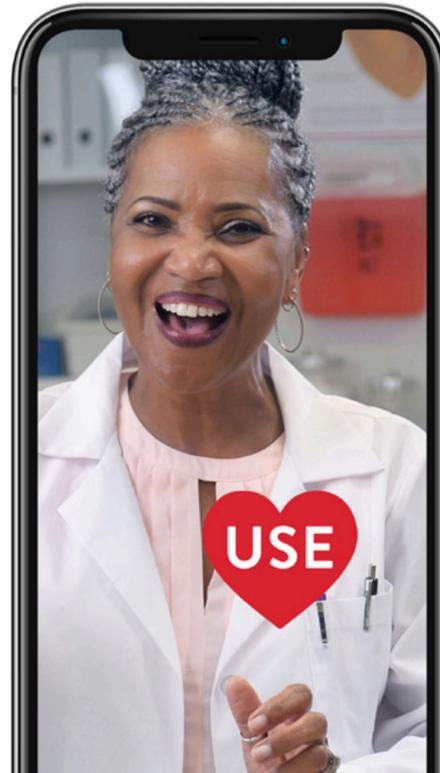
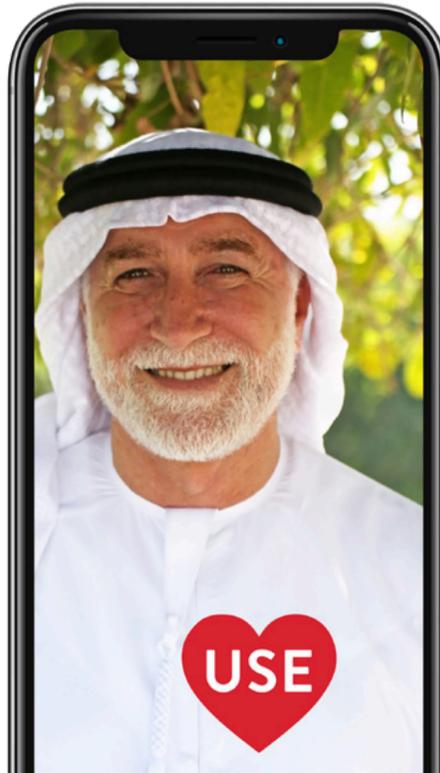


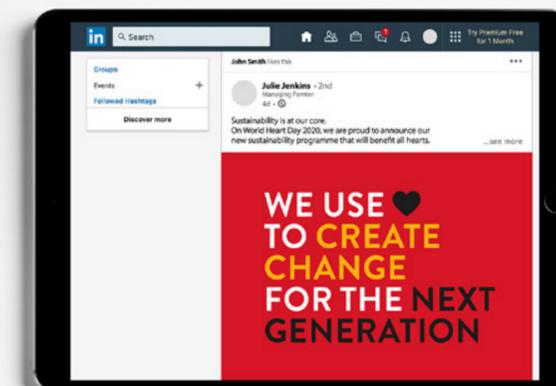
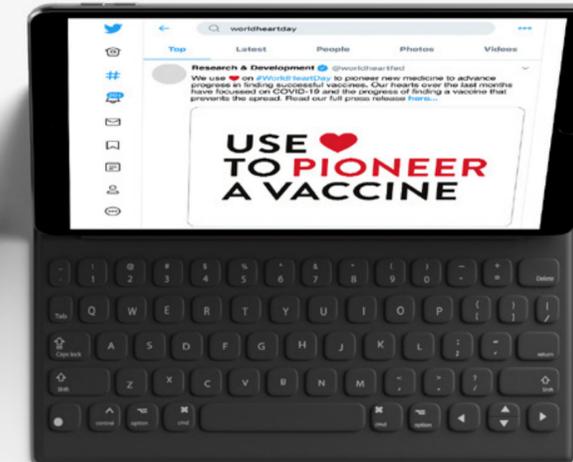
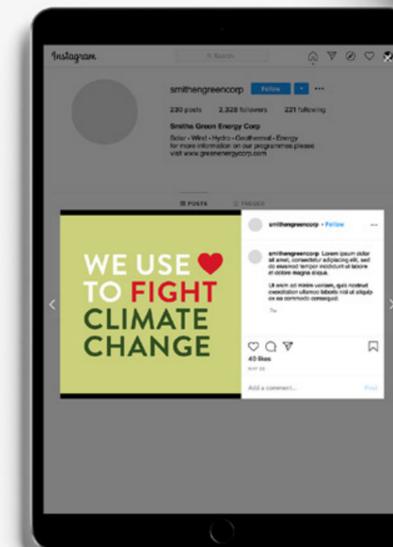
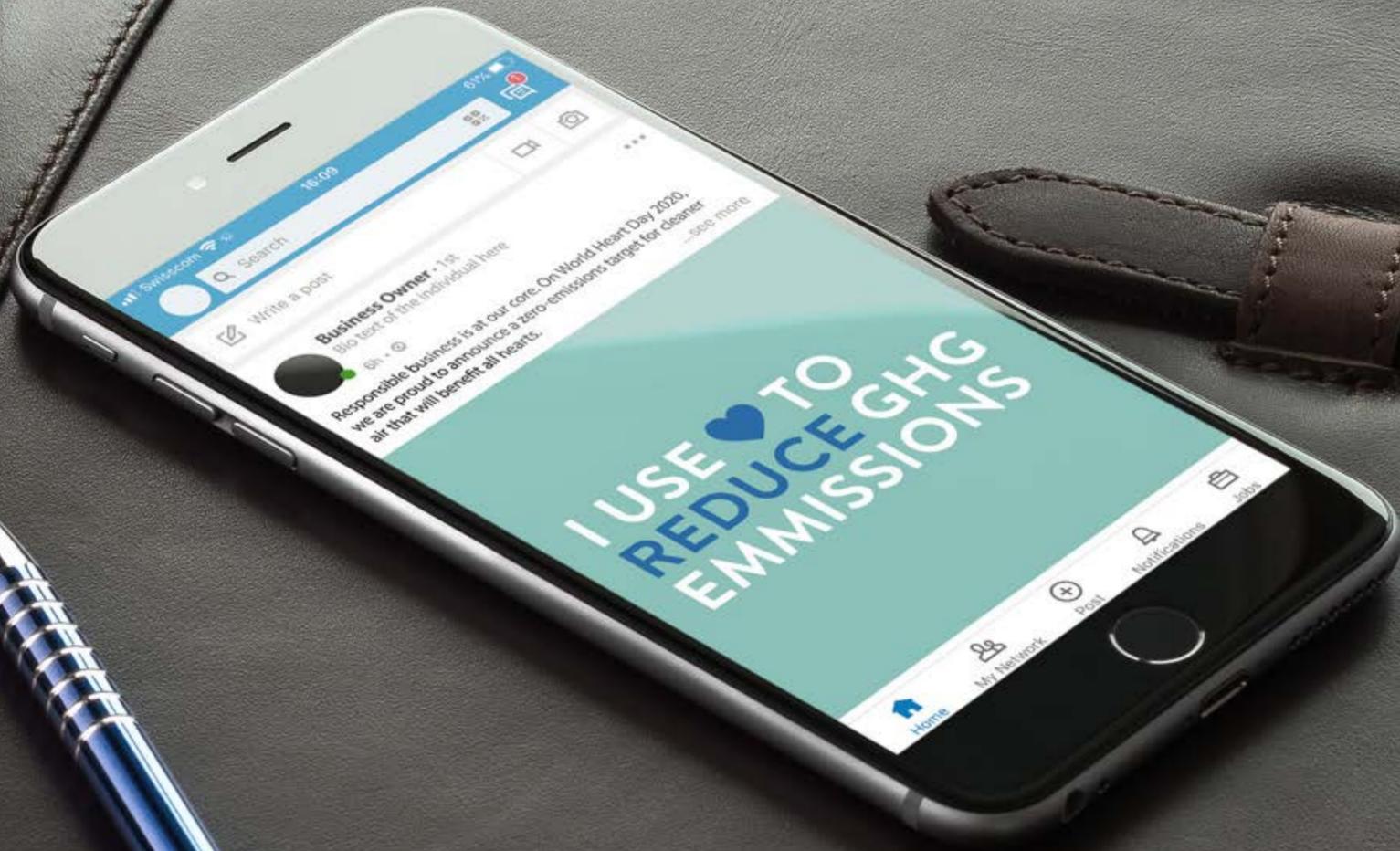
INTERNAL ACTIVATION: WORKPLACE ACTIVATION



SHOW THE WORLD HOW WE USE

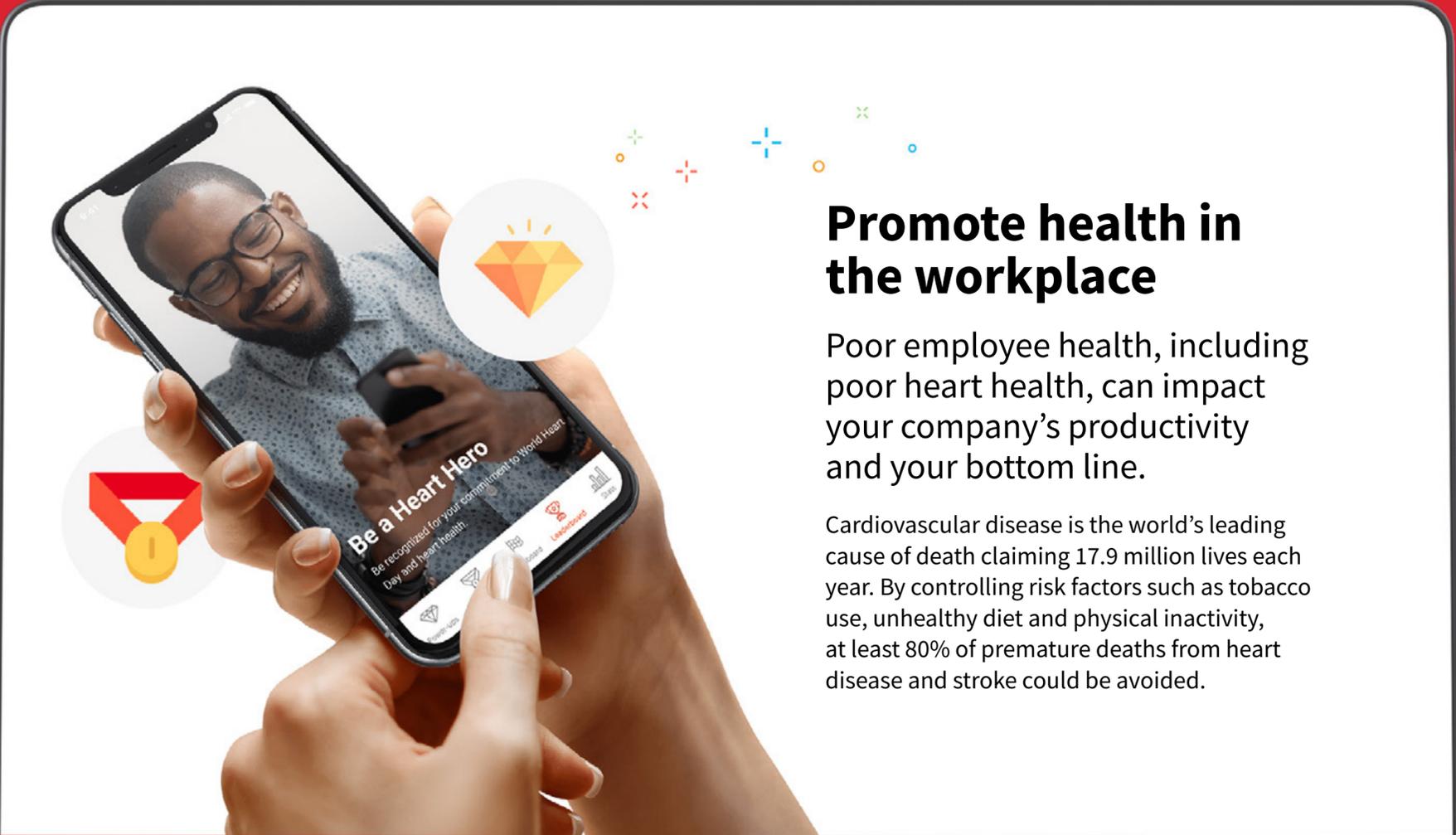
ENCOURAGE EMPLOYEES TO SHARE THE WAYS THEY USE HEART AT WORK AND IN THEIR EVERYDAY LIVES





WORKPLACE HEALTH PROGRAMME

Inspire and 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 employees 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 DAY** 29 SEP

world-heart-federation.org/heart-hero-challenge-app/

MacBook Pro

COVID-19

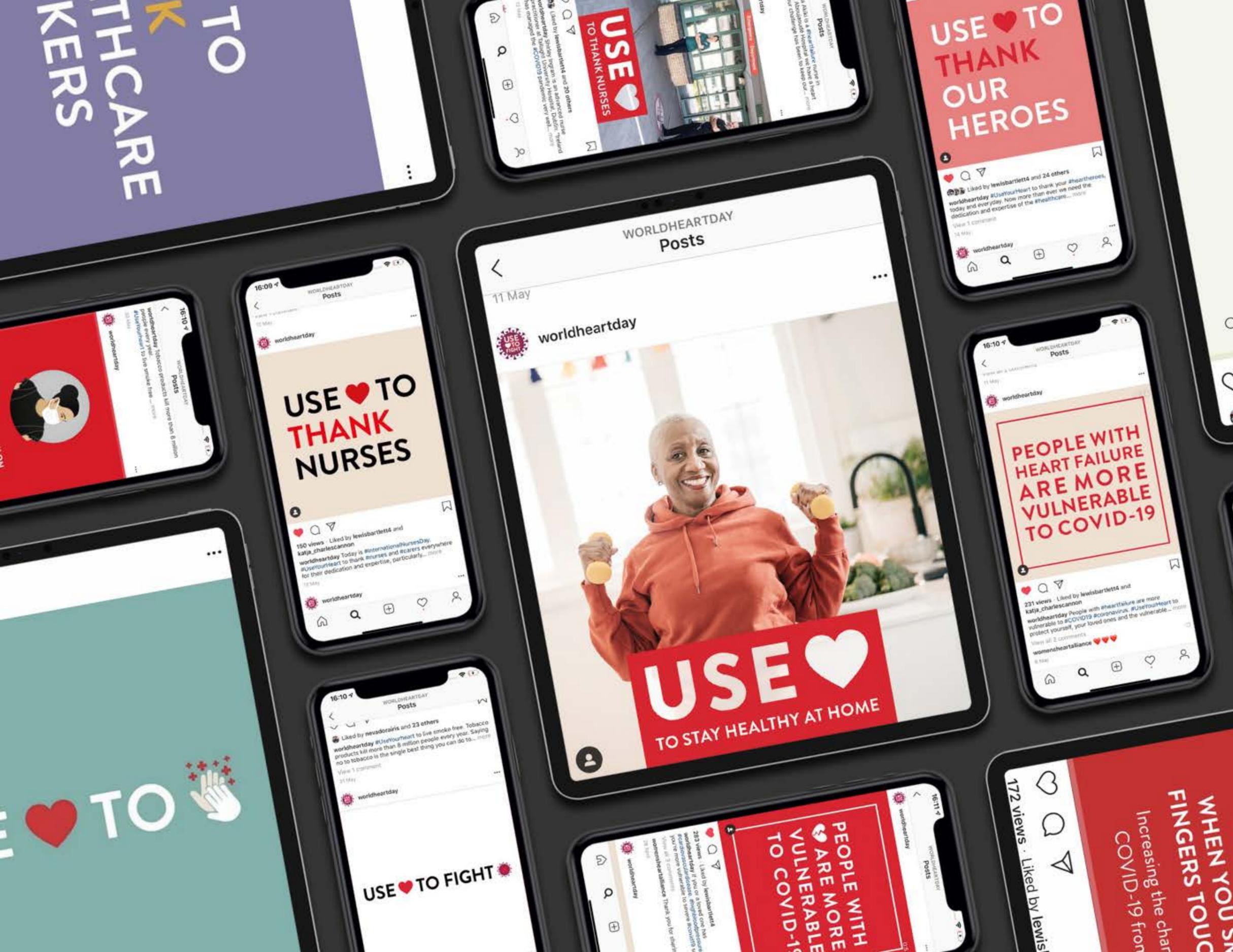
This year we have experienced the most serious public health crisis in over a century.

COVID-19 has 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.

We have released a series of communications focused on COVID-19 to:

1. Help raise awareness of the link between COVID-19 and cardiovascular disease
2. Promote prevention measures in line with global public health recommendations
3. Thank frontline workers involved in combatting the virus

All assets are available on the content hub for individuals and organisations to use.



3.

HOW TO USE THE CONTENT HUB

3.1

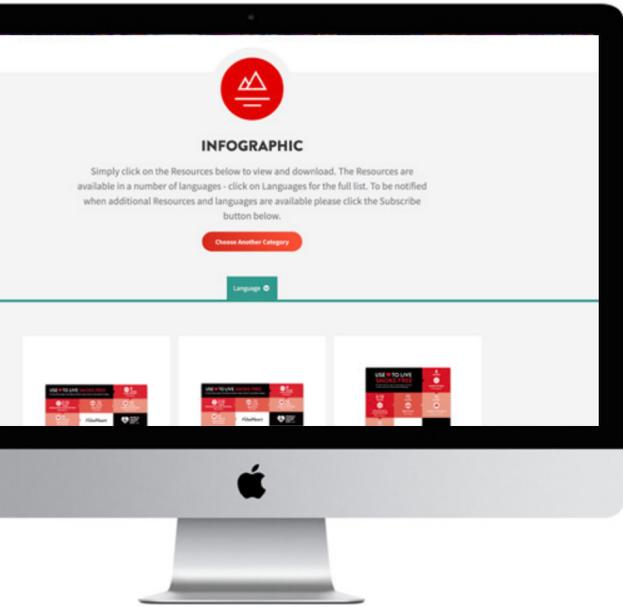
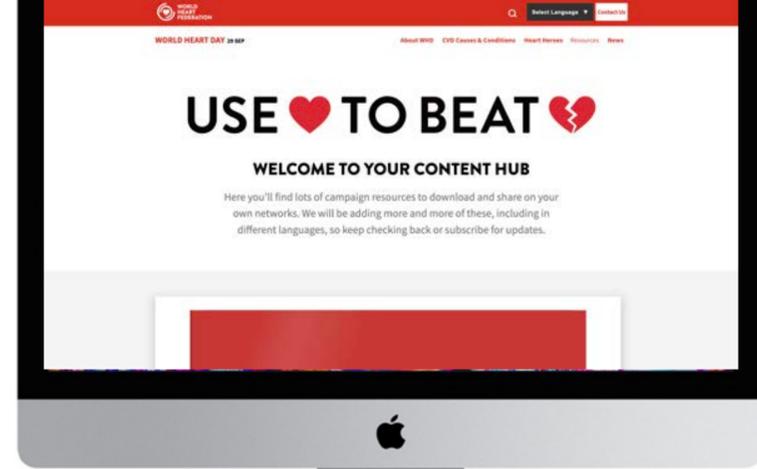
HOW TO USE
THE CONTENT
HUB

3.2

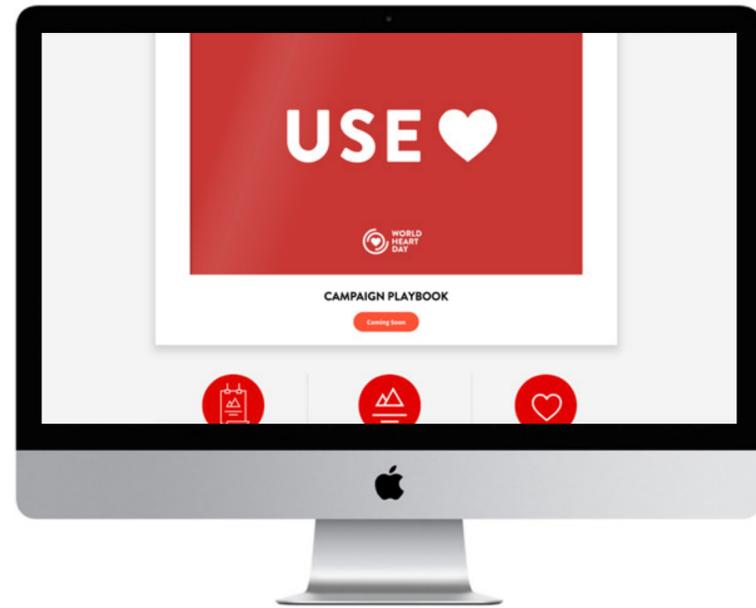
CUSTOMISABLE
POSTER
BUILDER

3.3

USE  FOR
BIGGER
IMPACT



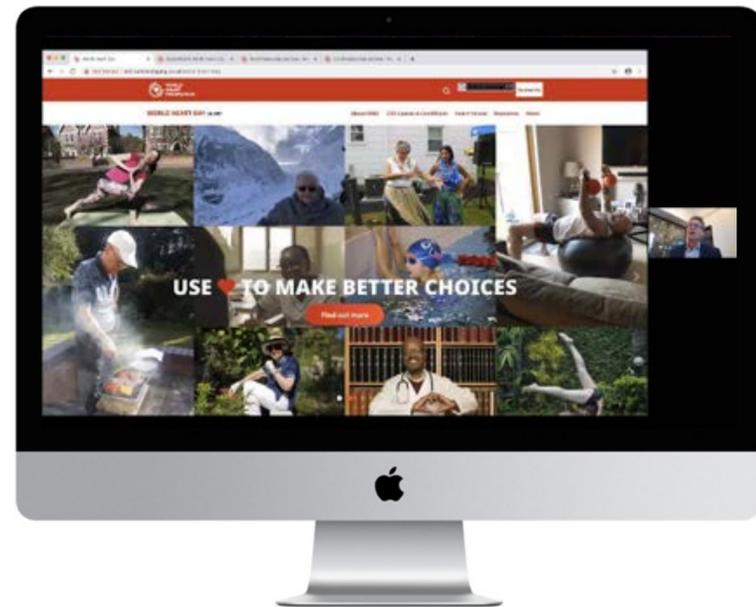
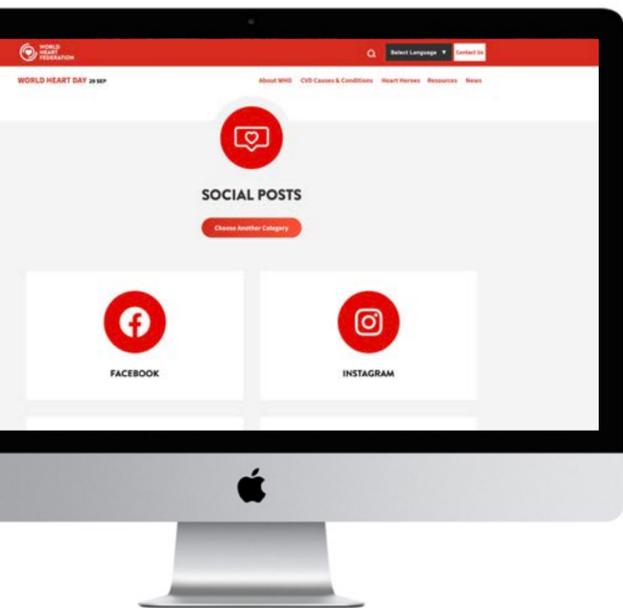
New resources will be added weekly and we will alert you when new assets are available. We highly encourage you to SUBSCRIBE and keep up with the latest World Heart Day assets and updates.



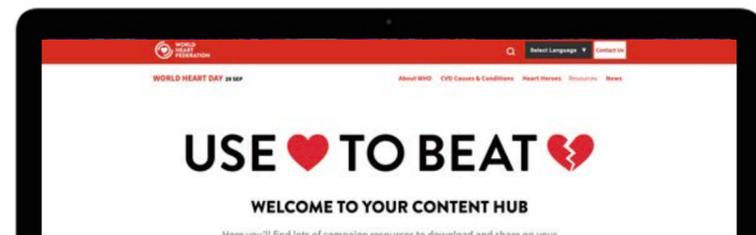
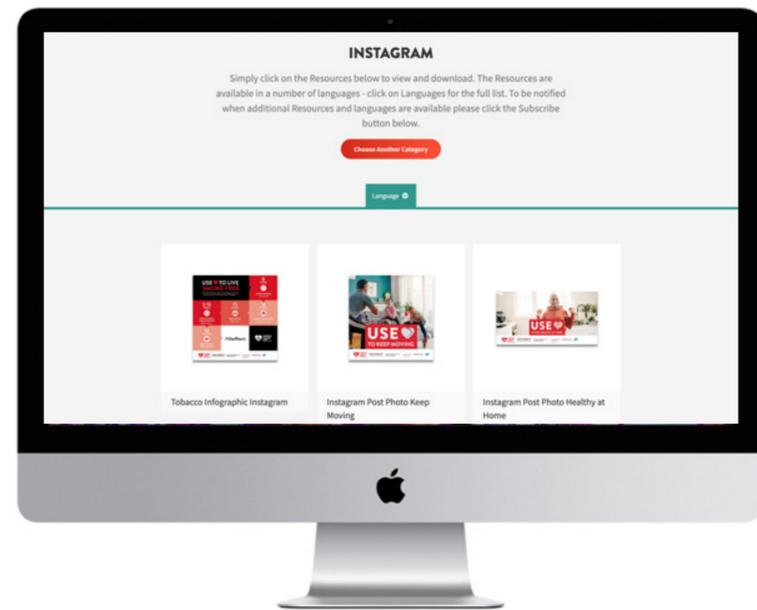
3.1

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.



CUSTOMISABLE POSTER BUILDER

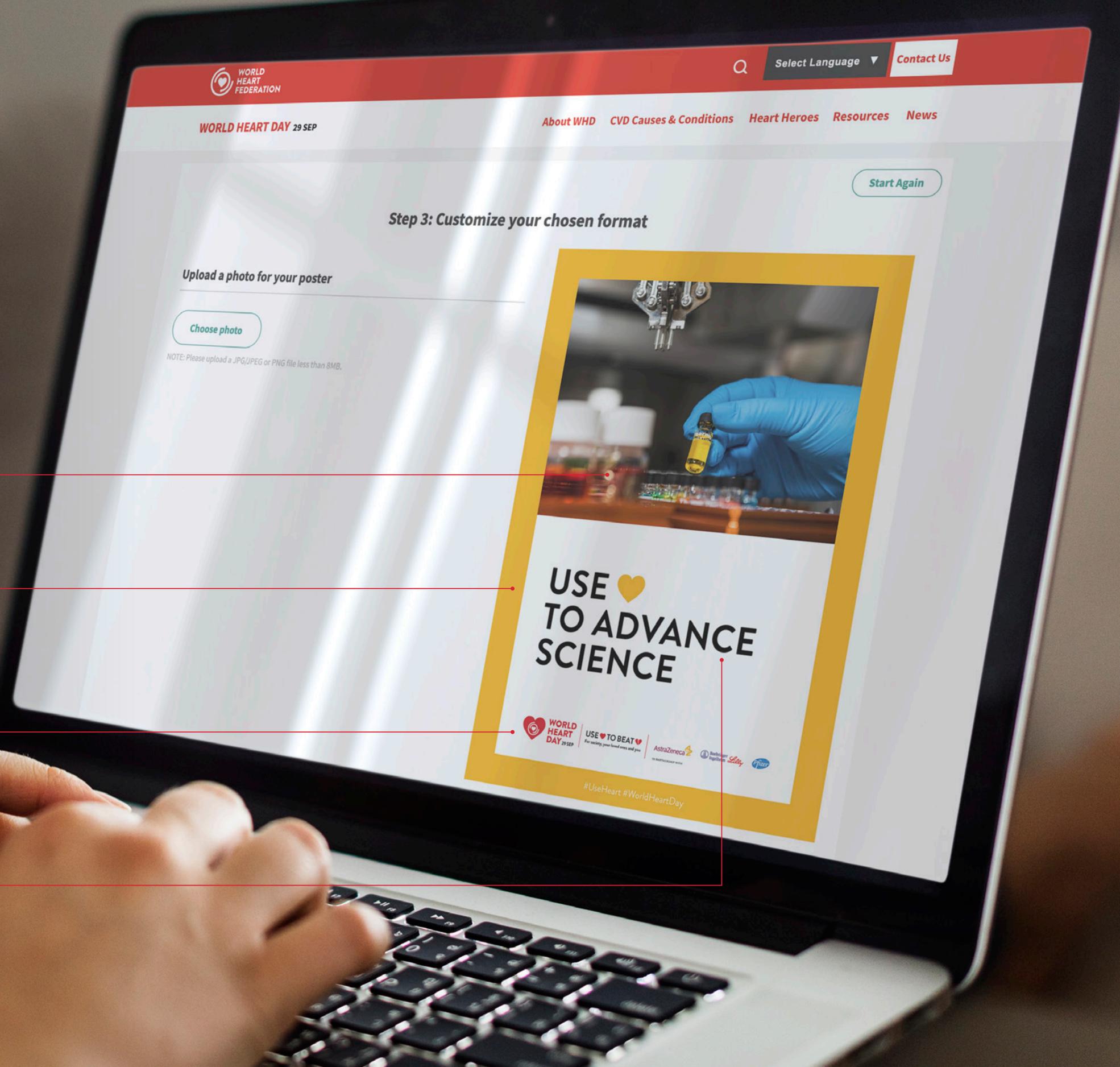
Visit worldheartday.org to create a customisable World Heart Day 2020 poster. Easily download to print or use across social media channels.

✓ 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 THE KEY MESSAGE.
THIS IS AN OPPORTUNITY
TO ADD PERSONALITY TO
RELEVANT TOPICS



USE FOR BIGGER IMPACT

Become a World Heart Federation Partner and get access to exclusive benefits ALL 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

PARTNER BENEFITS

USE TO TAKE PART

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.



**WORLD
HEART
DAY** 29 SEP

IN PARTNERSHIP WITH

