

PLAYBOOK 2021

WORLD
HEART
DAY

USE

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.



LEFT:
PROF. FAUSTO PINTO
President, World Heart Federation

RIGHT:
JEAN-LUC EISELÉ
Chief Executive Officer,
World Heart Federation

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 ❤️s.

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 ❤️.

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1.

BEATING CVD TOGETHER

1.1

**WORKING
TOGETHER**

1.2

**CONTENT
HUB**

WORKING

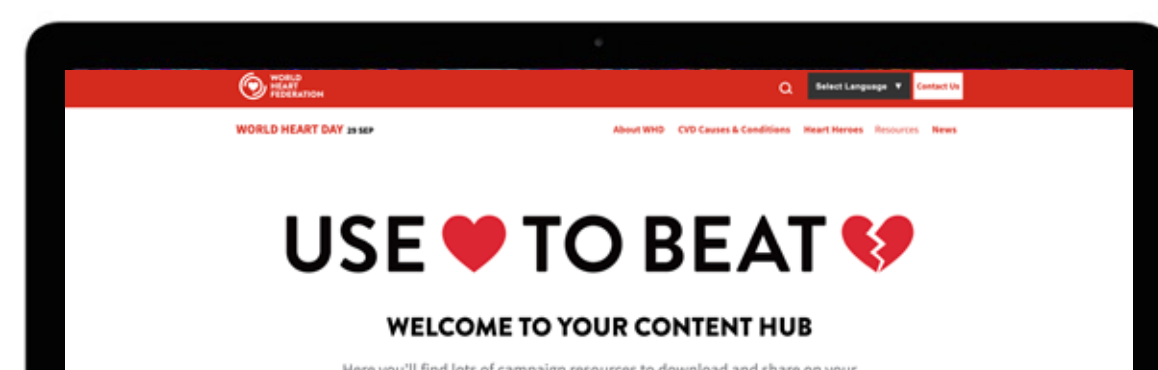
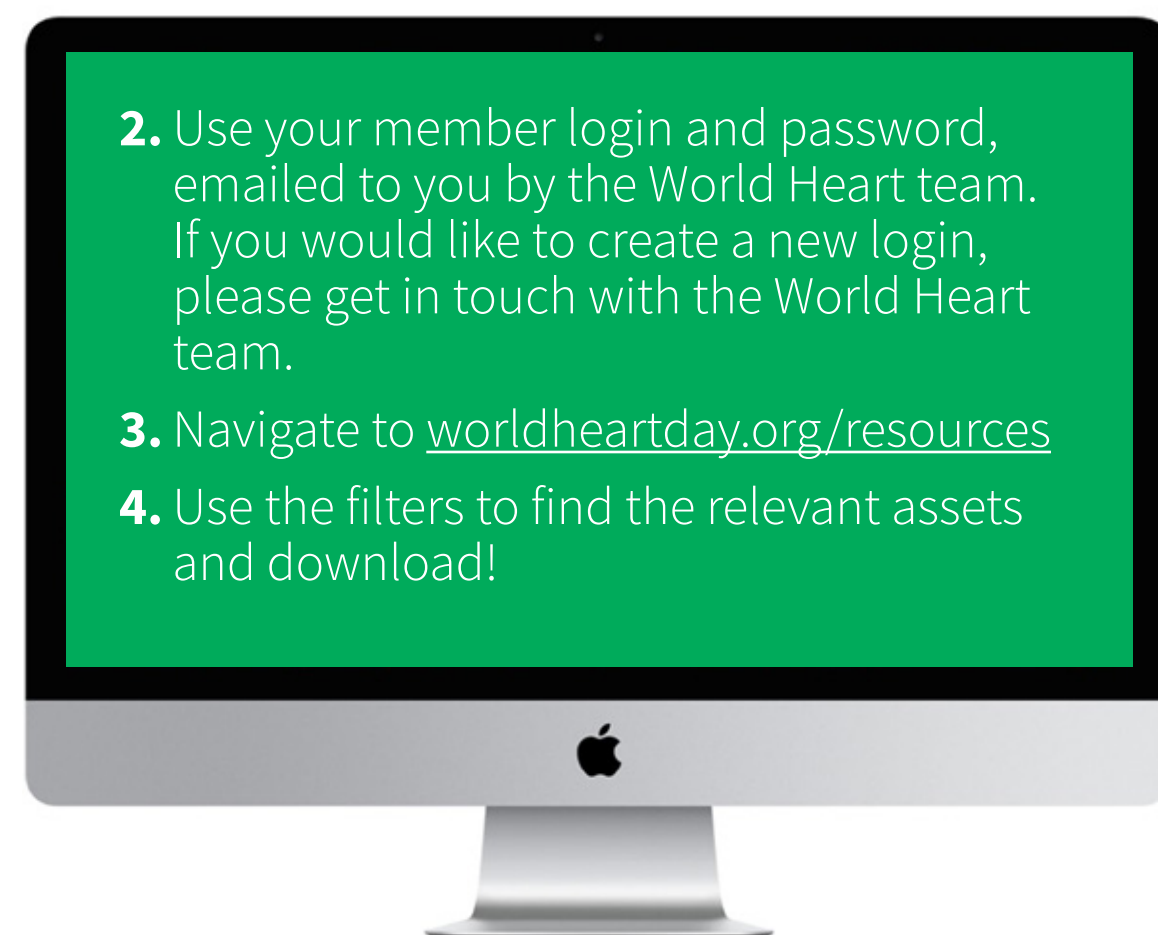
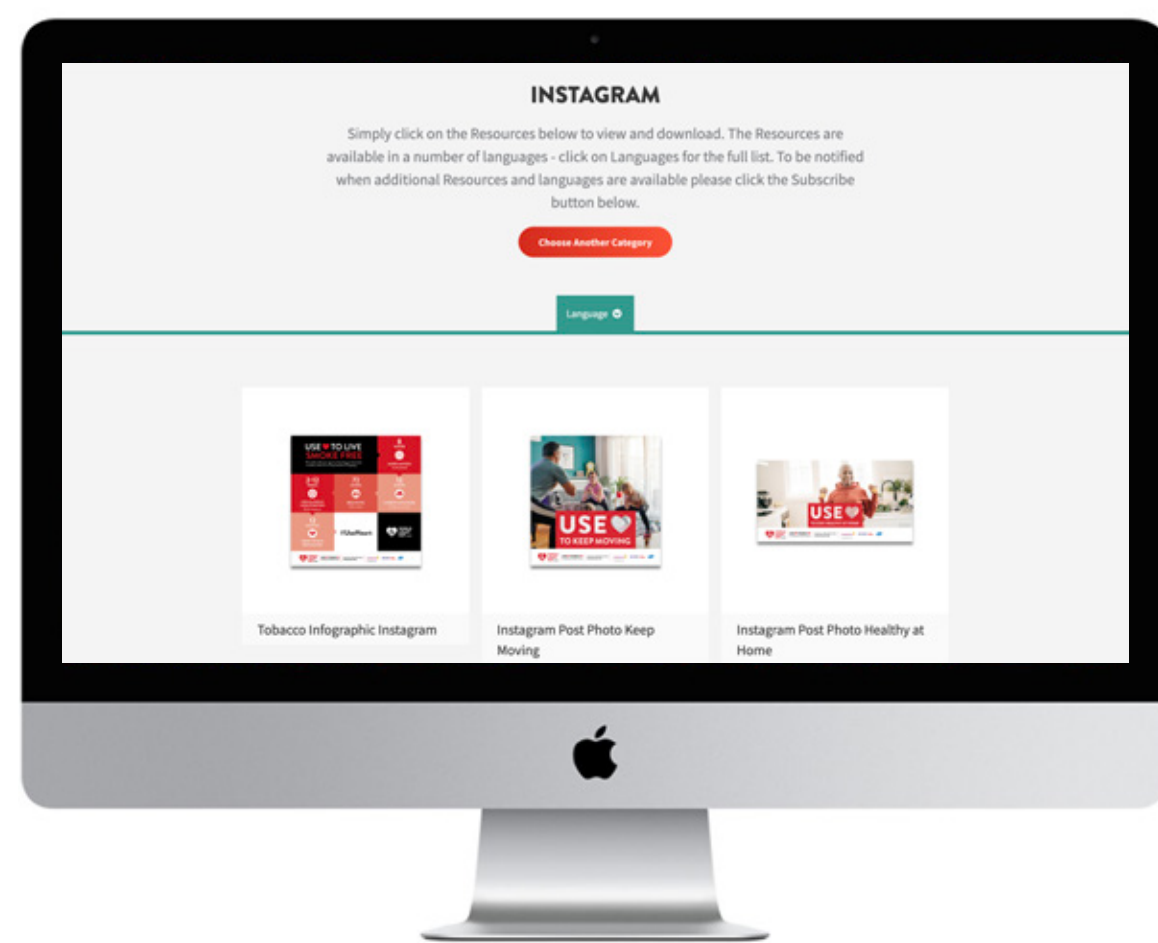
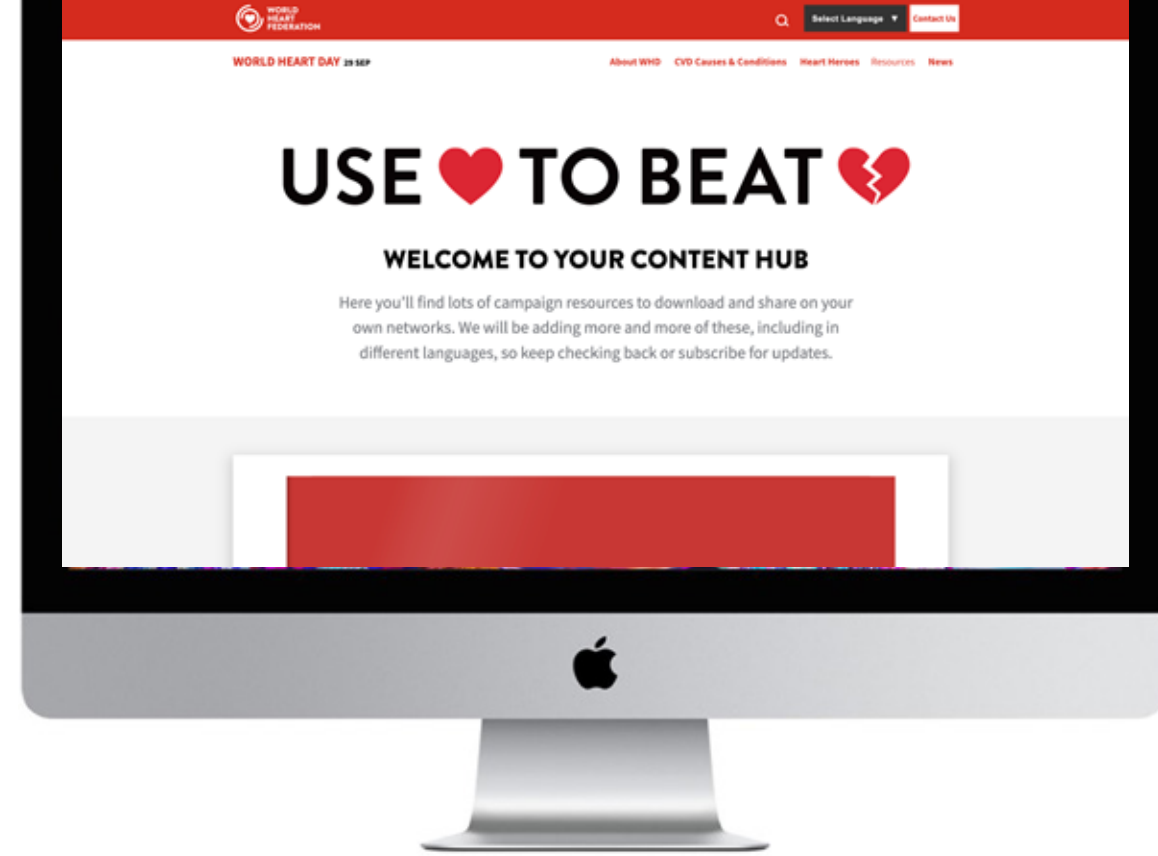
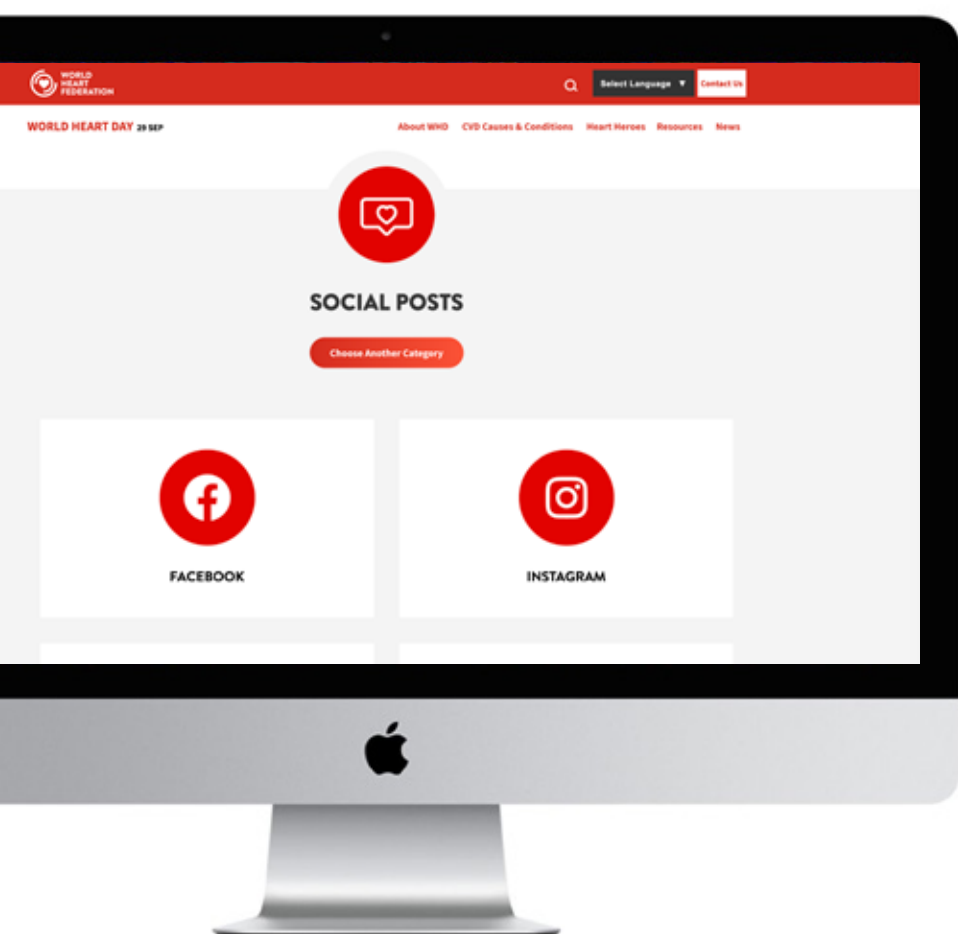
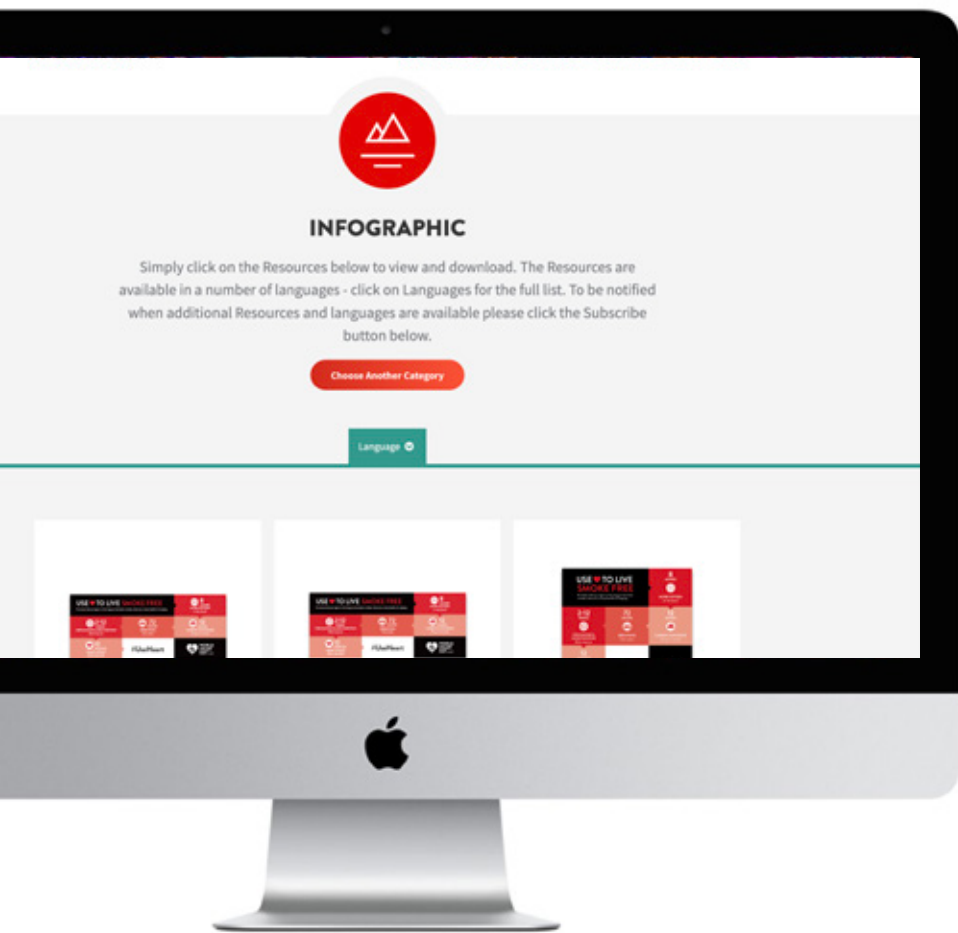
“Sharing one unified, global message is powerful. It raises the profile of the campaign and helps us to achieve our wider goal of raising awareness of heart disease. As we approach World Heart Day 2021, our team will be available to provide support and answer any questions related to campaign materials,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



RACHEL SHAW
World Heart Day Project Manager

TOGETHER

YOU CAN EMAIL THE
WORLD HEART TEAM ON
WORLDHEARTDAY@WORLDHEART.ORG
ONE OF US WILL GET BACK
TO YOU WITHIN 24 HOURS.



1.2

CONTENT HUB

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. 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!

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

THE MEANING OF

USE 

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.



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 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.



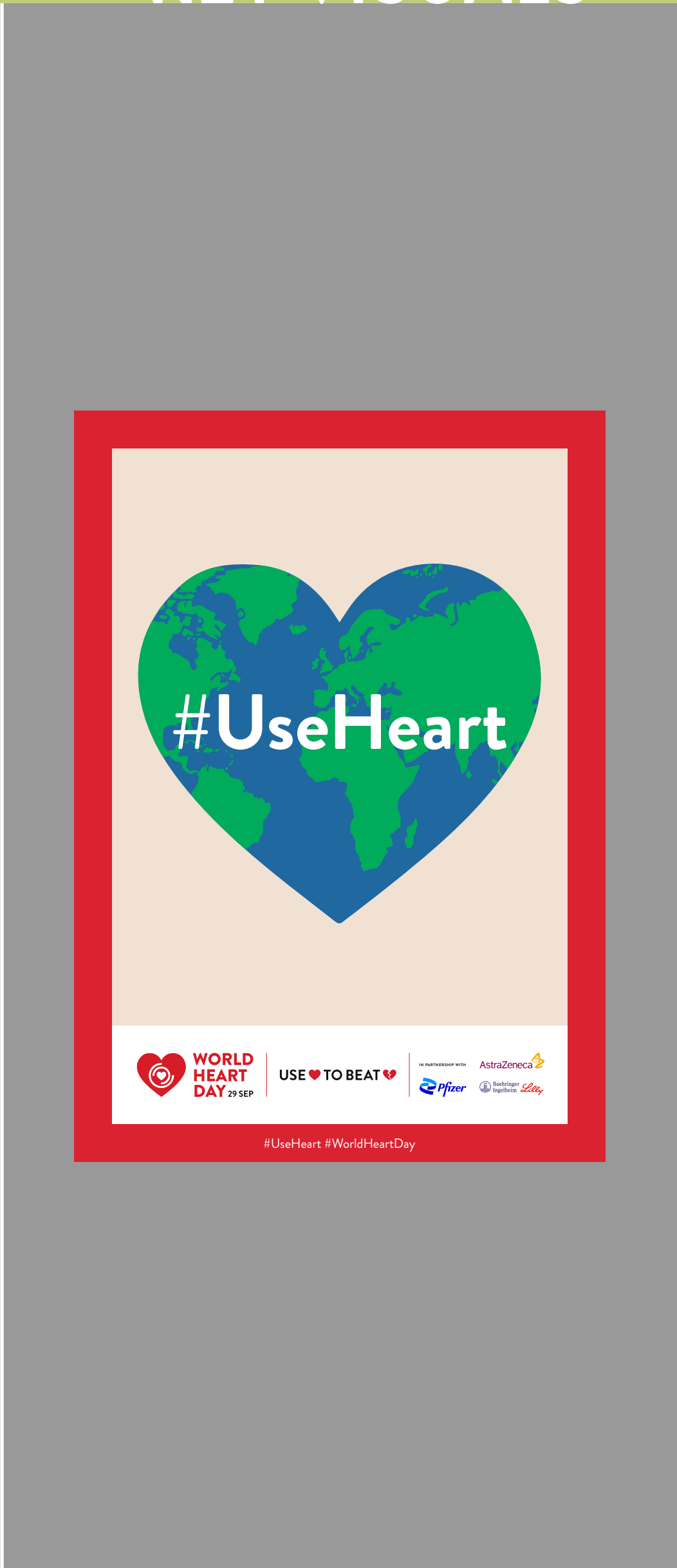
THE HERO: CAMPAIGN MESSAGE



THE FACTS



THE PURPOSE



THE #HASHTAG

CAMPAIGN



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.

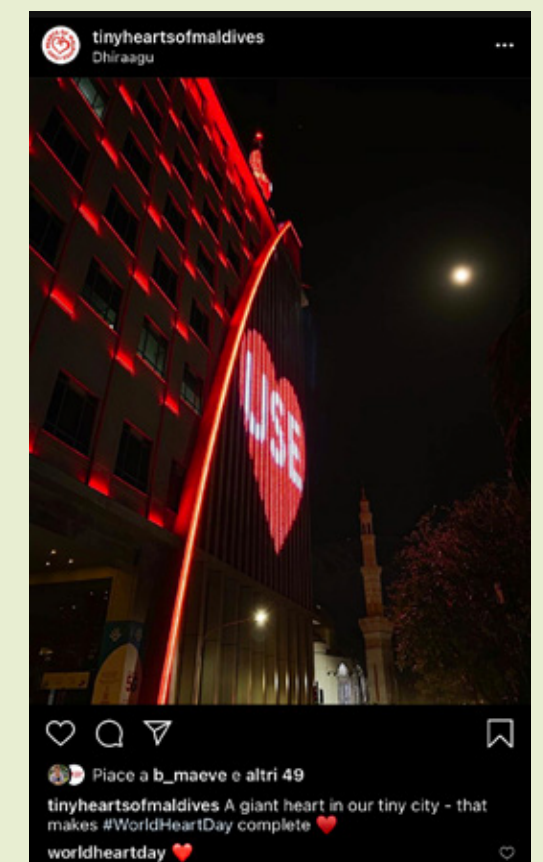
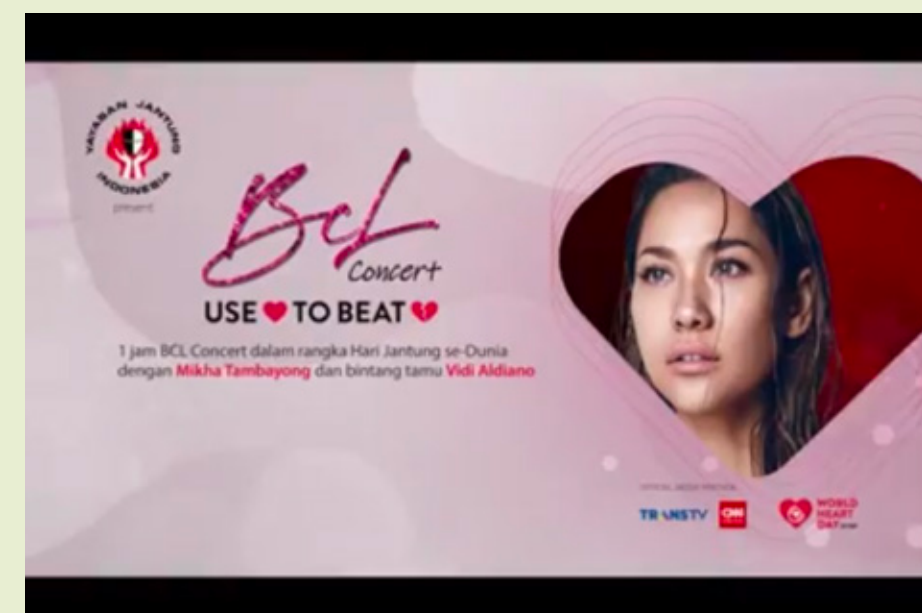
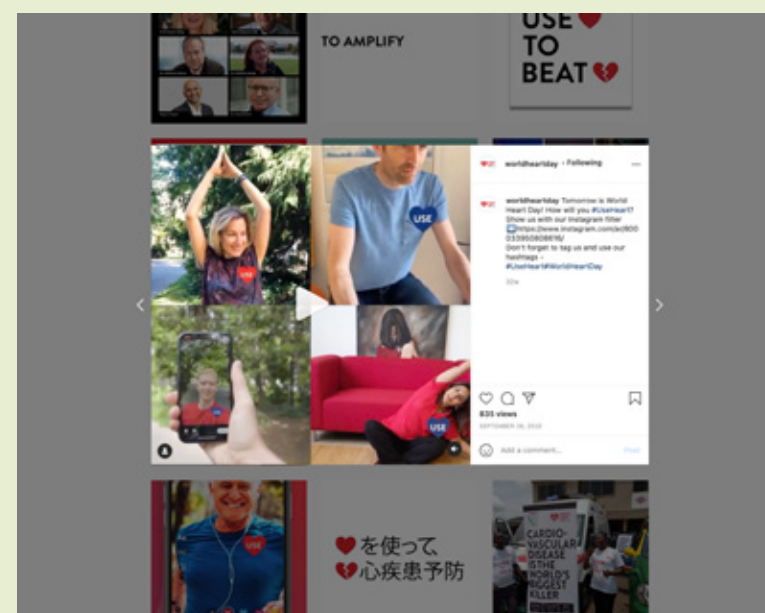
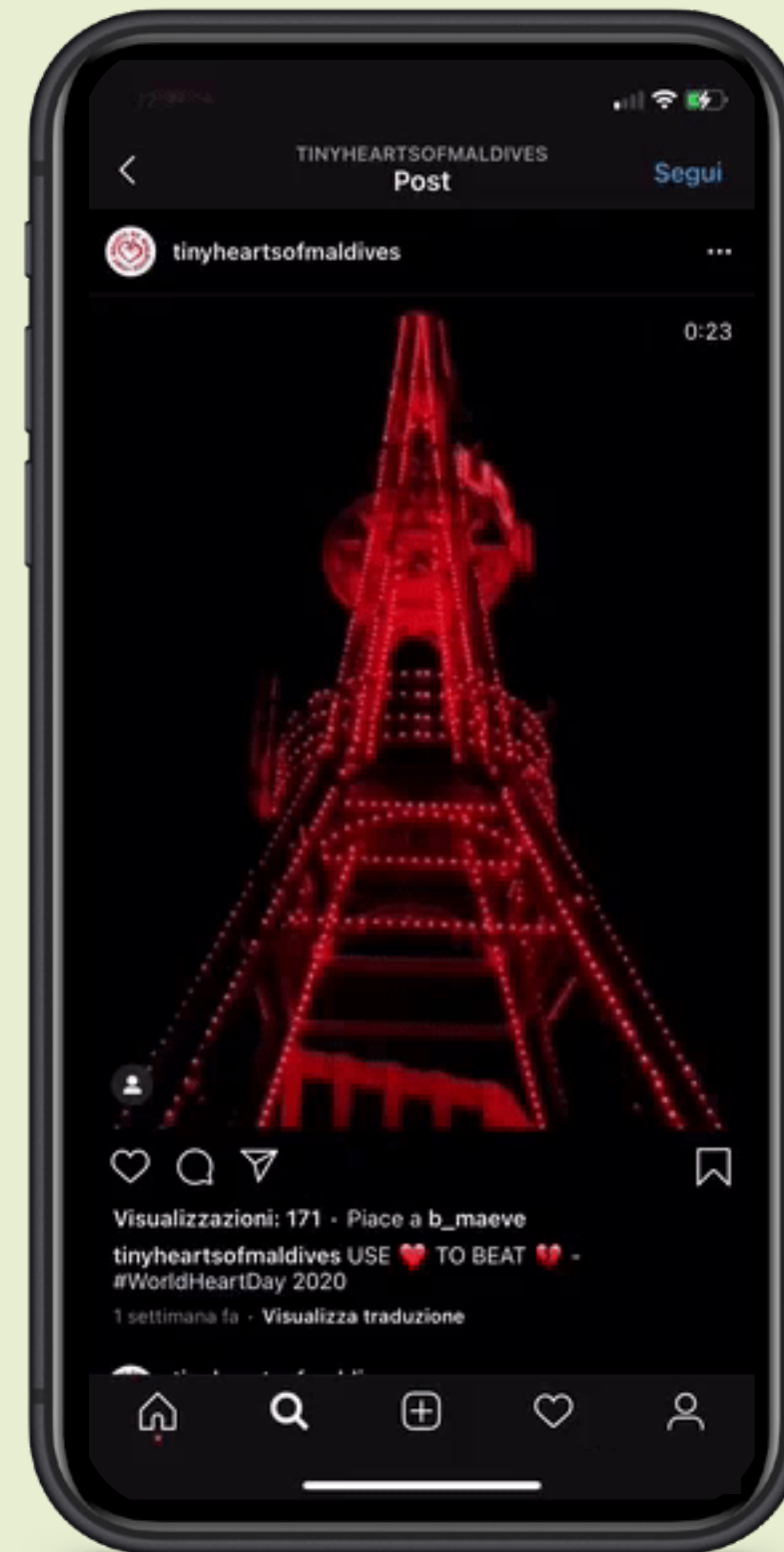


PARTICIPATORY

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.

PRINCIPLES

2020 CAMPAIGN HIGHLIGHTS



PARTICIPATION OF OUR 200 MEMBERS AROUND THE WORLD

SOCIAL MEDIA REACH

72.7 MILLION

2019: 43.5 million

MEDIA REACH

1.7 BILLION

#USEHEART REACH

167 MILLION

The hashtag #UseHeart reached 167 million people

WHD 2020 CAMPAIGN RESULTS

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.

WORLD HEART DAY 29 SEP

USE ❤️ TO CONNECT

USE ❤️ TO BEAT 💔

IN PARTNERSHIP WITH

AstraZeneca Boehringer Ingelheim Lilly Pfizer

#UseHeart #WorldHeartDay

THE WHD 2021
CALL TO ACTION

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 

THE WHD 2021
CALL TO ACTION

USE TO...

The must-have part
Our common ambition and ultimate goal
2021 campaign theme - digital health
2021 PILLAR 1: Equity
2021 PILLAR 2: Prevention
2021 PILLAR 3: Community
Flexibility for partners' and members' targets
Major CVD risks from the impact of COVID-19
Major CVD risks
Lifestyle improvements
Global issues that impact CVD
Associated diseases and health conditions
Your opportunity to create

- 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 ❤️S
ARE MORE VULNERABLE**

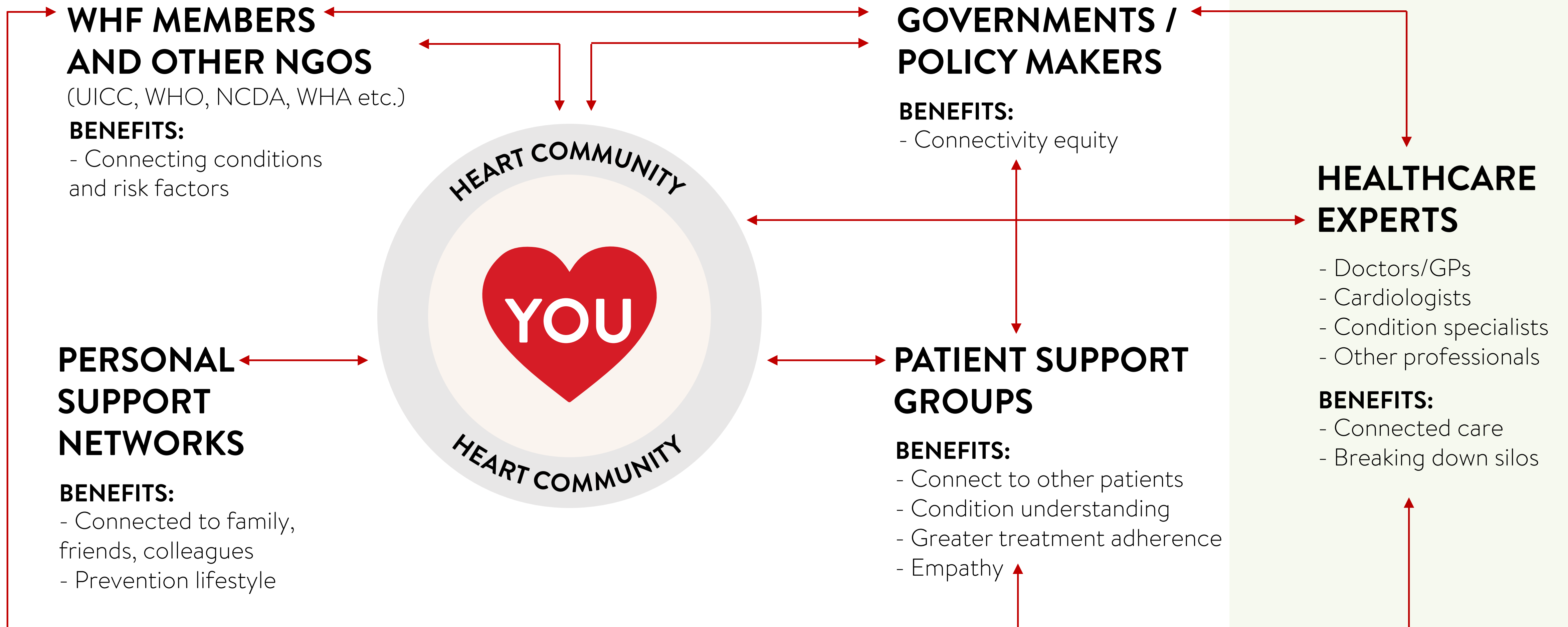
GAP IN

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



3.

2021 CAMPAIGN PILLARS

3.1

**THREE
TERRITORIES
FOR DIGITAL
HEALTH**

3.2

**PILLAR 1:
EQUITY**

- PILLAR CONTEXT
- CALL TO ACTION
- KEY VISUALS

3.3

**PILLAR 2:
PREVENTION**

- PILLAR CONTEXT
- CALL TO ACTION
- KEY VISUALS

3.4

**PILLAR 3:
COMMUNITY**

- PILLAR CONTEXT
- CALL TO ACTION
- KEY VISUALS

3.5

**CREATIVE
SHOWCASE**

CAMPAIGN PILLARS

THREE SPECIFIC TERRITORIES FOR DIGITAL HEALTH

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 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



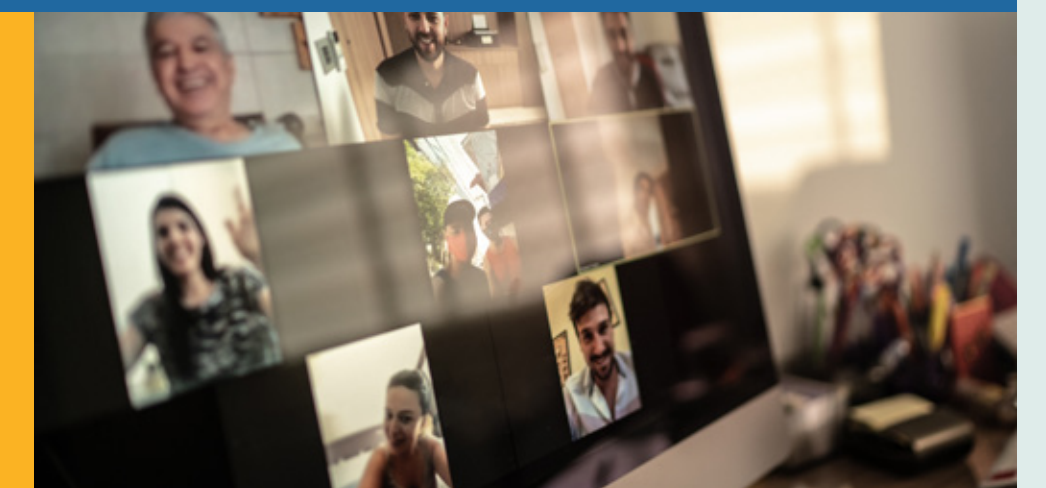
2. PREVENTION

Raising awareness and reducing risk factors



3. COMMUNITY

Connecting or reconnecting people living with CVD



PILLAR 1: EQUITY

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.

USE  TO
CONNECT
EVERY 



THE HERO



THE FACTS



RARE CONDITIONS



THE HEADLINE

PILLAR 2: PREVENTION

CONTEXT

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.



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 ♥ TO
CONNECT
WITH
YOUR ♥



USE ♥ TO BEAT ♥
#UseHeart #WorldHeartDay
WORLDHEART.ORG



THE HERO



USE ♥
TO CONNECT
WITH YOUR ♥



USE ♥ TO BEAT ♥



#UseHeart #WorldHeartDay

THE HEADLINE

17 MILLION
CVD DEATHS
PER YEAR


80%
PREVENTABLE


*Up to 80% of premature deaths
from CVD are preventable



SAY NO

GET ACTIVE


EAT WELL


USE  TO
CONNECT TO
HEALTHY CHOICES


 **WORLD
HEART
DAY** 29 SEP


USE  TO BEAT 

IN PARTNERSHIP WITH











#UseHeart #WorldHeartDay



HIGH BLOOD
PRESSURE

DIABETES


HIGH BLOOD
CHOLESTEROL


USE  TO
UNDERSTAND
YOUR RISK


 **WORLD
HEART
DAY** 29 SEP


USE  TO BEAT 

IN PARTNERSHIP WITH












#UseHeart #WorldHeartDay



BLOOD
PRESSURE

HEART
RHYTHM


SLEEP
APNOEA


USE  TO
MONITOR
YOUR  HEALTH


 **WORLD
HEART
DAY** 29 SEP


USE  TO BEAT 

IN PARTNERSHIP WITH









#UseHeart #WorldHeartDay

THE INFOGRAPHIC: LIFESTYLE

THE INFOGRAPHIC: BIOLOGICAL (GLOBAL USE)

THE INFOGRAPHIC: BIOLOGICAL (REGION SPECIFIC)

PILLAR 3: COMMUNITY

CONTEXT

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.



CALL TO ACTION



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

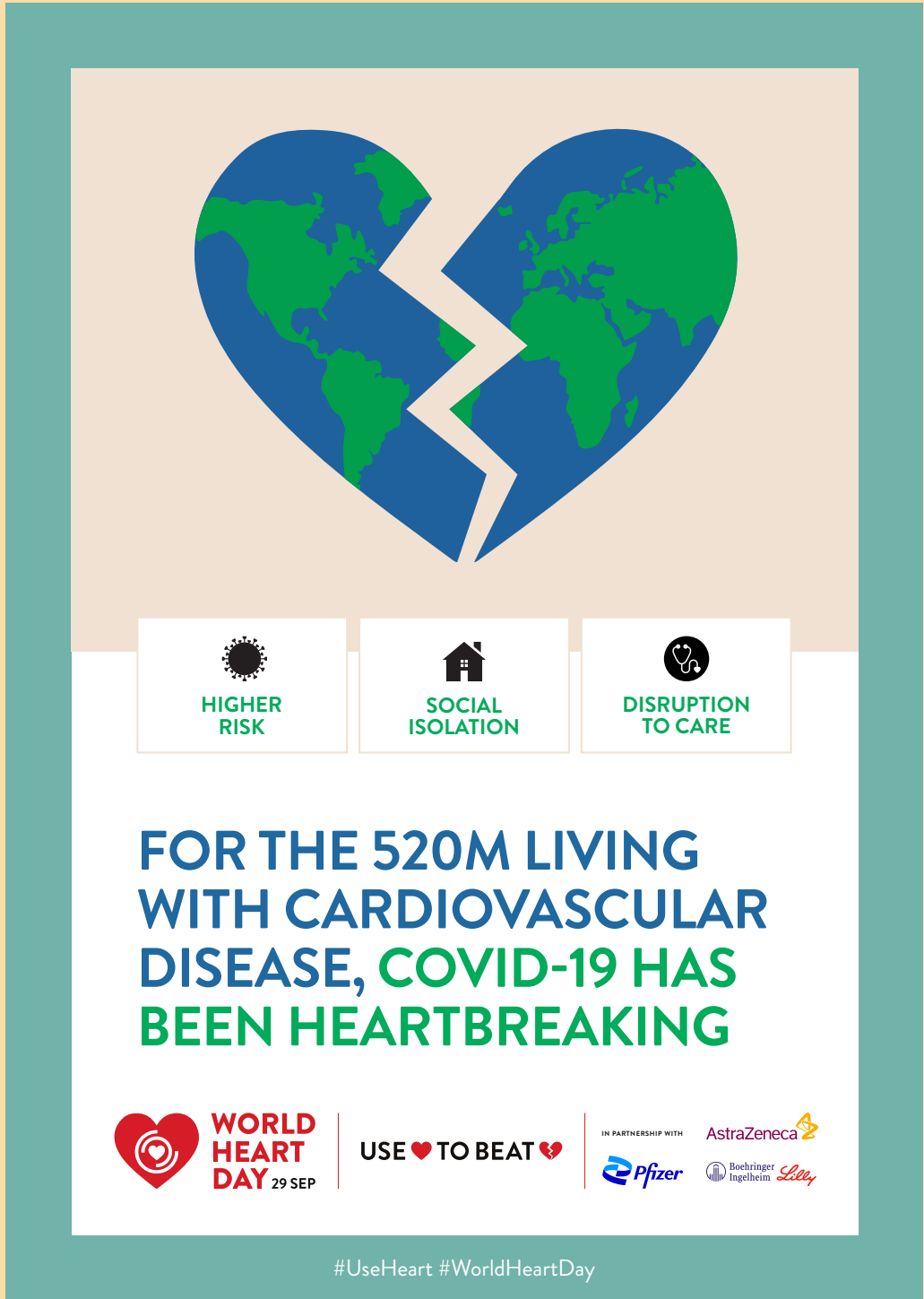


A supportive, empathetic and virtual community-based activation to **bring people with CVD closer together** on World Heart Day and beyond.

USE  TO
CONNECT
PEOPLE
WITH 



THE HERO



THE INFOGRAPHIC



THE HEADLINE

CREATE YOUR BESPOKE ASSETS

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.

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

SELECT THE FORMAT

DEFINE THE MESSAGE, FROM
HEADLINE TO CAPTION

APPLY YOUR BRANDING



USE ♥ TO
CONNECT
WITH YOUR ♥



USE ♥ TO BEAT ♥

IN PARTNERSHIP WITH



AstraZeneca



#UseHeart #WorldHeartDay

DECIDE BETWEEN USING
IMAGERY OR JUST USING TYPE

CHOOSE YOUR CALL TO ACTION

USE TO CONNECT



**WORLD
HEART
DAY** 29 SEP

USE  TO BEAT 

#UseHeart #WorldHeartDay
WORLDHEART.ORG

IN PARTNERSHIP WITH

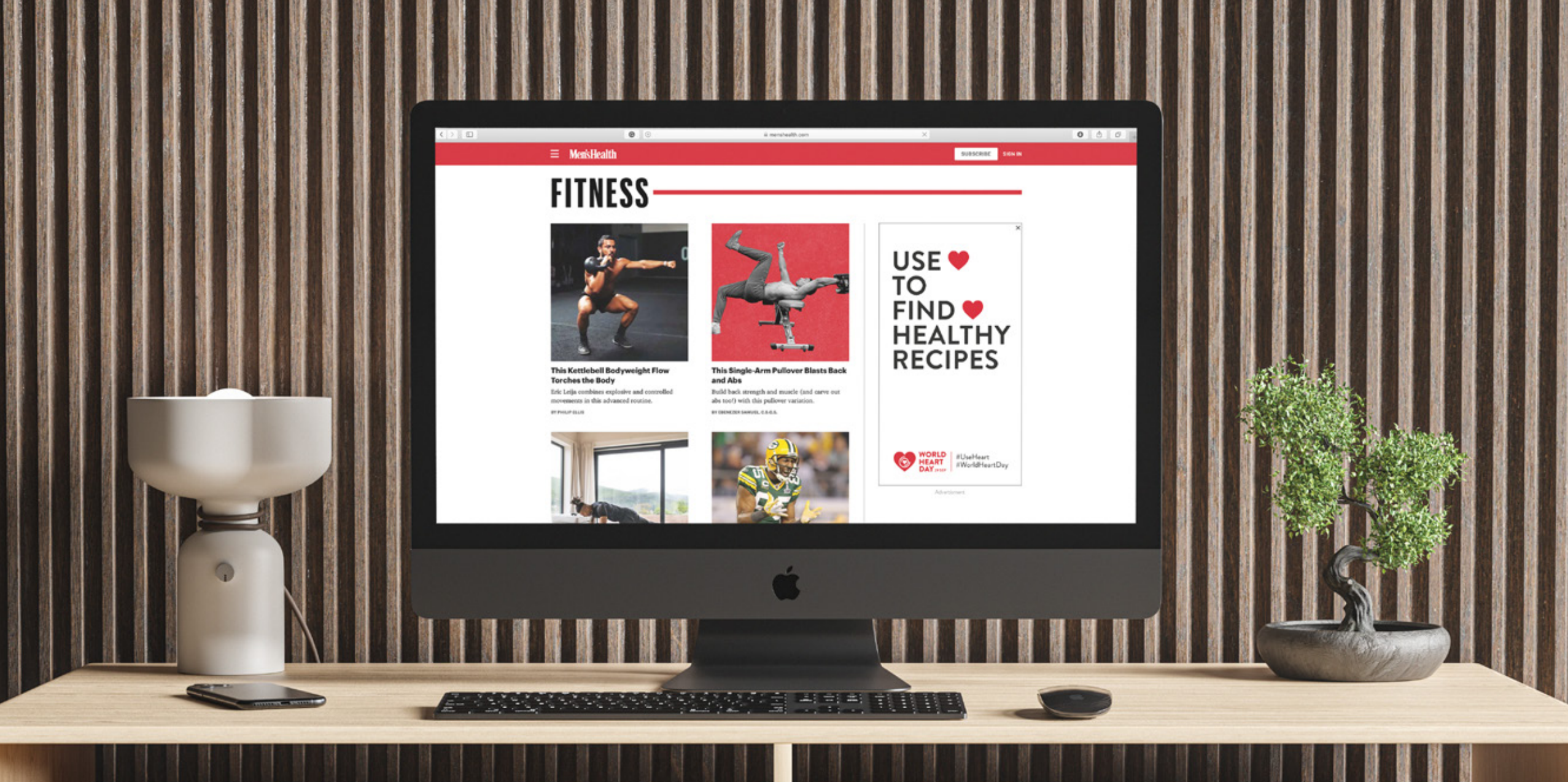


AstraZeneca 

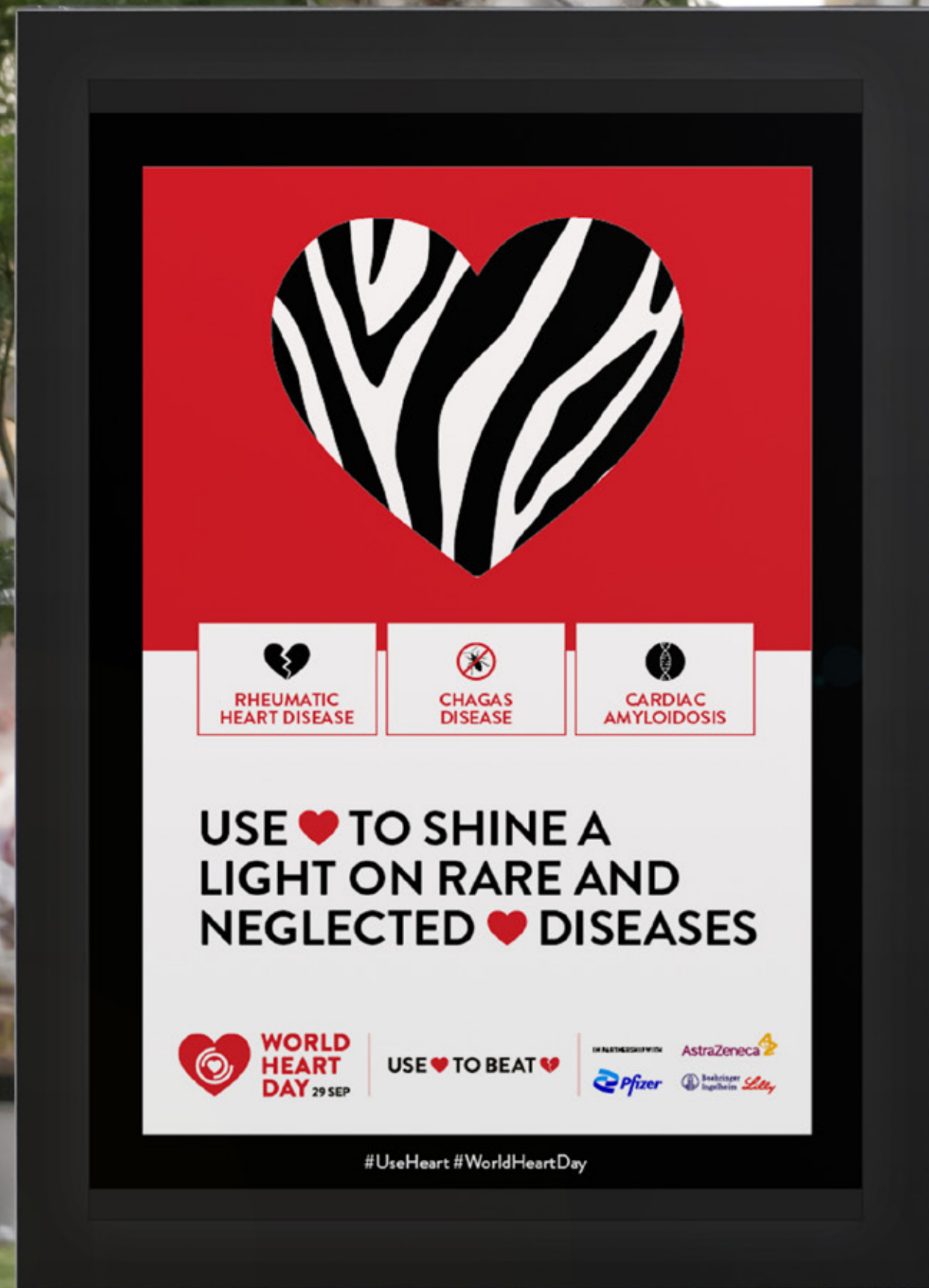
Boehringer
Ingelheim 







DIGITAL DISPLAY ADVERTISING





NEWSPAPER AND MAGAZINE ADVERTISING







RETAIL PLACEMENT

4.

BEATING CVD TOGETHER

4.1

AMPLIFY

4.2

CONTENT
COLLECTION

4.3

SOCIAL
MEDIA

4.4

PRINT
MATERIALS

4.5

DIGITAL
EXPERIENCE

4.6

LANDMARKS



DIGITAL ADVERTISING

- Targetable
- Immediate results
- Easy to measure

TRADITIONAL ADVERTISING

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



ADVERTISING

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

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.

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.

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.

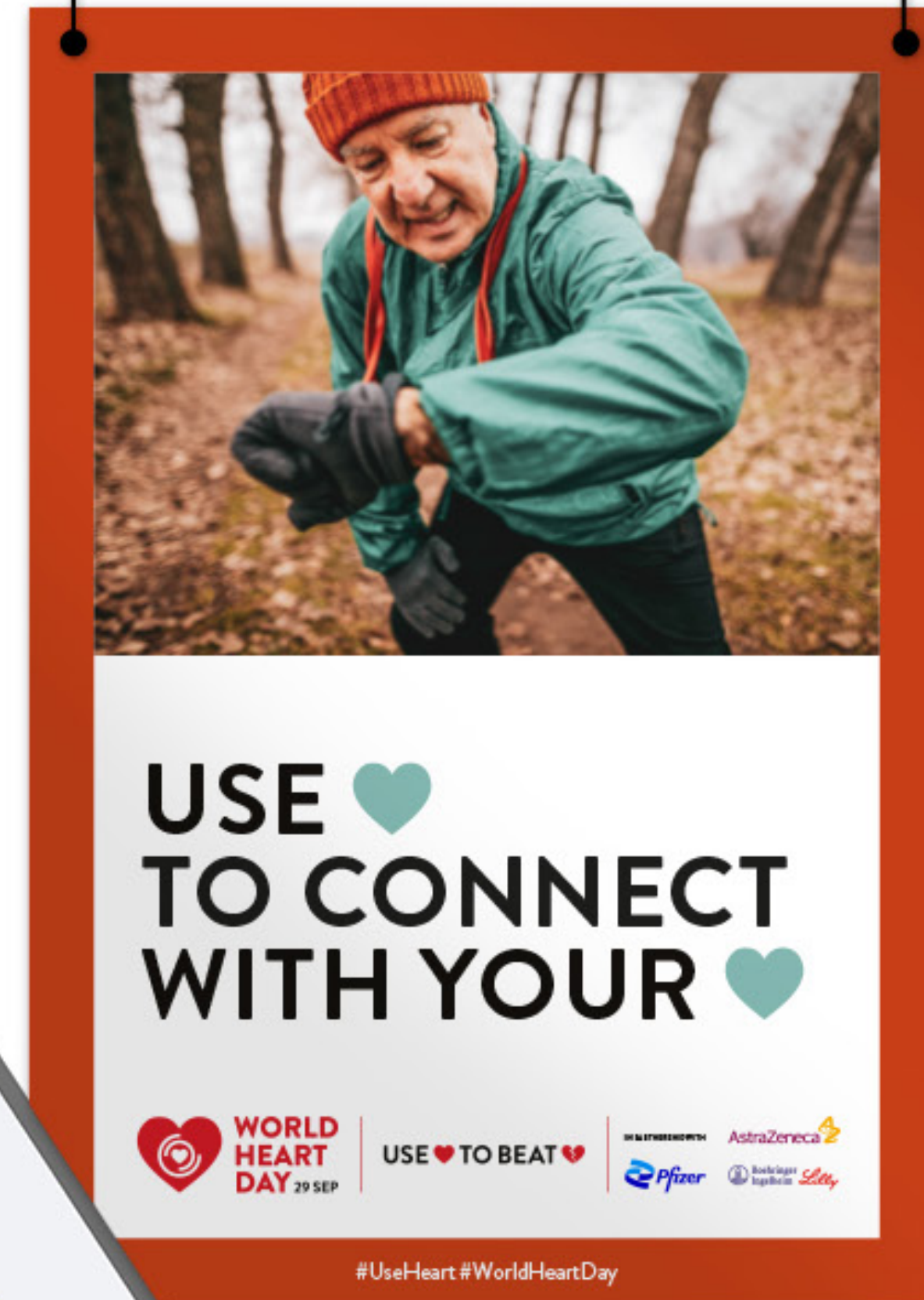
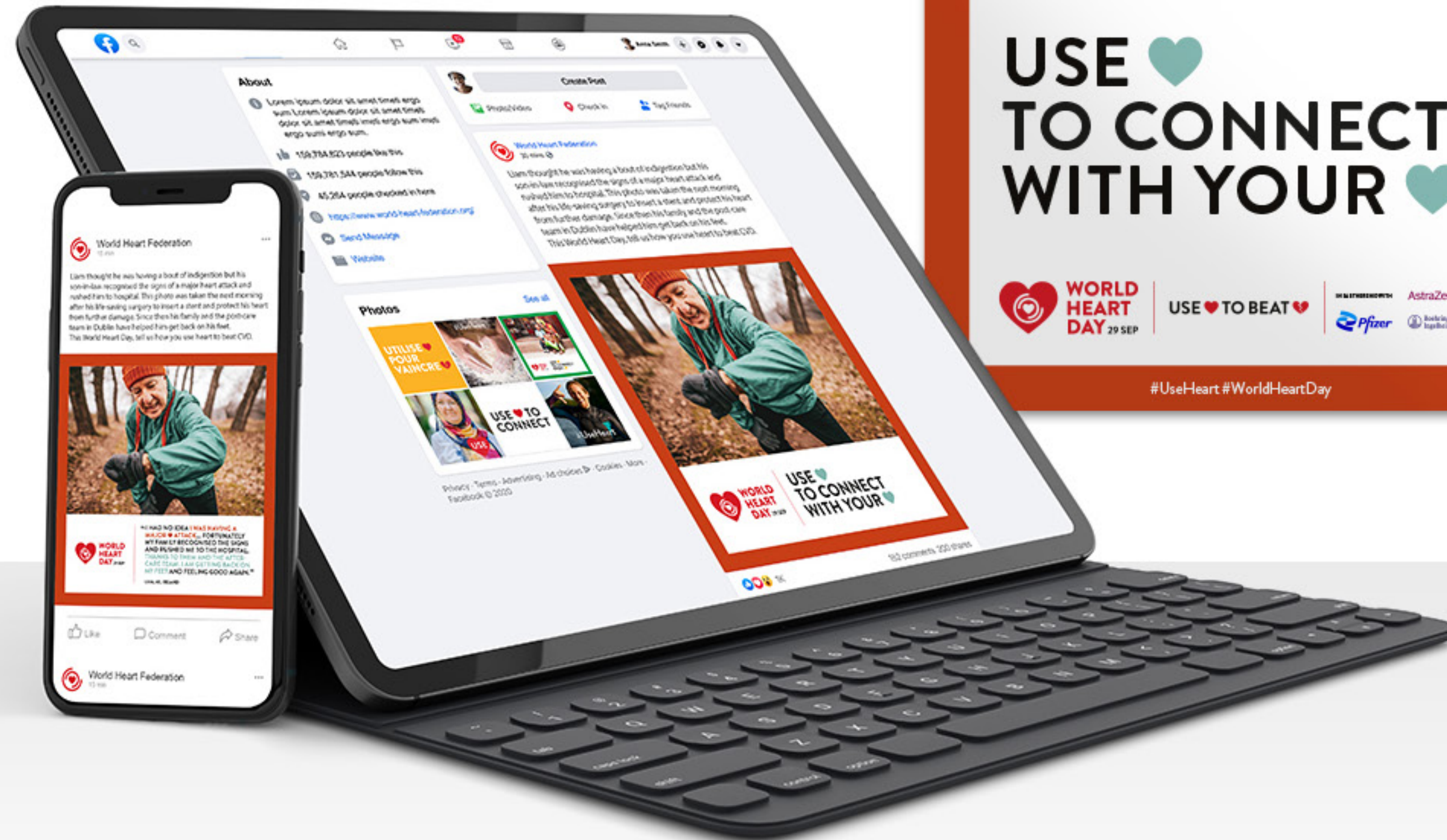
OUTDOOR AND TRANSIT

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.

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



HIGH HEART AWARE



CUSTOMISABLE POSTER BUILDER AND SOCIAL MEDIA POSTS

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.

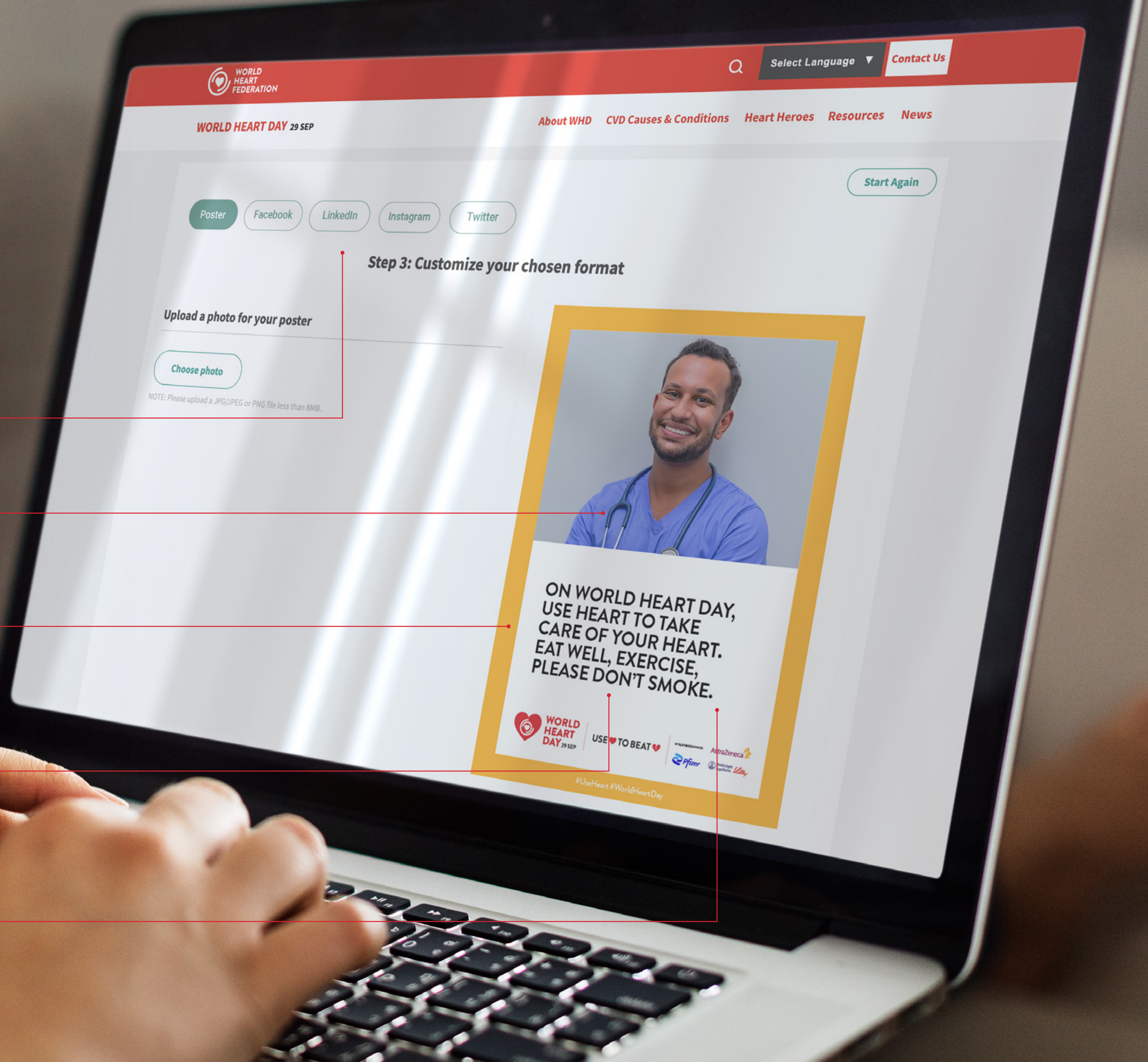
✓ CHOOSE YOUR FORMAT

✓ 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, Charles Cannon

SOCIAL LISTENING

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

HEART HEALTH

- #WorldHeartDay
- #UseHeart
- #hearthealth
- #cardio

WEIGHT LOSS

- #weightloss
- #healthyeating
- #weightlossjourney

HEALTHY FOOD

- #food
- #recipes
- #inthekitchen

FITNESS

- #fitness
- #gametime
- #playing

- #sporty
- #getfit
- #C25K
- #running
- #yoga
- #swimming
- #dance

QUIT SMOKING

- #quitsmoking
- #tobacco
- #smoking
- #healthyhabits
- #saynotosmoking

SOCIETY

- #climatechange
- #pollution
- #urbanisation
- #future

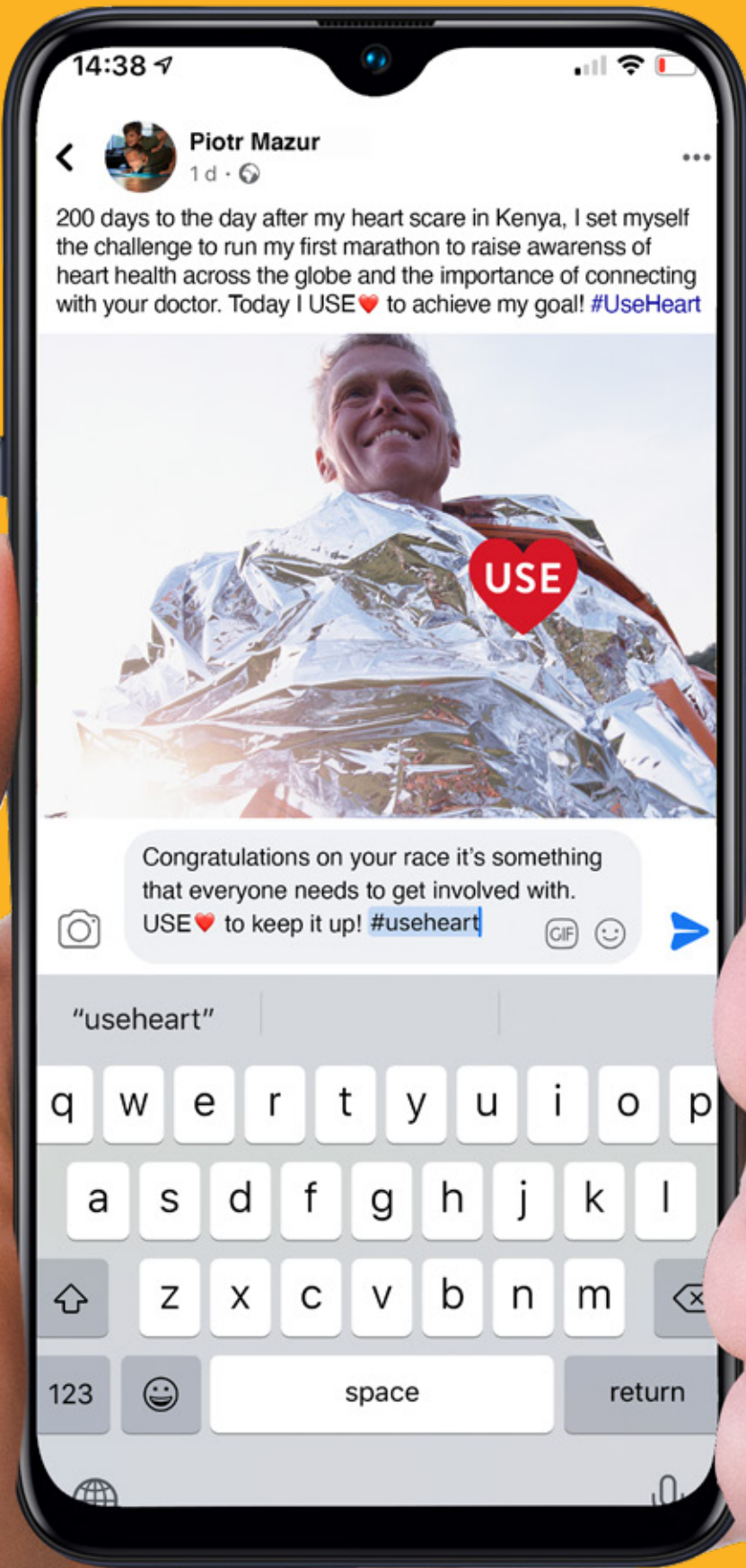
- #sdgs
- #community
- #share
- #care

CHOICES

- #betterchoices
- #goals
- #motivation
- #personalgrowth
- #goforit

CONNECTED HEALTH

- #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

GO TO OUR
INSTAGRAM FILTER

TAKE A VIDEO
OR PHOTO

SHARE IT USING
#USEHEART

SHOW THE WORLD
HOW TO CONNECT
WITH YOUR

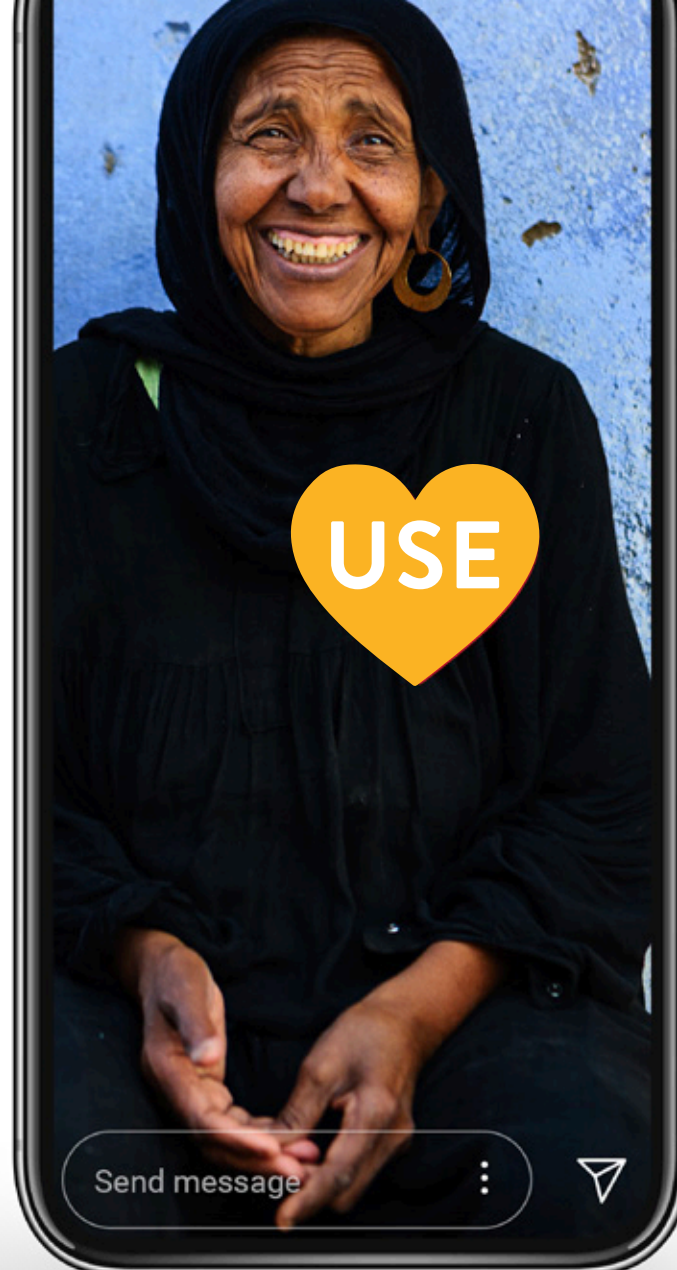
**WORLD
HEART
DAY** 29 SEP


USE TO BEAT

IN PARTNERSHIP WITH


#UseHeart #WorldHeartDay

DIGITAL
EXPERIENCES





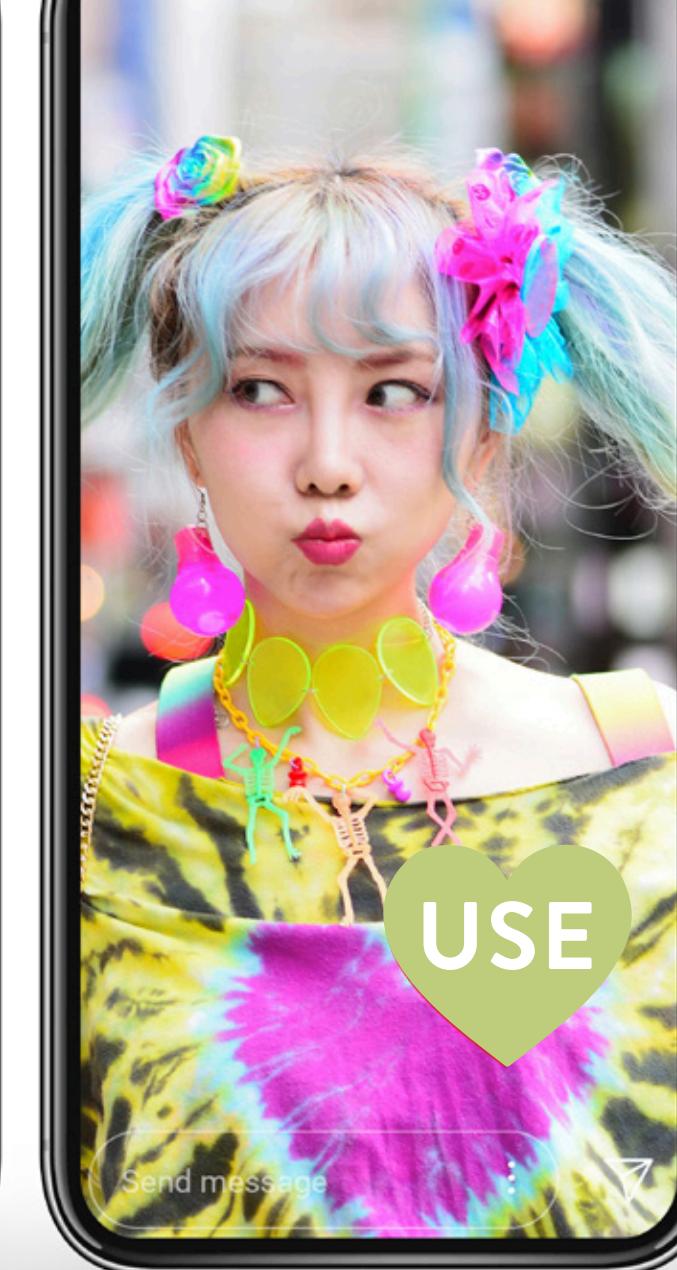
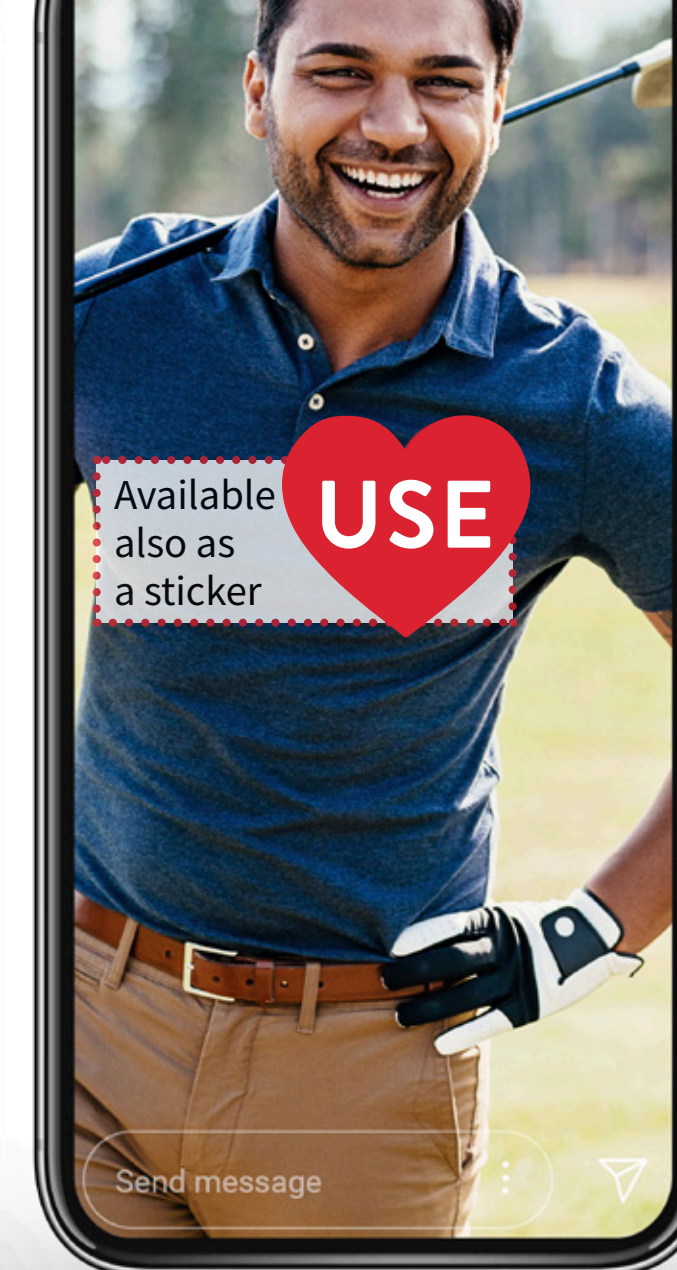
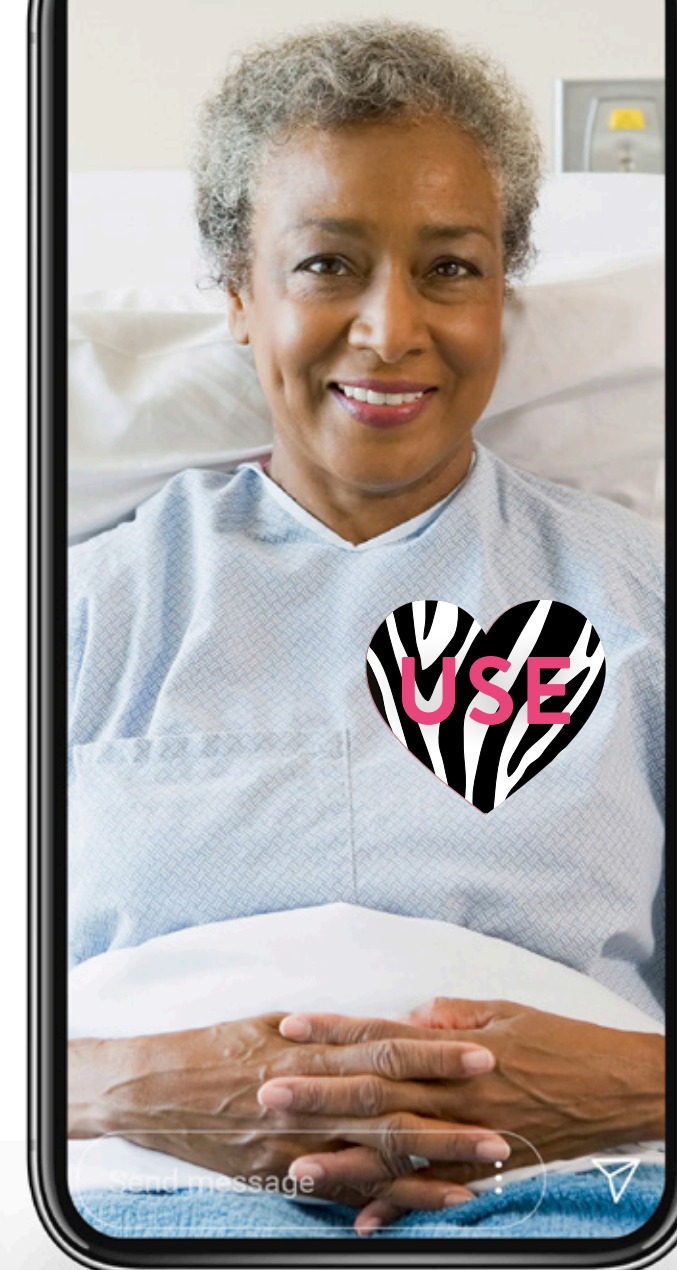
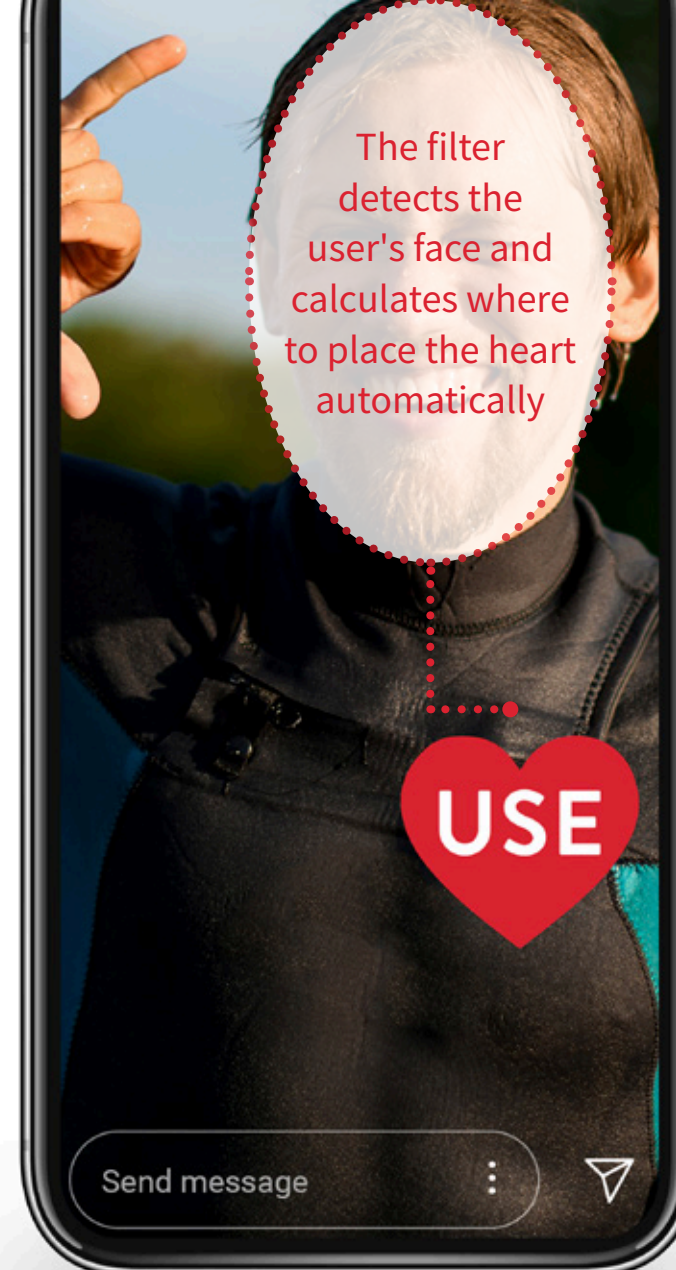
GO TO OUR
INSTAGRAM FILTER



TAKE A VIDEO
OR PHOTO

#UseHeart

SHARE IT USING
#USEHEART



SHOW THE WORLD HOW TO USE



FACEBOOK PROFILE FRAME



GIF KEYBOARDS



- Rule 1.**

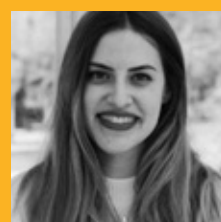
Make it easy – the fewer clicks the better
- Rule 2.**

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.**

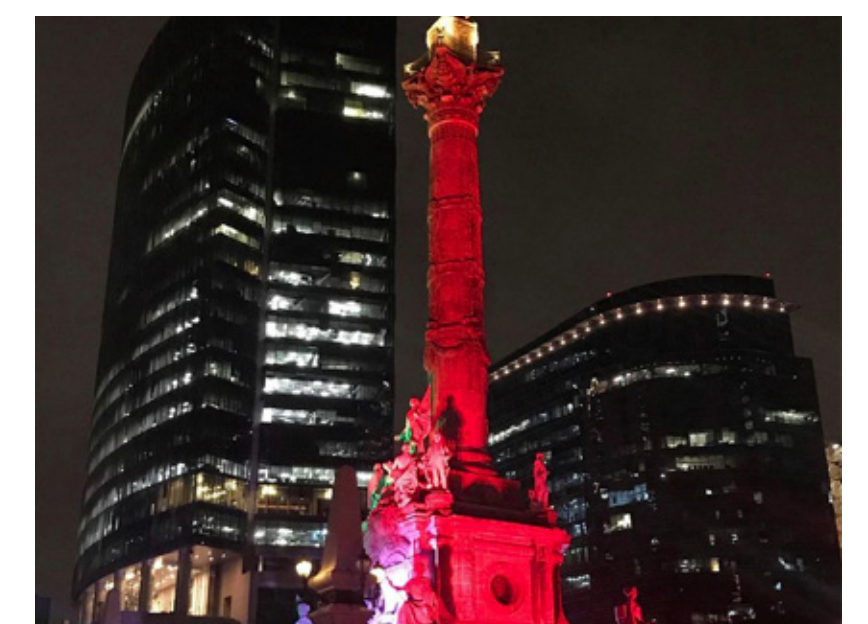
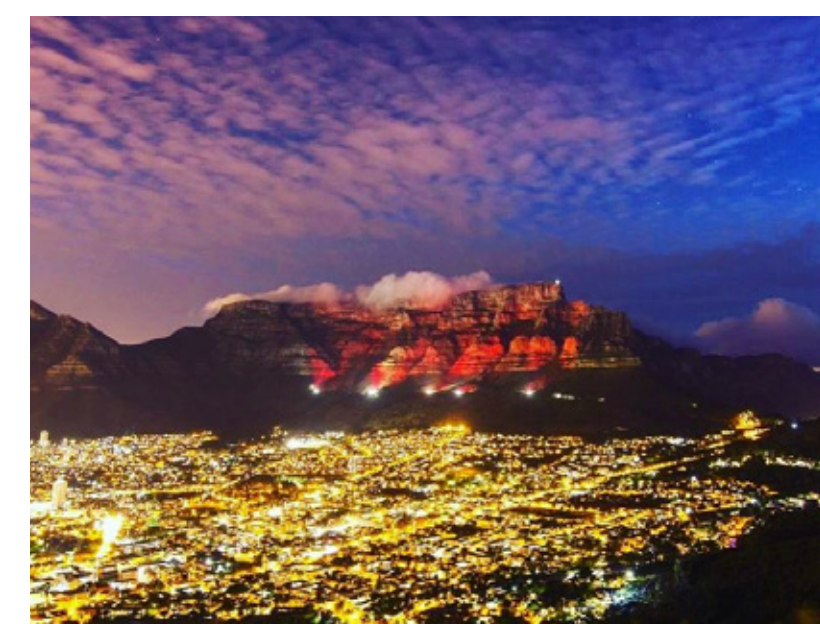
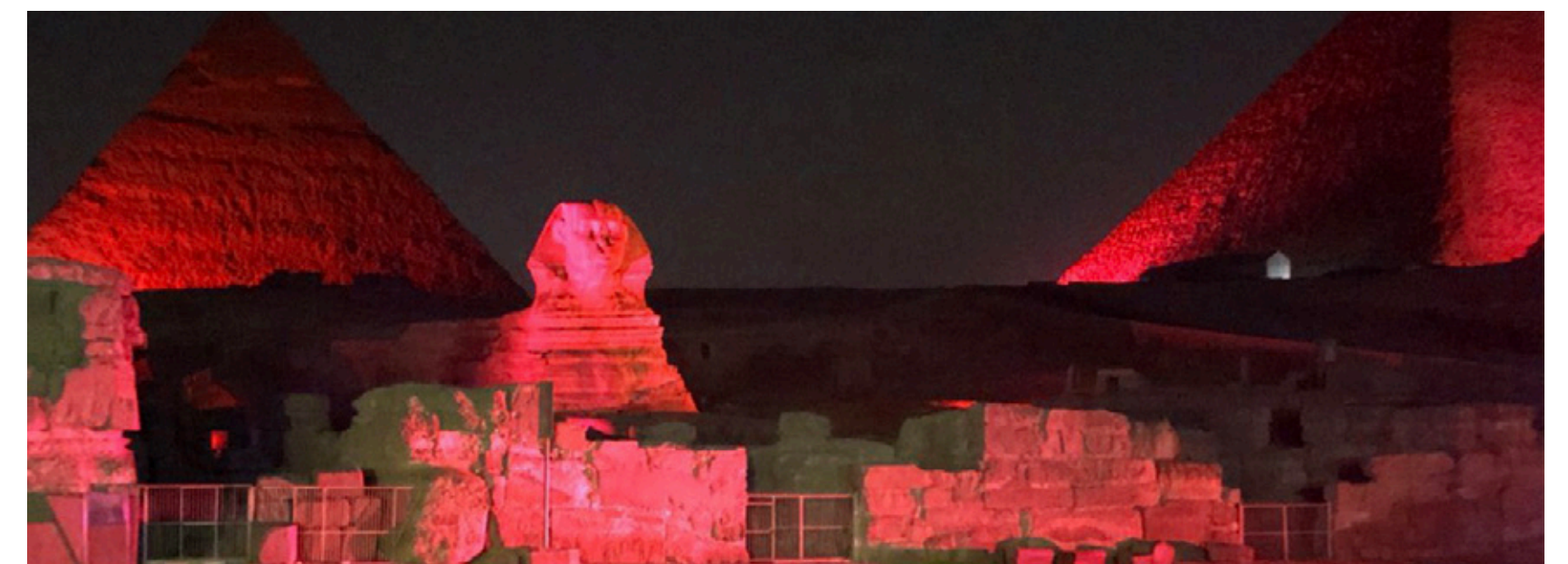
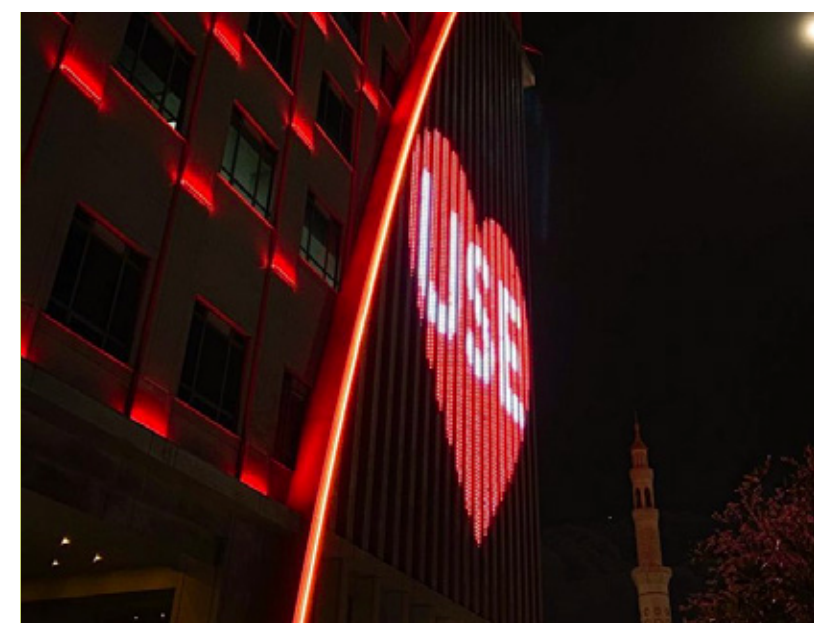
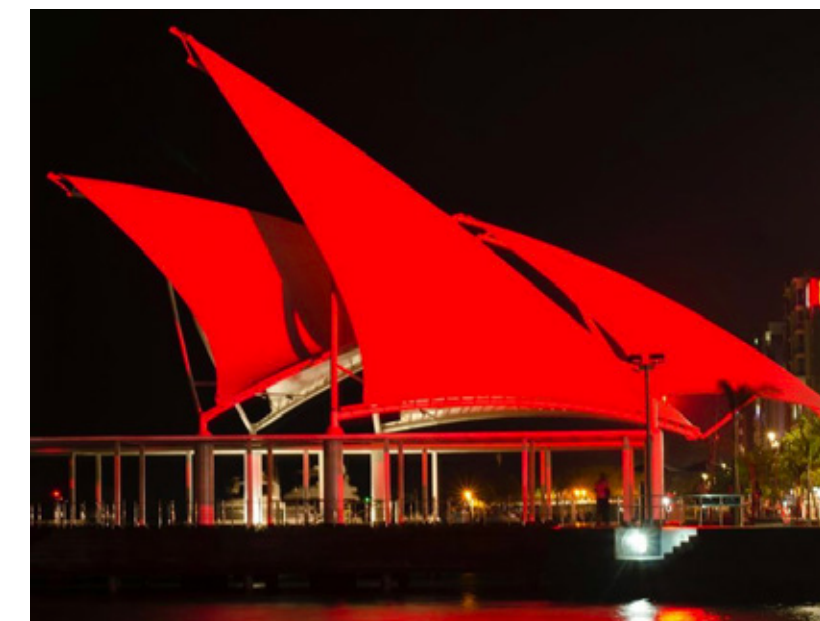
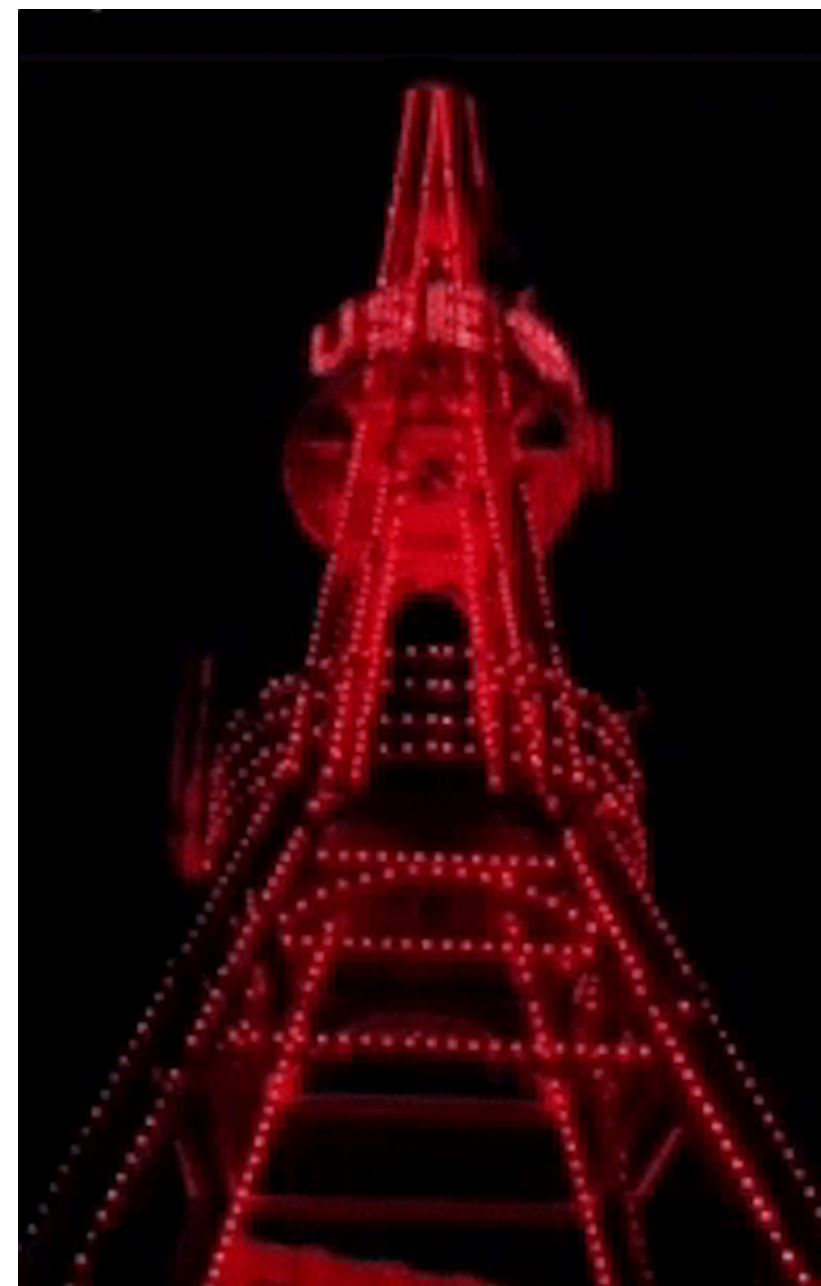
Build on existing habits – use tools that people are familiar with so interacting is intuitive

LAND-MARKS

“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 ORRITE
Communications Officer, World Heart Federation



5.

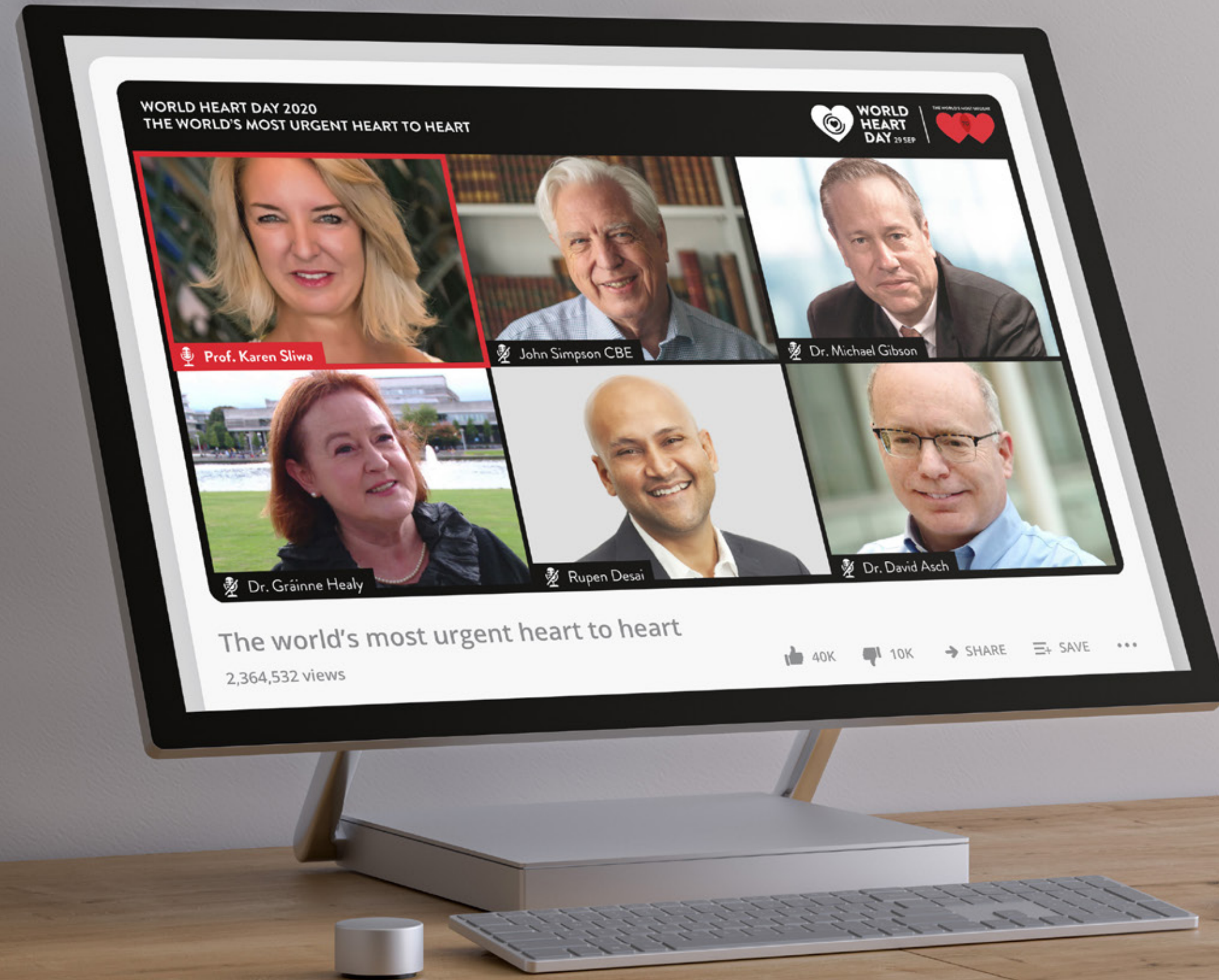
LOOKING TOWARDS WHD 2022

5.1

HEART TO
HEART

5.2

#USEHEART
EVERY DAY



THE WORLD'S MOST URGENT HEART-TO-HEART

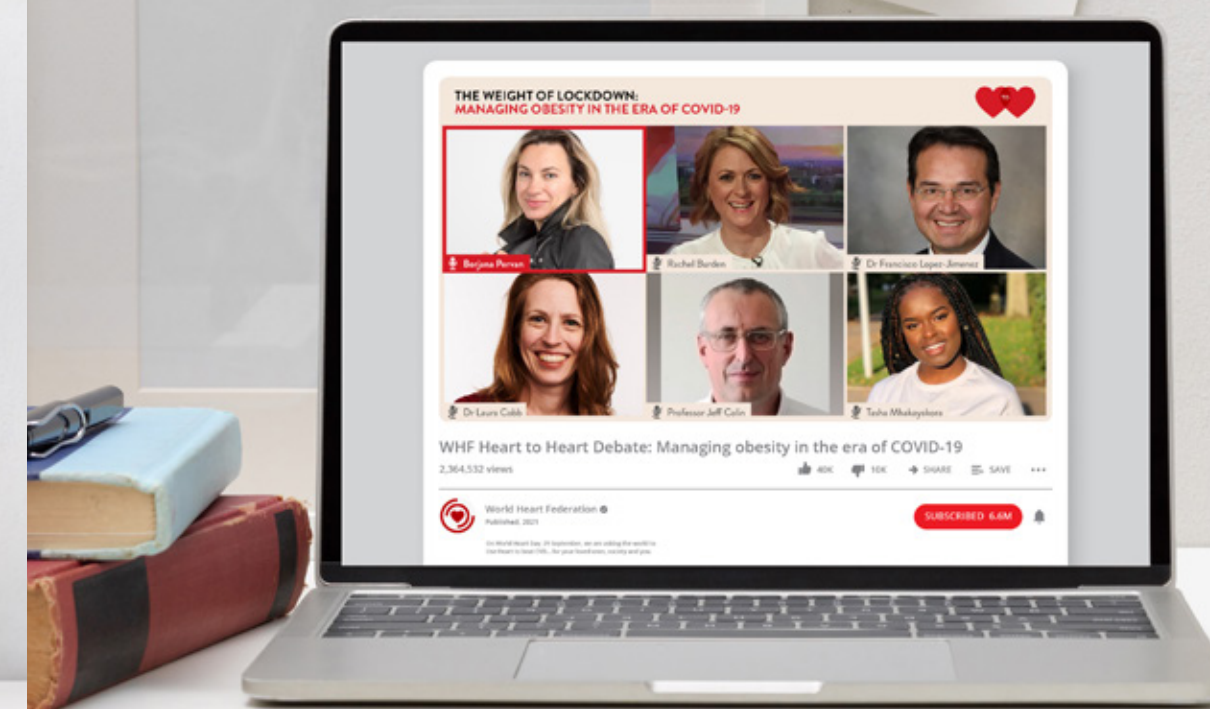
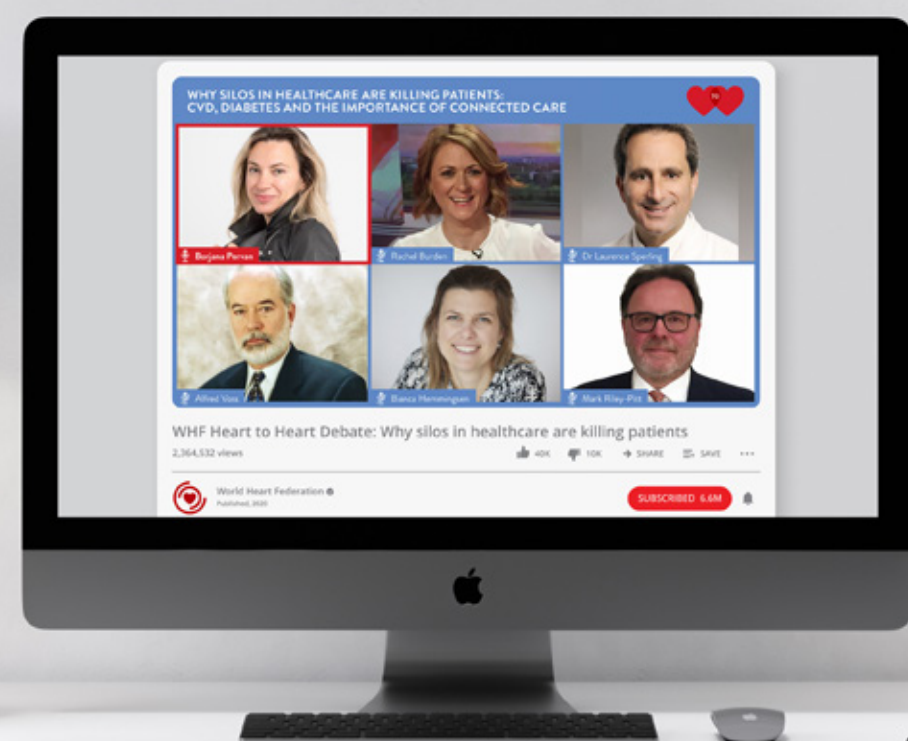
“Unless current trends are halted or reversed, over a billion people will die of CVD in the first half of the 21st century. This would be an enormous tragedy given that CVD is preventable in 80% of cases.” WHO Atlas, 2004

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.

2021 focus

This year's debate will focus on the opportunities that the digital transformation offers to connect every heart to better care.



#USEHEART EVERY DAY

“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.



**WORLD
HEART
DAY** 29 SEP

IN PARTNERSHIP WITH

