## **INFLUENCERS' FACTSHEET**

# KNOW V

## WHAT IS WORLD HEART DAY?

For over two decades, the World Heart Federation has been leading the World Heart Day movement – informing people around the world that cardiovascular disease (CVD), including heart disease and stroke, is the leading cause of death globally. More than 20 million lives are lost every year because of CVD, and World Heart Day, 29 September, is an opportunity to highlight the actions that individuals can take to prevent and manage CVD.

## IN 2023

**USE • KNOW •**. This year's campaign focuses on the essential step of knowing our hearts first. Because when we know more, we can take better care. 80% of premature CVD deaths are preventable.

## IMPACT

In 2022, the campaign reached more than 2 billion people.

#### FOLLOW US ON

🎔 Twitter: @worldheartfed 🥂 Facebook: @worldheart 👌 TikTok: @worldheartfederation in LinkedIn: @worldheartfederation 🛛 🙆 Instagram: @worldheartfederation

## **INSTAGRAM**

#### DELIVERABLES

HASHTAGS

MENTIONS

LINKS

USE VKNOW

#UseHeart #WorldHeartDay

@worldheartfederation

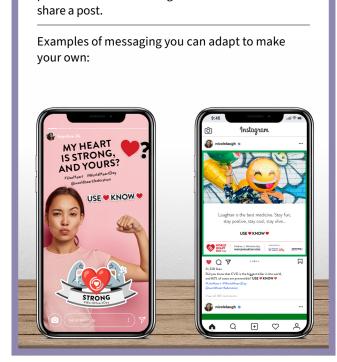
Instagram Story published around

**25 September** reminding people that

World Heart Day is being celebrated on

Static or animated post on 29 September highlighting the campaign's key messaging.

29 September and that the theme is



Must provide link to World Heart Day social media

post builder and encourage followers to create and

## TIKTOK

### DELIVERABLES

TikTok published around **25 September** (1)reminding people that World Heart Day is being celebrated on **29 September** and that the theme is **USE ♥KNOW♥** 



TikTok published on **29 September** highlighting the campaign's key messaging.

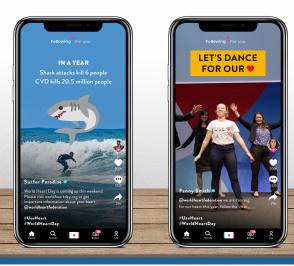
## HASHTAGS

#UseHeart #WorldHeartDay

## MENTIONS

@worldheartfederation

Examples of messaging you can adapt to make your own:





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