

INFLUENCERS' FACTSHEET

USE ♥ KNOW ♥

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

LinkedIn: @worldheartfederation Instagram: @worldheartfederation



INSTAGRAM

DELIVERABLES

- 1 Instagram Story published around **25 September** reminding people that World Heart Day is being celebrated on **29 September** and that the theme is **USE ♥ KNOW ♥**
- 2 Static or animated post on **29 September** highlighting the campaign's key messaging.

HASHTAGS

#UseHeart #WorldHeartDay

MENTIONS

@worldheartfederation

LINKS

Must provide link to [World Heart Day social media post builder](#) and encourage followers to create and share a post.

Examples of messaging you can adapt to make your own:



TIKTOK

DELIVERABLES

- 1 TikTok published around **25 September** reminding people that World Heart Day is being celebrated on **29 September** and that the theme is **USE ♥ KNOW ♥**
- 2 TikTok published on **29 September** highlighting the campaign's key messaging.

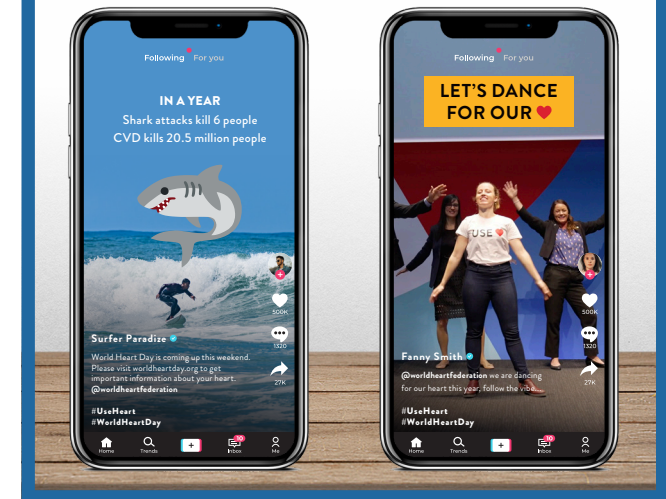
HASHTAGS

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IN PARTNERSHIP WITH



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