Cardiovascular disease (❤️) remains the world’s number one cause of death. Over the past 18 months, COVID-19 has strained our health services, complicating care for those at risk of, or living with ❤️. This crisis in healthcare has highlighted the need to find alternative ways to connect people to heart health, particularly in lower-resource areas and communities. Harnessing the power of digital health to improve awareness, prevention and management of ❤️ globally is our goal for WHD 2021.

USE ❤️ TO CONNECT
There are many routes to a healthier life. Knowing where to go and who to ask, online or in person, empowers all our ❤️.

USE ❤️ TO CONNECT EVERY ❤️
EQUITY: From telehealth consultations to finding helpful online tools to manage your own care, everyone, everywhere should be able to benefit from digital heart health solutions.

USE ❤️ TO CONNECT WITH YOUR ❤️
PREVENTION: No one knows you better than you know yourself. With the right tools and information, you can develop a better understanding of your own health to take control and beat ❤️.

USE ❤️ TO CONNECT PEOPLE WITH ❤️
COMMUNITY: Social connections are an important defence against cardiovascular disease. However you do it, finding ways to engage with family, loved ones and support networks is essential in the fight against❤️.
1. BEATING CVD TOGETHER

1.1 WORKING TOGETHER

1.2 CONTENT HUB
“Sharing one unified, global message is powerful. It raises the profile of the campaign and helps us to achieve our wider goal of raising awareness of heart disease. As we approach World Heart Day 2021, our team will be available to provide support and answer any questions related to campaign materials, tactics, timing or anything else that comes to mind.”

RACHEL SHAW
World Heart Day Project Manager

YOU CAN EMAIL THE WORLD HEART TEAM ON WORLDHEARTDAY@WORLDHEART.ORG ONE OF US WILL GET BACK TO YOU WITHIN 24 HOURS.
1. Visit worldheartday.org
2. Use your member login and password, emailed to you by the World Heart team. If you would like to create a new login, please get in touch with the World Heart team.
3. Navigate to worldheartday.org/resources
4. Use the filters to find the relevant assets and download!

Our online content hub houses all the elements of the campaign and shows how they come together. You can access and download the assets in the available languages straight from the hub. We hope it makes the World Heart Day 2021 campaign even easier to get involved in.
2. THE VERY USEFUL IDEA

2.1 USE

2.2 CORE CAMPAIGN KEY VISUALS

2.3 CAMPAIGN PRINCIPLES

2.4 2020 ACTIVATION + RESULTS

2.5 2021 CALL TO ACTION

2.6 USE TO CONNECT
USE❤ IS A GLOBAL, UNIVERSAL CALL TO ACTION. IT MEANS USING OUR HEAD, INFLUENCE AND COMPASSION TO BEAT CARDIOVASCULAR DISEASE, THE WORLD’S NUMBER ONE KILLER.
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.

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.

USE ♥ TO BEAT

OUR 20/21 CAMPAIGN KEY MESSAGE

PURPOSE
Beating cardiovascular disease is the ultimate purpose of the World Heart Federation and all affiliated associations. It is a leading 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.

CAUSE
Cardiovascular disease is the leading cause of death globally. That is a cause we can all get behind.
USE ❤ TO BEAT ❤

THE HERO: CAMPAIGN MESSAGE

#UseHeart #WorldHeartDay

IS THE WORLD’S BIGGEST KILLER

THE FACTS

18.6m
1 in 5
32%

WHO

IS THE WORLD’S BIGGEST KILLER

18.6m
1 in 5
32%

WHO

DEATHS PER YEAR

FROM CVD*

1 in 5

OF ALL DEATHS

ARE FROM CVD*

32%

*Global Burden of Disease Study (GBD)

IN PARTNERSHIP WITH

#UseHeart #WorldHeartDay

USE ❤ TO CONNECT EVERY ❤

TO CONNECT WITH YOUR ❤

TO CONNECT PEOPLE WITH ❤

TO BUILD COMMUNITY ❤

TO KNOW THE RISKS OF ❤

THE PURPOSE

THE #HASHTAG

#UseHeart

WITH YOUR ❤
POSITIVE
Using heart helps you to get more out of life. All content should be inspiring, motivating and uplifting.

HUMAN
Relatable and engaging content with stories from real people and individual journeys.

PARTICIPATORY
We remember 10% of what we see, 30% of what we read, and 70% of what we do. We want people to join in so that World Heart Day is a memorable event.
2020 CAMPAIGN HIGHLIGHTS

PARTICIPATION OF OUR 200 MEMBERS AROUND THE WORLD
WHD 2020
CAMPAIGN RESULTS

SOCIAL MEDIA REACH

2019: 43.5 million
72.7 MILLION

MEDIA REACH

1.7 BILLION

#USEHEART REACH

167 MILLION
The hashtag #UseHeart reached 167 million people
The world continues to fight COVID-19, physical healthcare is increasingly strained, and many people are left feeling isolated. This is particularly true for people living with ❤.

We need innovative ways to help people connect to ❤ health, not only in higher-income countries but in lower-resource areas and communities too.

We have a window of opportunity to explore the benefits of digital health in raising awareness, preventing and managing cardiovascular disease.
USE ❤ TO CONNECT

Pillar 1: Equity
USE ❤ TO CONNECT EVERY ❤

Pillar 2: Prevention
USE ❤ TO CONNECT WITH YOUR ❤

Pillar 3: Community
USE ❤ TO CONNECT PEOPLE WITH ❤
USE ❤️ TO...

USE ❤️
USE ❤️ TO BEAT ❤️
USE ❤️ TO CONNECT
USE ❤️ TO CONNECT EVERY ❤️
USE ❤️ TO CONNECT WITH YOUR ❤️
USE ❤️ TO CONNECT PEOPLE WITH ❤️
USE ❤️ TO CONNECT TO YOUR DOCTOR AT HOME
USE ❤️ TO BUILD COMMUNITIES
USE ❤️ TO MONITOR YOUR BLOOD PRESSURE
USE ❤️ TO QUIT SMOKING FOR GOOD
USE ❤️ TO FIGHT CLIMATE CHANGE
USE ❤️ TO PREVENT T2 DIABETES
USE ❤️ TO ACHIEVE ANYTHING THAT HELPS BEAT CVD

The campaign is incredibly flexible but totally cohesive.
Highlight the issues that are top priority for you whilst underlining our shared goal of beating CVD.
INSIGHTS FROM COVID-19

Disconnected hearts are more vulnerable

GAP IN prevention, diagnosis and treatment due to lack of access

GAP IN social connectivity, a known risk factor for CVD
THE BENEFITS OF A CONNECTED HEART

HEALTHCARE EXPERTS
- Doctors/GPs
- Cardiologists
- Condition specialists
- Other professionals

GOVERNMENTS / POLICY MAKERS
BENEFITS:
- Connectivity equity

PATIENT SUPPORT GROUPS
BENEFITS:
- Connect to other patients
- Condition understanding
- Greater treatment adherence
- Empathy

WHF MEMBERS AND OTHER NGOS
(UICC, WHO, NCDA, WHA etc.)
BENEFITS:
- Connecting conditions and risk factors

PERSONAL SUPPORT NETWORKS
BENEFITS:
- Connected to family, friends, colleagues
- Prevention lifestyle

HEALTHCARE
EXPERTS
- Doctors/GPs
- Cardiologists
- Condition specialists
- Other professionals

THE BENEFITS OF A CONNECTED HEART

BENEFITS:
- Connect to other patients
- Condition understanding
- Greater treatment adherence
- Empathy

- Connected care
- Breaking down silos
<table>
<thead>
<tr>
<th>3.1</th>
<th>3.2</th>
<th>3.3</th>
<th>3.4</th>
<th>3.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>THREE TERRITORIES FOR DIGITAL HEALTH</td>
<td>PILLAR 1: EQUITY</td>
<td>PILLAR 2: PREVENTION</td>
<td>PILLAR 3: COMMUNITY</td>
<td>CREATIVE SHOWCASE</td>
</tr>
<tr>
<td>• PILLAR CONTEXT</td>
<td>• CALL TO ACTION</td>
<td>• CALL TO ACTION</td>
<td>• CALL TO ACTION</td>
<td>• CALL TO ACTION</td>
</tr>
<tr>
<td></td>
<td>• KEY VISUALS</td>
<td>• KEY VISUALS</td>
<td>• KEY VISUALS</td>
<td></td>
</tr>
</tbody>
</table>

2021 CAMPAIGN PILLARS
There are three key pillars for World Heart Day 2021.

Pillar 1 is focused on the High Heart audience – people who are aware of and influential in the issues surrounding cardiovascular disease. By targeting this group with the message of "techquity", we aim to push digital health to the top of the CVD community’s agenda.

Pillars 2 and 3 address a wider, Low Heart audience – those who have a lower level of awareness and engagement in heart health. The messages for this group are more practical, raising awareness of the tools available to prevent and manage CVD.

1. **EQUITY**
   Putting health at the heart of the digital transformation

2. **PREVENTION**
   Raising awareness and reducing risk factors

3. **COMMUNITY**
   Connecting or reconnecting people living with CVD
### CONTEXT

Disconnected hearts are at greater risk of heart disease and stroke due to lack of access to CVD prevention, treatment and control - yet half the world’s population doesn’t have access to internet connectivity.

Technology and data will help us bridge the gap and do it fast. It is about enabling and empowering everyone, everywhere - young and old, men, women and children, patients, community healthworkers, doctors to use digital tools for better prevention, diagnosis and care of heart-related conditions.

Not all hearts are equal. But they should be... and digital health can help to redress the balance.

### CALL TO ACTION

- **A GLOBAL CTA: USE HEART TO CONNECT EVERY HEART**
  To put health at the heart of digital solutions, ensuring that no heart is disconnected... empowering everyone, everywhere to use digital health to better prevent, treat and control CVD.

- **Target is to put the person not the condition at the heart of care.**

- **Policymakers** to champion digital health.

- **Tech companies** to step up and use their power to connect people to affordable solutions that can change behaviours and lives for the better.
PILLAR 1: KEY VISUALS

THE HERO
USE ❤️ TO CONNECT EVERY ❤️

THE FACTS
DISCONNECTED HEARTS ARE MORE VULNERABLE

- 734m
- 7x
- 3.7

USE ❤️ TO SHINE A LIGHT ON RARE AND NEGLECTED ❤️ DISEASES

RARE CONDITIONS

- Rheumatic Heart Disease
- Chagas Disease
- Cardiac Amyloidosis

IN PARTNERSHIP WITH

USE TO SHINE A LIGHT ON RARE AND NEGLECTED DISEASES

IN PARTNERSHIP WITH

USE TO CONNECT EVERY ❤️

INCREASE IN TELEHEALTH

734m INCREASE IN TELEHEALTH BY 2025

BILLION PEOPLE

7x BILLION PEOPLE HAVE NO INTERNET ACCESS

PEOPLE WORLDWIDE

DO NOT HAVE ACCESS TO HEALTHCARE*

3.7
A priority goal of WHD is to raise awareness amongst the general public of the risk factors for developing CVD. Social media’s reach, interactivity and engagement levels offer unique capabilities to drive awareness of risk factors at an individual level.

**CONTEXT**

**CALL TO ACTION**

- **Raise awareness** of the main CVD risk factors and ask the general public to consider their personal biggest risk(s).
- **Empower** personal risk factor identification and reduction through educational messaging (and links) and encourage action on biggest personal risks.
USE ❤️ TO CONNECT WITH YOUR ❤️
USE HEART TO CONNECT TO HEALTHY CHOICES

USE HEART TO UNDERSTAND YOUR RISK

USE HEART TO MONITOR YOUR HEALTH

80% of premature deaths from CVD are preventable

17 MILLION CVD DEATHS PER YEAR

HIGH BLOOD PRESSURE
DIABETES
HIGH BLOOD CHOLESTEROL

BLOOD PRESSURE
HEART RHYTHM
SLEEP APNOEA

IN PARTNERSHIP WITH
#UseHeart #WorldHeartDay

USE TO CONNECT TO
HEALTHY CHOICES

USE TO UNDERSTAND
YOUR RISK

USE TO MONITOR
YOUR HEALTH

THE INFOGRAPHIC: LIFESTYLE
THE INFOGRAPHIC: BIOLOGICAL (GLOBAL USE)
THE INFOGRAPHIC: BIOLOGICAL (REGION SPECIFIC)
There are 520 million people globally living with CVD that have been disproportionately affected by COVID-19 in the last year.

Due to increased vulnerability to more severe forms of COVID-19, this population has been told they are vulnerable, at-risk and should shelter in place.

There are many consequences of this, amongst them:
- Missing medical appointments
- Lack of contact with family and friends
- Reduced physical exercise

This is a community left disconnected.

Aim is to **overcome isolation and loneliness** for those living with CVD who have particularly struggled during COVID-19.

A supportive, empathetic and virtual community-based activation to **bring people with CVD closer together** on World Heart Day and beyond.
THE HERO

USE ♥ TO CONNECT PEOPLE WITH ♥

THE INFOGRAPHIC

FOR THE 520M LIVING WITH CARDIOVASCULAR DISEASE, COVID-19 HAS BEEN HEARTBREAKING

THE HEADLINE
There are lots of WHD resources available for you to use on our website. 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 them.
USE ❤ TO CONNECT
USE ❤️ TO CHECK IN WITH LOVED ONES

USE ❤️ TO CONNECT WITH YOUR ❤️

INTERNAL POSTERS
SOCIAL MEDIA
USE HEART TO WALK AN EXTRA STOP

USA HEART PER CONNETTHERE

USE HEART TO SHINE A LIGHT ON RARE AND NEGLECTED HEART DISEASES

WORLD HEART DAY

OUTDOOR ADVERTISING
NEWSPAPER AND MAGAZINE ADVERTISING

USE TO CONNECT

USE TO CONNECT TO PEOPLE WITH

BENUTZE ZU SCHLAGEN
4. BEATING CVD TOGETHER

<table>
<thead>
<tr>
<th>4.1</th>
<th>4.2</th>
<th>4.3</th>
<th>4.4</th>
<th>4.5</th>
<th>4.6</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMPLIFY</td>
<td>CONTENT COLLECTION</td>
<td>SOCIAL MEDIA</td>
<td>PRINT MATERIALS</td>
<td>DIGITAL EXPERIENCE</td>
<td>LANDMARKS</td>
</tr>
</tbody>
</table>
Paid advertising is an effective way to amplify your campaign, but there are many different ways to do it. Despite the array of choices at hand, all types of advertising share two mutual goals: 

• GROW AWARENESS
• PROVOKE ACTION

Digital and traditional are today’s two main advertising categories.

DIGITAL ADVERTISING

- Targetable
- Immediate results
- Easy to measure

TRADITIONAL ADVERTISING

- Reaches a wider audience
- Reaches a new audience
- Tangibility

D I G I T A L  A D V E R T I S I N G

SOCIAL MEDIA ADVERTISING
Advertising on social media gives you a quick return on investment (ROI) because everything on social is done in real-time. Social media advertising can be done organically and successfully if your audience is large. But if not, paying for advertisements will help you reach a larger audience and grow your popularity.

- Targeted
- Efficient
- Measurable
- Simple
- Cost-effective

DISPLAY ADVERTISING
Display advertisements can be designed to be animated or static, and are typically found along the top or sides of web pages.

- Programmatic
- Quick conversions

NATIVE ADVERTISING
Banners and pop-up advertisements make it obvious that they’re trying to sell you something. Native advertising camouflages itself. By appearing as an almost-perfect match to the content that surrounds it, native advertisements come in the form of articles or videos on websites that are already hosting similar materials.

- Informative
- Natural
- Non-disruptive
- Strategic

PAID SEARCH ADVERTISING
Paid search advertising involves bidding on keywords so that advertisements related to specific keywords are placed at the top of the search engine results page.

TRADITIONAL ADVERTISING

NEWSPAPER
Newspaper advertising can deliver your message to a wide audience. Aligning your ads to relevant news or features will give you the best results.

- Reaches a wider audience
- Reaches a new audience
- Tangibility

MAGAZINE
Advertising in a specialist magazine can reach your audience quickly and easily. Readers tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers by interest groups.

OUTDOOR AND TRANSIT

There are many ways to advertise outside and on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can get your message across with a big impact. If the same people pass your billboard every day as they travel to work, you are likely to become top-of-mind.

GUERRILLA ADVERTISING
Also known as ambient media, guerrilla advertising (or marketing) has become prominent over the last 20 years. It is a broadly used term for anything unconventional and usually invites the consumer to participate or interact with the piece in some way. Location is important, as is timing.

RADIO
Advertising on the radio is a great way to reach your target audience. However, sound has its limitations. Listeners can find it difficult to remember what they have heard and sometimes the impact of radio advertising is lost. The best way to overcome this is to repeat your message regularly.

TELEVISION
Television has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and colour.

Unlike traditional commercials, Public Service Advertisements (PSA) are primarily designed to inform and educate rather than sell a product or service. PSAs traditionally appear on TV but can also be heavily promoted online.
THE BEST IMAGES AND STORIES CAN WORK ACROSS MANY TOUCHPOINTS
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)
PRIORITISE VIDEO

#1 form of media used in content strategy
Hubspot (Video Marketing Statistics 2021)

95% percentage of a message viewers retain when they watch it via video
Insivia (https://www.insivia.com/50-must-know-stats-about-video-animation-marketing-2013/)

82% of ALL consumer internet traffic will be video by 2022
Cisco (Annual Internet Report 2018-2023)

BOOST YOUR REACH
Use influencers and targeted spend to get your message across.

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

CORE ASSETS
In addition to the content you gather and create to tell real-life stories, social media assets will be supplied by the World Heart Federation. We recommend that these are used regularly throughout the campaign to build recognition, awareness of key messages and equity for World Heart Day and the Use Heart campaign.

- ANIMATIONS
- STATIC POSTS

USE THE RIGHT CHANNELS FOR THE RIGHT AUDIENCES
LOW HEART AWARE
Facebook
Instagram

HIGH HEART AWARE
Twitter
LinkedIn
Visit worldheartday.org to create customisable World Heart Day 2021 posters and social media posts. Easily download to print or use across social media channels.

- **Customisable Poster Builder and Social Media Posts**

- **Choose Your Format**

- **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 Key Message:** This is an opportunity to highlight relevant topics, causes, or conditions
“Being part of the virtual heart community will be more important than ever this year. Find the hashtags and contribute to the discourse when you can. Use this opportunity to connect and send a positive message of heart health.”

MAEVE BAYLES
Account Director, Charlescannon

SOCIAL LISTENING

We recommend that you follow these hashtags to access the most relevant conversations, although there will be many others!

<table>
<thead>
<tr>
<th>HEART HEALTH</th>
<th>WEIGHT LOSS</th>
<th>QUIT SMOKING</th>
<th>HEALTHY FOOD</th>
<th>FITNESS</th>
<th>CHOICES</th>
<th>SOCIETY</th>
</tr>
</thead>
<tbody>
<tr>
<td>#WorldHeartDay</td>
<td>#weightloss</td>
<td>#quitsmoking</td>
<td>#food</td>
<td>#fitness</td>
<td>#betterchoices</td>
<td>#climatechange</td>
</tr>
<tr>
<td>#UseHeart</td>
<td></td>
<td></td>
<td>#recipes</td>
<td>#gametime</td>
<td>#goals</td>
<td>#pollution</td>
</tr>
<tr>
<td>#hearthealth</td>
<td></td>
<td></td>
<td>#healthyeating</td>
<td>#playing</td>
<td>#motivation</td>
<td>#urbanisation</td>
</tr>
<tr>
<td>#cardio</td>
<td></td>
<td></td>
<td>#weightlossjourney</td>
<td></td>
<td>#personalgrowth</td>
<td>#future</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>#goforit</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#sporty</td>
<td>#getfit</td>
<td>#quitsmoking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#C25K</td>
<td>#tobacco</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#running</td>
<td>#smoking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#yoga</td>
<td>#healthyhabits</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#swimming</td>
<td>#saynotosmoking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#dance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#sdgs
#community
#share
#care

#betterchoices
#goals
#motivation
#personalgrowth
#goforit

#climatechange
#pollution
#urbanisation
#future

#telehealth
#onlinehealth
#getconnected
#digitaldivide
#digitalhealth
PRINT MATERIALS

“Digital plays a big role in communicating the World Heart Day message, but remember that print can be just as effective.”

BEN PANKHURST
CEO, Charlescannon
PRINT MATERIALS INCLUDE

- Posters
- Leaflet
- Message wall
- Roll-up banners
“For me, World Heart Day is all about participation. How can we go beyond sharing a message with people to actually getting them to act and, by doing so, help us spread the message even further.”

FAUSTO PINTO
President, World Heart Federation
SHOW THE WORLD HOW TO USE

The filter detects the user's face and calculates where to place the heart automatically.

Available also as a sticker.

GO TO OUR INSTAGRAM FILTER
TAKE A VIDEO OR PHOTO
SHARE IT USING #USEHEART

#UseHeart
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
“Last year’s illuminations were a huge success. This year, they can be even bigger if everyone, everywhere gets involved. We will do what we can to help you get your local landmarks up in lights for WHD 2021.”

PAULA ORRITEE
Communications Officer, World Heart Federation
5.

LOOKING TOWARDS WHD 2022

5.1 HEART TO HEART

5.2 #USEHEART EVERY DAY
On World Heart Day 2020, we launched the Heart to Heart panel series, a moderated, promoted and live series of expert debates to identify new insights into the ways we can beat cardiovascular disease. So far, we have held Heart to Heart debates on Diabetes, Obesity and Hypertension as well the inaugural debate on Behaviour Change.

“Unless current trends are halted or reversed, over a billion people will die of CVD in the first half of the 21st century. This would be an enormous tragedy given that CVD is preventable in 80% of cases.” WHO Atlas, 2004

2021 focus
This year’s debate will focus on the opportunities that the digital transformation offers to connect every heart to better care.
“We want to inspire people to connect to 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 connect people, the medical community and our partners to heart health throughout the year. Thank you for getting involved in World Heart Day 2021.”

BORJANA PERVAN
Communications Director, World Heart Federation
USE ❤️ TO CONNECT THE WORLD

As the world still struggles to fight COVID-19, we’ve never been more aware of the importance of our and our loved ones’ health.

And so this year, World Heart Day is more crucial than ever. A chance for us all: to connect with our own hearts and make sure we’re fuelling and nurturing them as best we can; and to connect every heart, shining a spotlight on the power of digital health to put us all at the heart of our own health and care.

On 29 September, help us to spread the word by visiting our content hub https://world-heart-federation.org/world-heart-day/resources/ — we’ll be adding lots of resources and ways to get involved in the run up to World Heart Day.
IN PARTNERSHIP WITH

For society, your loved ones and you

#UseHeart #WorldHeartDay

WORLDHEART.ORG

IN PARTNERSHIP WITH