

PLAYBOOK 2023 WORLD HEART DAY



# WORKING TOGETHER

On 29 September, everyone can participate in World Heart Day!

Individuals, families, schools, community groups and governments.

For any assistance with the campaign, please email [WORLDHEARTDAY@WORLDHEART.ORG](mailto:WORLDHEARTDAY@WORLDHEART.ORG)

The World Heart Day team will do their utmost to support you.



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# 1.

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## INTRODUCTION

1.1 THE HISTORY

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1.2 BEATING CVD (❤️) TOGETHER

# THE HISTORY

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 is an opportunity to highlight the actions that individuals can take to prevent and manage CVD.

**80%** OF PREMATURE CVD DEATHS ARE PREVENTABLE BY LIMITING RISK FACTORS AND PRACTISING HEART-HEALTHY BEHAVIOURS SUCH AS:

## EATING WELL



## GETTING MORE ACTIVE



## SAYING NO TO TOBACCO



1.2

# BEATING TOGETHER

World Heart Day is a reminder to everyone around the world to take care of their hearts. This year's campaign focuses on the essential step of knowing our hearts first. Because when we know more, we can take better care.

**USE  KNOW **

**UNITING** all people from all countries and backgrounds in the fight against CVD

**DRIVING** international action

**ENCOURAGING** heart-healthy living

**BELIEVING** in a world where heart health is a fundamental human right



# 2.

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## 2023 CAMPAIGN THEME

2.1 USE ♥

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2.2 USE ♥ KNOW ♥

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2.3 PERSONALISATION  
OF THE CAMPAIGN

2.1

# 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.





## 2.2

# USE ♥ KNOW ♥

Visual language is a part of our daily lives. Emojis are one of the most popular forms of communication today, especially amongst younger generations, helping to retain people's attention and transcending language barriers.

Use heart, know heart is open-ended.

**It is not limited to a specific theme or topic.** Instead, those who activate the campaign can choose their area of focus – i.e., the environment, healthcare access, mental health or priority risk factors – and provoke their audiences with questions that are relevant and interesting to them.

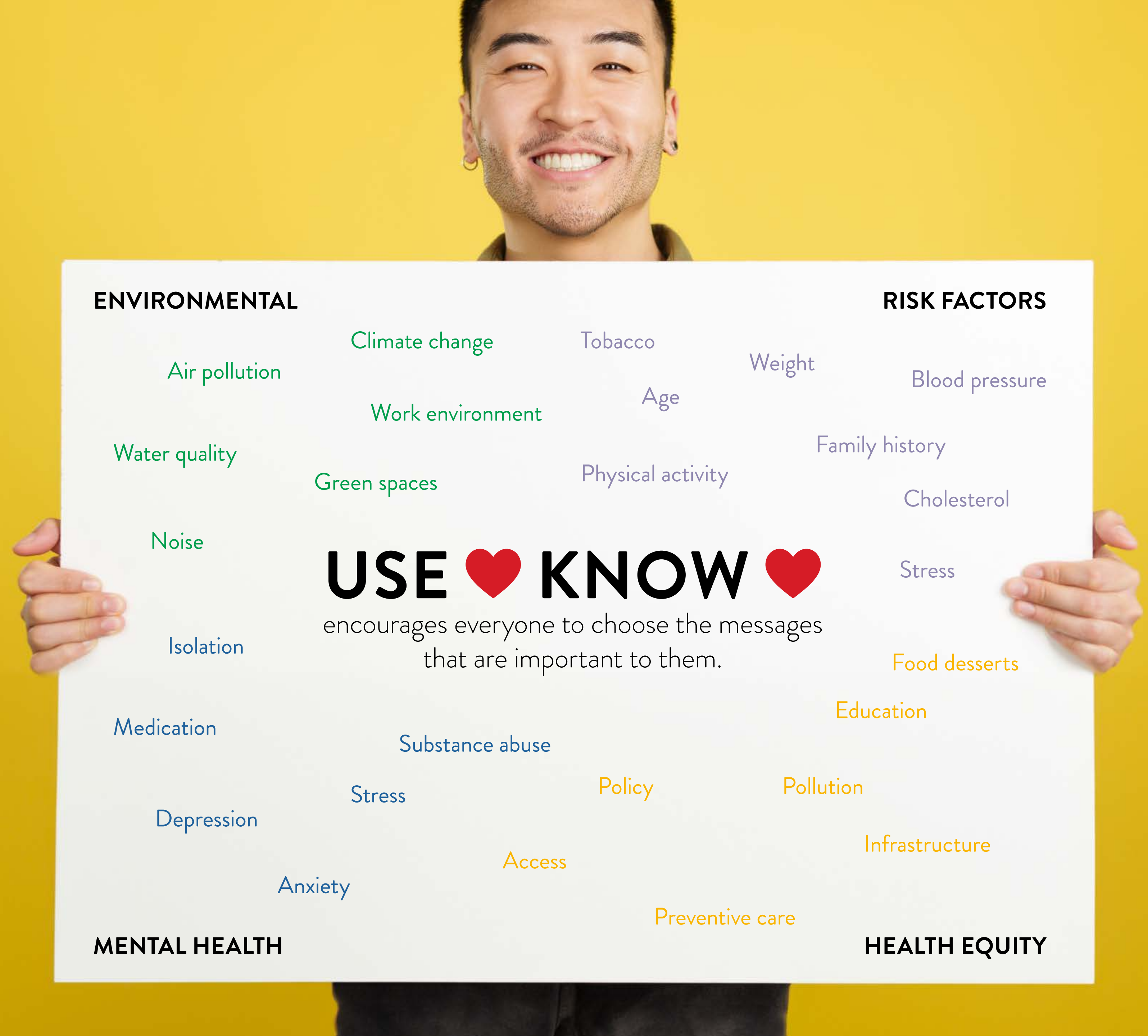


## 2.3

# PERSONALISATION OF THE CAMPAIGN

The mechanism is designed to get people thinking about their relationship with their heart, by presenting them with questions and facts, enticing them to find out more.

We encourage you to personalise your campaign, to focus on the aspects of heart knowledge that matter most to you and those around you. Apply your own perspective, world view, and lived experience to make the campaign your own.



### ENVIRONMENTAL

Air pollution

Climate change

Water quality

Noise

Isolation

Medication

Depression

Anxiety

### MENTAL HEALTH

Tobacco

Age

Physical activity

Substance abuse

Policy

Access

Preventive care

### RISK FACTORS

Weight

Blood pressure

Family history

Cholesterol

Stress

Food desserts

Education

Pollution

Infrastructure

### HEALTH EQUITY

# USE ♥ KNOW ♥

encourages everyone to choose the messages that are important to them.

# 3.

## RESOURCES

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**3.1 POSTERS**

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**3.2 LEAFLET**

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**3.3 SOCIAL MEDIA**

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**3.4 DIGITAL STICKERS AND GIFS**

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**3.5 VIDEO**

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**3.6 POSTER AND SOCIAL POST BUILDER**

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**3.7 QUIZ**

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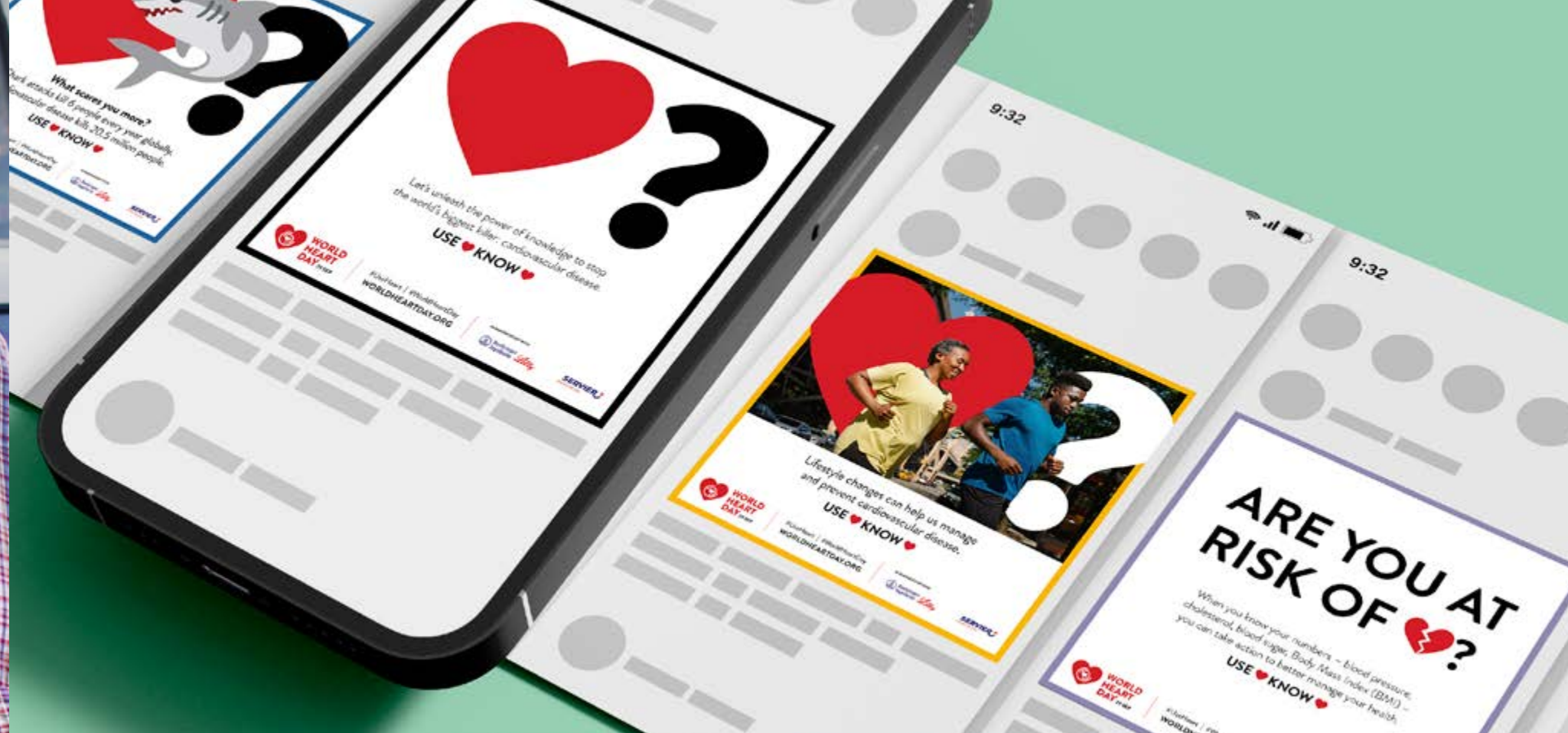
**3.8 T-SHIRT**

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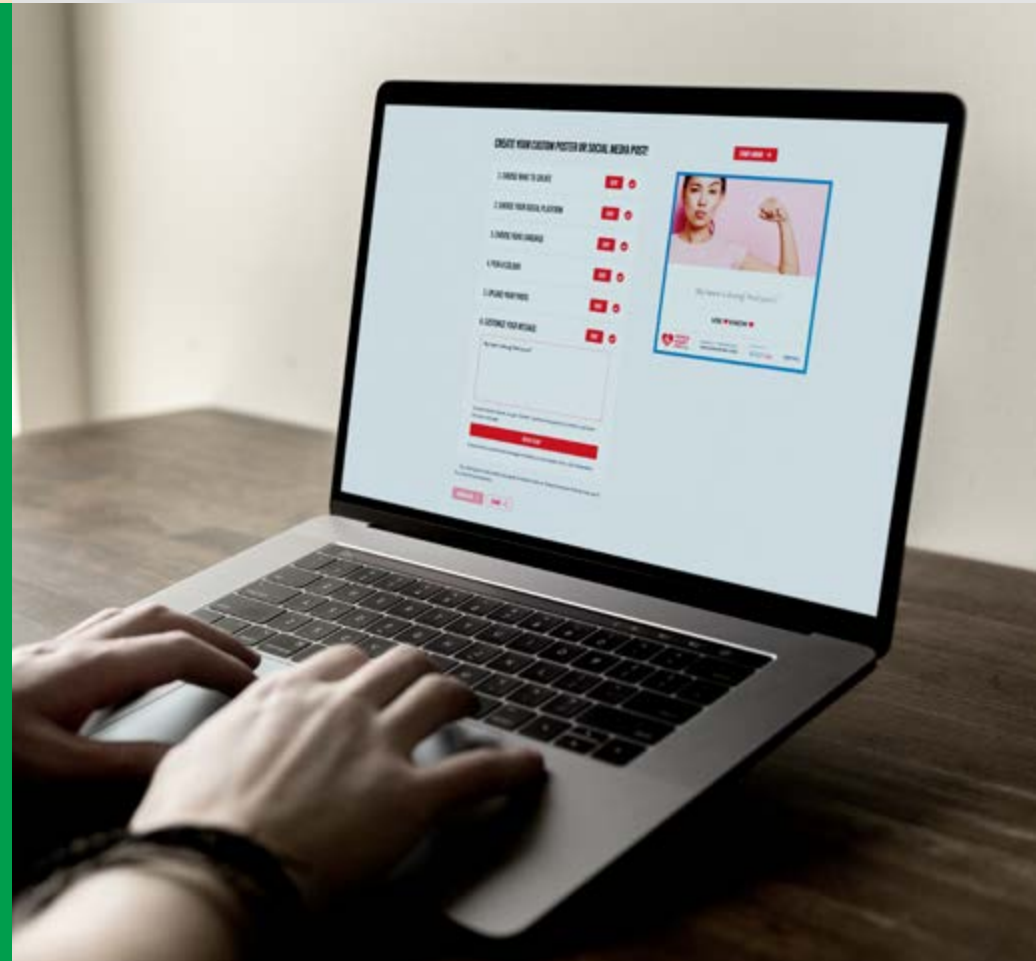
**3.9 LOGO**

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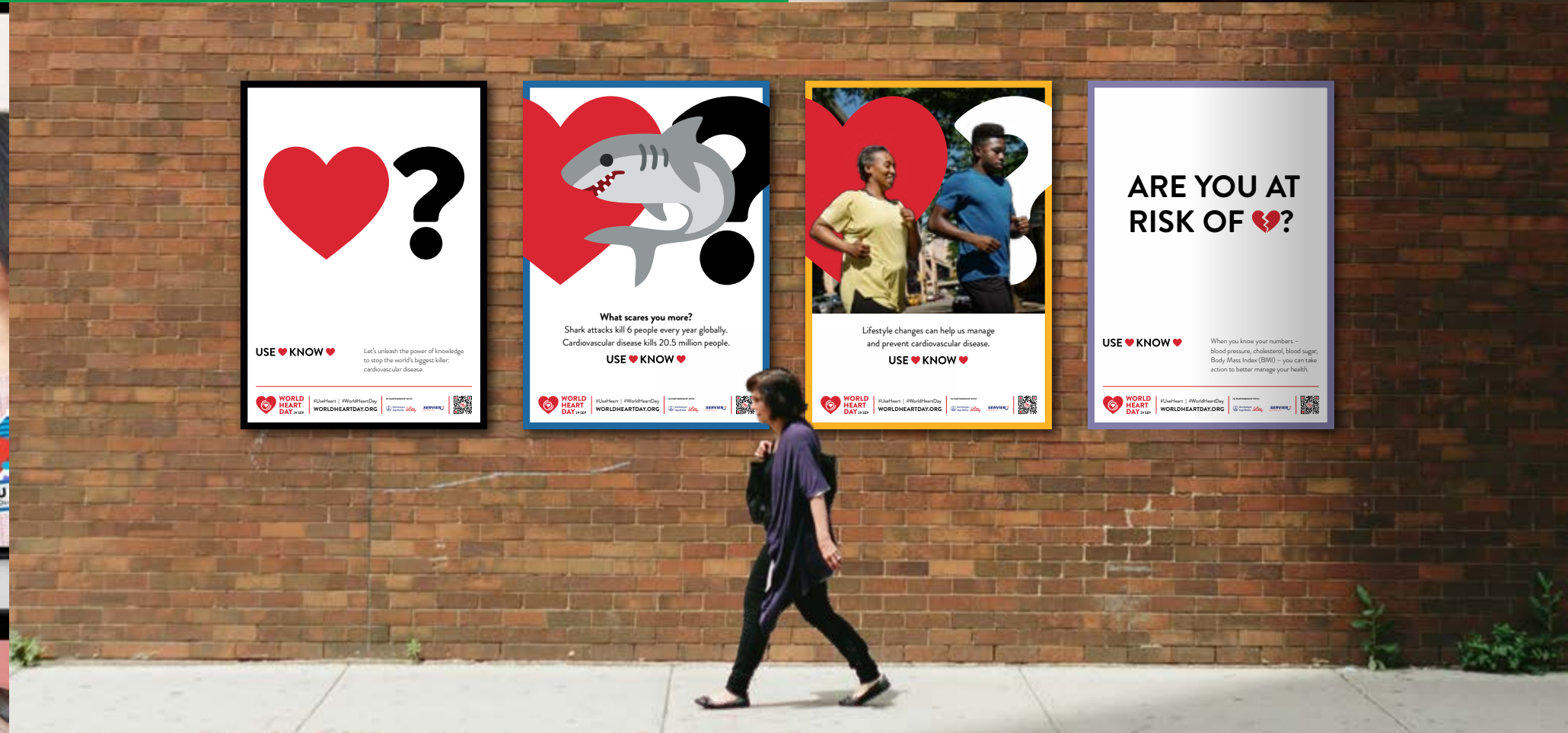
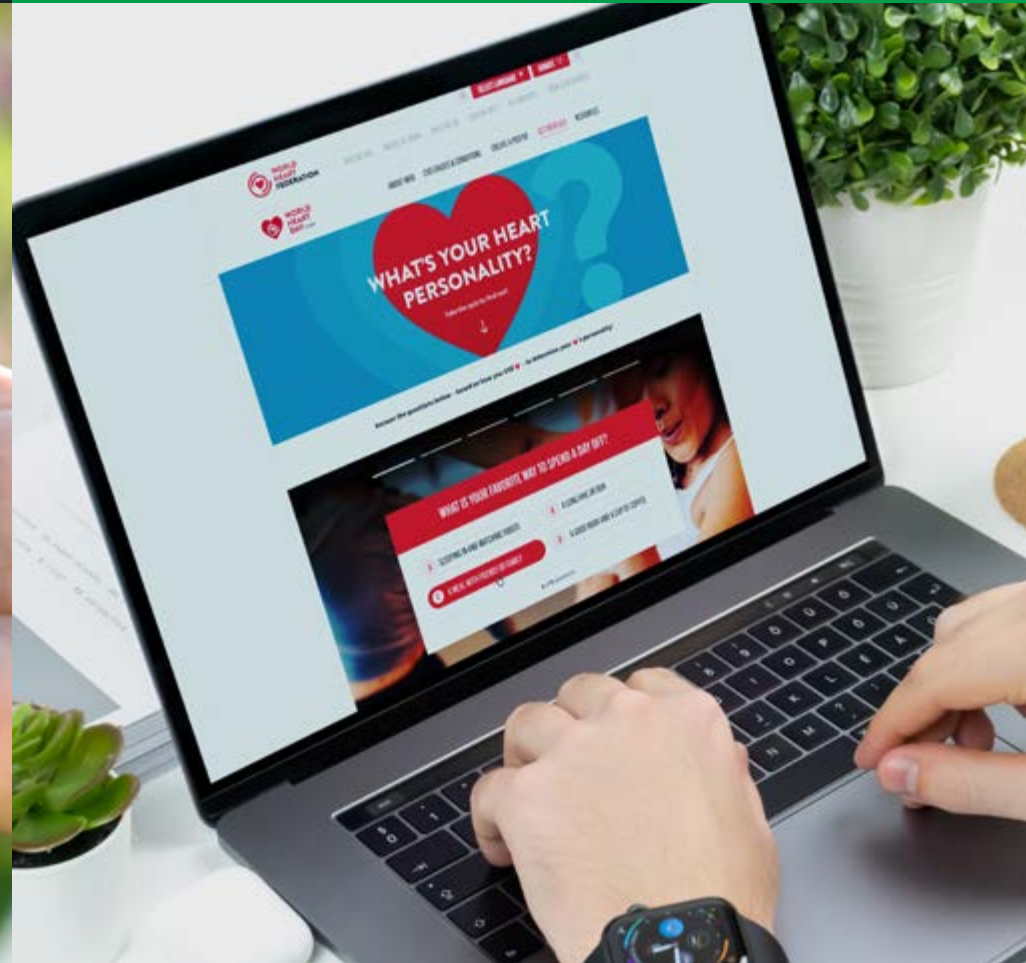
**3.10 INFLUENCER REFERENCE GUIDE**



A toolkit containing a variety of digital and printable assets is available for promoting the campaign. Some assets are provided in multiple languages allowing for cost-effective and impactful local deployment of the global campaign.



 [CLICK TO ACCESS THE RESOURCES](#)



## 3.1

# POSTERS

Four posters have been designed for the campaign and are available for download in multiple languages.



[CLICK TO ACCESS THE POSTERS](#)

## 3.2

# LEAFLET

The 2023 World Heart Day Leaflet is a printable asset intended to bring the campaign from the digital world into the physical world. The Leaflet provides practical advice on fighting CVD in the context of this year's theme of **USE ♥ KNOW ♥**

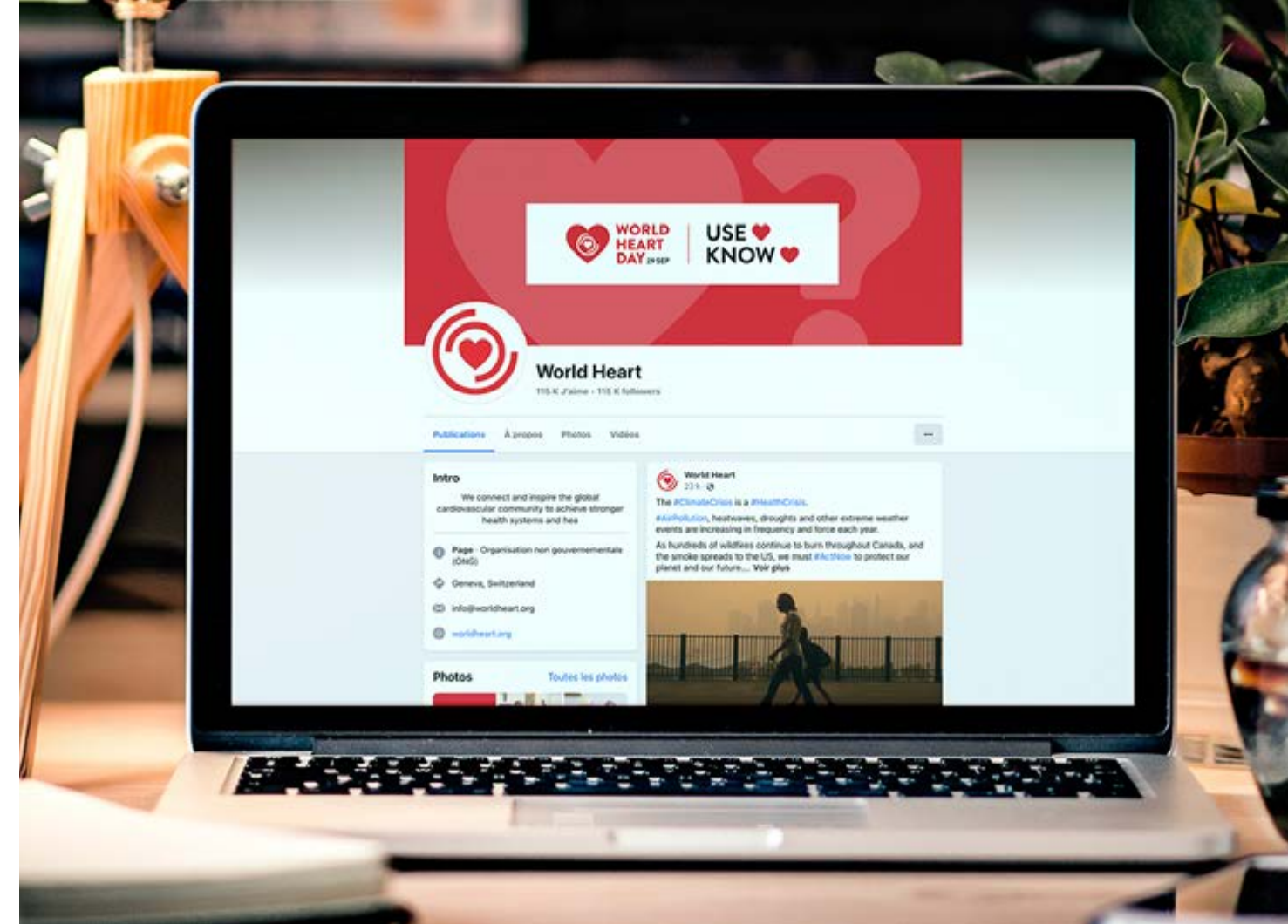


[CLICK TO ACCESS THE LEAFLET](#)

### 3.3

# SOCIAL MEDIA

A full suite of social media assets is available for bringing the **USE ♥ KNOW ♥** campaign to life online in the run up to World Heart Day 2023. WHF Members, Partners, followers, and the general public are welcome to deploy them across social media channels.



## COVER IMAGES

New cover images, sized appropriately for Facebook, Twitter and LinkedIn are available.



[CLICK TO ACCESS THE COVER IMAGES](#)



## HASHTAGS

This year's campaign will leverage the reach that has already been achieved with

#worldheartday

#useheart

Be sure to use these hashtags in all your social media posts.

## STATIC POSTS

A set of four static posts has been developed for deployment across the World Heart social media channels. Each post is available in different formats for compatibility with various channel requirements.



[CLICK TO ACCESS THE STATIC AND ANIMATED POSTS](#)



## 3.4

# DIGITAL STICKERS AND GIFS

A new set of six static stickers and four animated GIFs are available for use on social media. Show off the campaign and your own heart's personality by deploying them on organizational and personal social media channels.



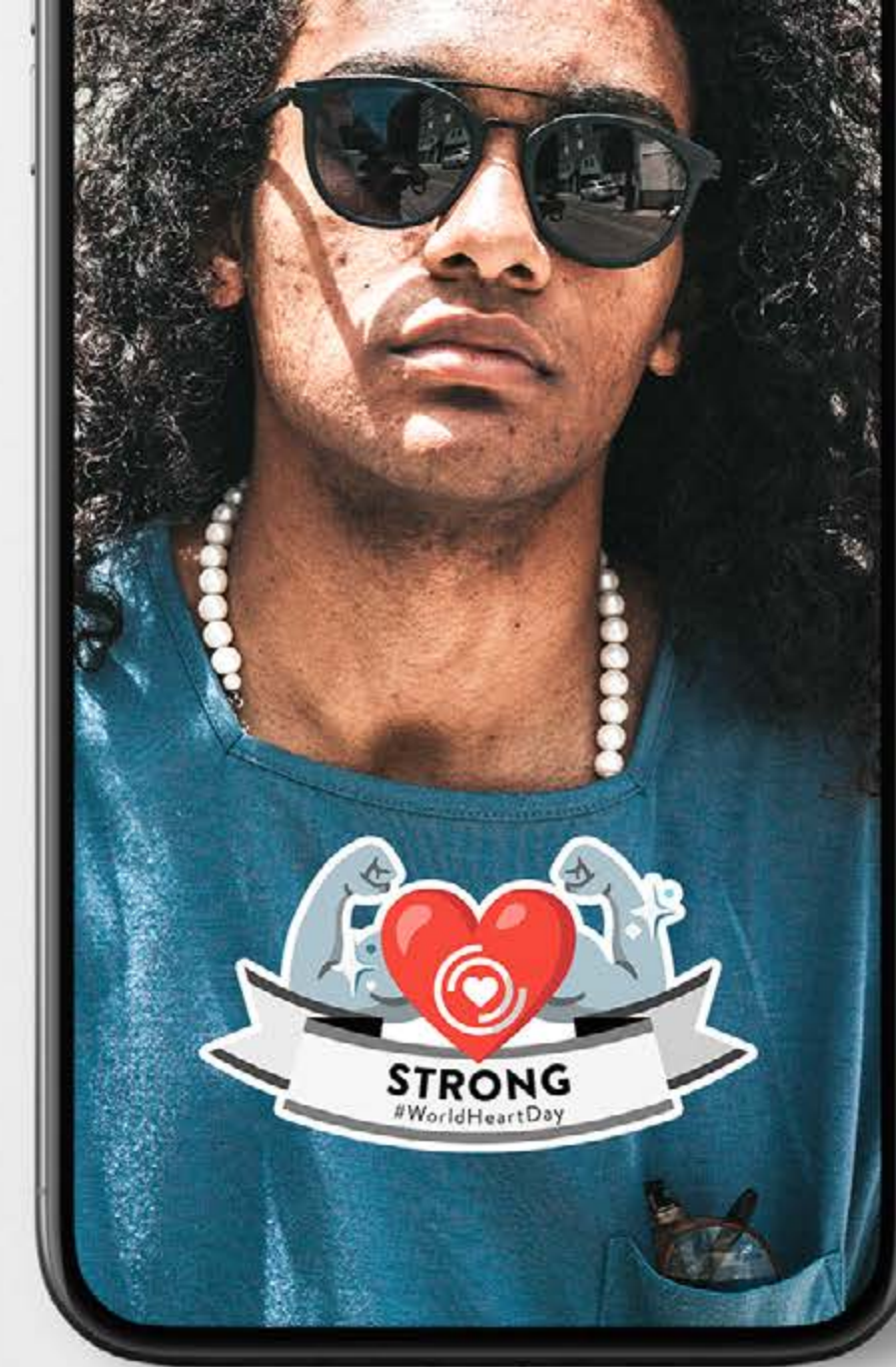
[CLICK TO ACCESS THE STICKERS AND GIFS](#)



[CLICK TO ACCESS THE GIPHY KEYBOARD \(GOOGLE PLAY\)](#)



[CLICK TO ACCESS THE GIPHY KEYBOARD \(APPLE STORE\)](#)





3.5

## VIDEO

The Use Heart Know Heart video will premier across all World Heart social media channels on 29 July marking two months to go until World Heart Day 2023.



[CLICK TO ACCESS THE VIDEOS VIA  
THE WORLD HEART FEDERATION  
YOUTUBE CHANNEL](#)



## 3.6

# POSTER AND SOCIAL POST BUILDER

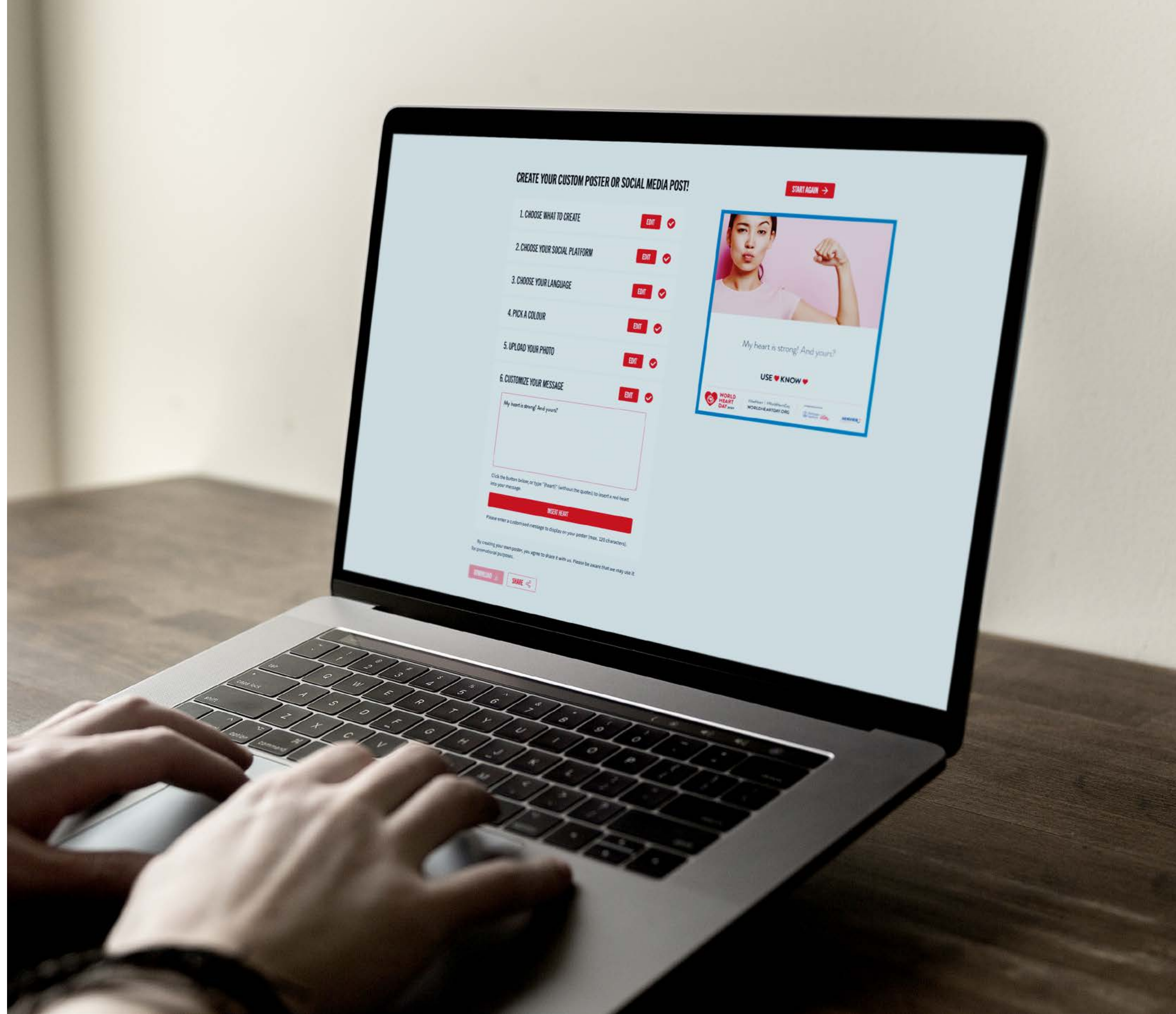
This online tool allows you to create your own World Heart Day poster or social media post. Not only can you select the colour of the frame, but also upload the image of your choice and enter the text in any language.



[CLICK TO ACCESS THE POSTER AND SOCIAL POST BUILDER](#)



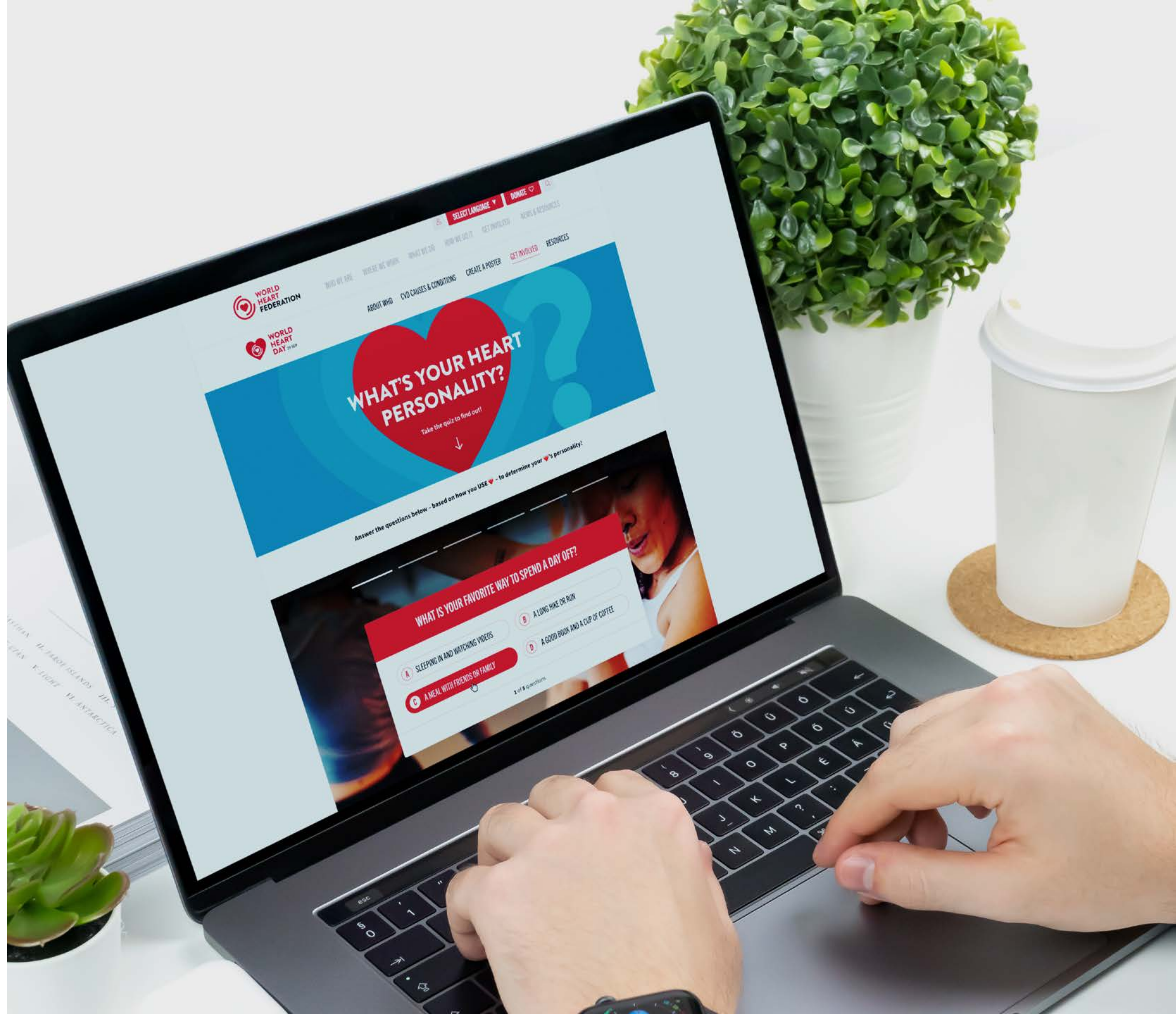
[CLICK FOR MORE INFORMATION ON HOW TO ENTER YOUR POSTER OR SOCIAL MEDIA POST IN THE WORLD HEART DAY AWARDS 2023](#)



3.7

## QUIZ

A fun new element has been added to this year's campaign in the form of a heart personality quiz. By answering just a few simple multiple-choice questions users can determine which one of four heart personality types they are. The corresponding GIF for their specific heart personality type is then available for download and for sharing on social media. The goal is to drive traffic to the website for this new activity as well as creating an additional form of engaging online content.



[CLICK TO ACCESS THE QUIZ](#)

3.8

## T-SHIRT

A new t-shirt design featuring the bold and intriguing ♥? design has been created. As no translation is necessary the t-shirt can carry the **KNOW ♥** message across the world and bring everyone together in a truly global and borderless campaign.



[CLICK TO ACCESS  
THE T-SHIRT DESIGN](#)

3.9

## LOGO

The World Heart Day Logo is available for download in more than 25 languages.



[CLICK TO ACCESS THE LOGO](#)



3.10

# INFLUENCER REFERENCE GUIDE

Share the influencer guide with local advocates and influencers. Everything they need is included in the one-page influencer guide and on the resources page.

Influencers should be encouraged to produce original content according to their own style and to the delight of their existing follower base, but they can also easily build their own posts [here](#).



[CLICK TO ACCESS THE INFLUENCER REFERENCE GUIDE](#)



# 4.

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## CAMPAIGN RESOURCES AND LOGOS USAGE

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### 4.1 HOW TO USE THE RESOURCES

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### 4.2 NOT-FOR-PROFIT ORGANIZATIONS AND HOSPITALS

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### 4.3 FOR-PROFIT COMPANIES

# HOW TO USE THE RESOURCES

World Heart Day aims to coordinate global, national, and local efforts in the fight against CVD, including heart disease and stroke. For this purpose, a suite of Resources has been developed by World Heart Federation to support any individual or organization that wants to join the campaign.





# NOT-FOR-PROFIT ORGANIZATIONS AND HOSPITALS

Not-for-profit organizations and hospitals can use World Heart Day resources and logo. We would appreciate if you could report your activities to

**[WORLDHEARTDAY@WORLDHEART.ORG](mailto:WORLDHEARTDAY@WORLDHEART.ORG)**

## DISSEMINATION AND TRANSLATION

Our campaign resources are available in multiple languages and can be adapted to each community according to the specific needs of their audiences. Not-for-profit organizations are encouraged to download and share these materials within their own networks by uploading them to their websites and social media channels, as well as printing and distributing them during their World Heart Day activities. We fully appreciate all your efforts in spreading the word about cardiovascular disease and motivating others to join this powerful cause.

## GLOBAL AND LOCAL PARTNERS

World Heart Day has two global Partners: the Boehringer Ingelheim and Lilly Alliance and Servier.

These companies generously support World Heart Day global activities in addition to undertaking their own external and internal communication campaigns that help us spread the word about CVD. We are incredibly grateful for their continued support.

If you have additional local Partners, we remind you that the logos of the global Partners must remain present on World

# FOR-PROFIT COMPANIES

WHD resources, logo, and brand without a partnership with the World Heart Federation. If you are interested in partnering for World Heart Day, please contact [SPONSORSHIP@WORLDHEART.ORG](mailto:SPONSORSHIP@WORLDHEART.ORG)

**USE ♥ KNOW ♥**

Let's unleash the power of knowledge to stop the world's biggest killer: cardiovascular disease.

 **WORLD HEART DAY** 29 SEP

#UseHeart | #WorldHeartDay  
WORLDHEARTDAY.ORG

IN PARTNERSHIP WITH



# 5.

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## GET INVOLVED

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**5.1 SOCIAL MEDIA ENGAGEMENT**

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**5.2 WORLD HEART DAY AWARDS 2023**

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**5.3 WORLD HEART DAY CHALLENGE**

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**5.4 LANDMARK ILLUMINATIONS**

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**5.5 TAKE THE CAMPAIGN INTO  
THE REAL WORLD**

# SOCIAL MEDIA ENGAGEMENT

## USE THE RIGHT CHANNELS FOR THE RIGHT AUDIENCES

LOW HEART AWARE



HIGH HEART AWARE



## USE KNOW

Be sure to mention the Use Heart Know Heart call to action.

## TELL POWERFUL STORIES

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

## TAG WHF

Always tag WHF in your posts to amplify your reach:

 Facebook

**@worldheart**

 Instagram

**@worldheartfederation**

 Twitter

**@worldheartfed**

 LinkedIn

**@worldheartfederation**



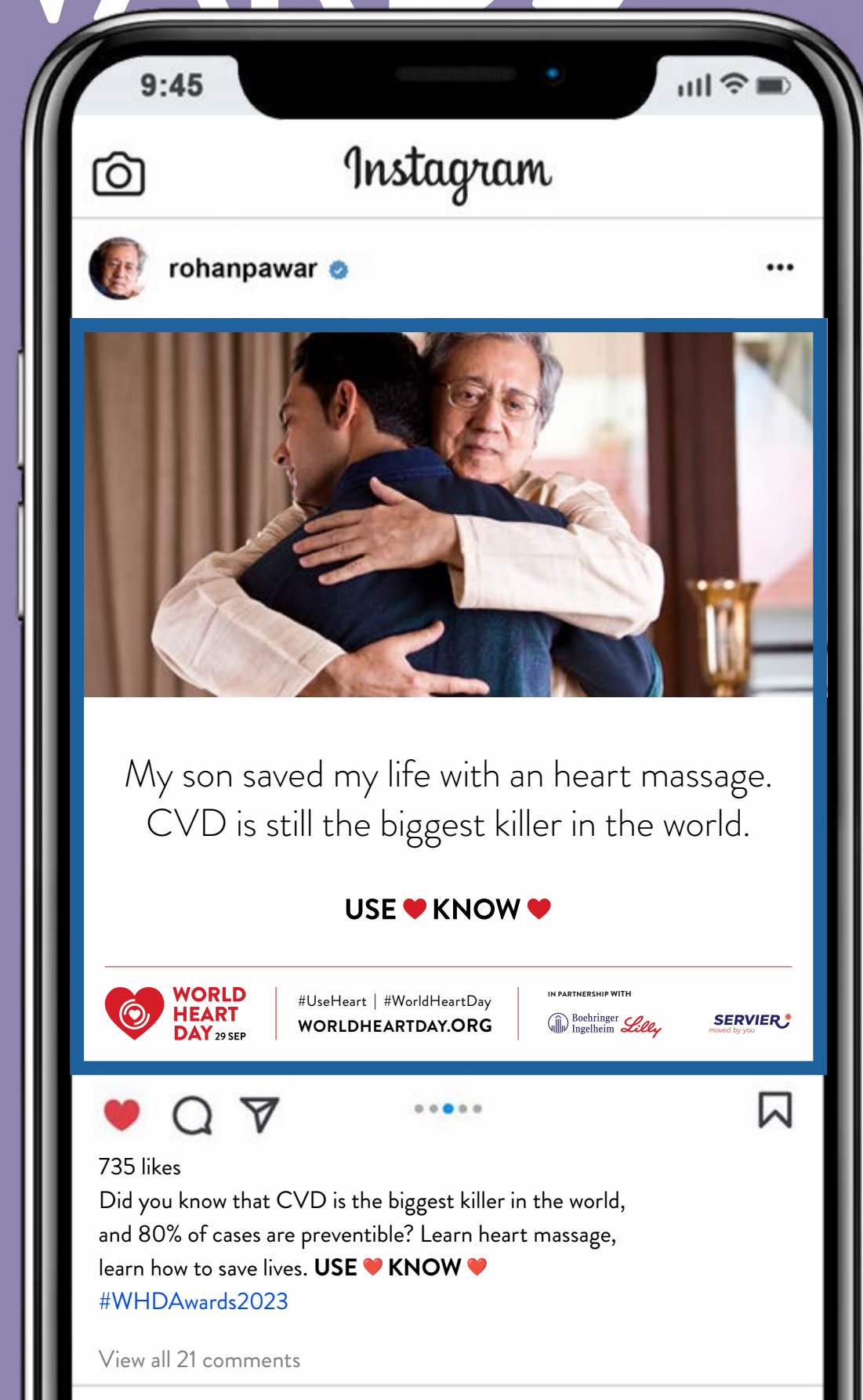
## HASHTAGS

Don't forget to include the hashtags with your posts:

#useheart

#worldheartday

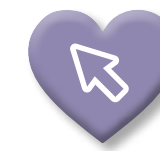
# WORLD HEART DAY AWARDS 2023



## HOW TO PARTICIPATE?

Publish your custom poster on social media during September 2023 using the hashtag

[#WHD Awards2023](#)



[CLICK TO ACCESS THE POSTER AND SOCIAL POST BUILDER](#)

## THE TWO AWARDS CATEGORIES

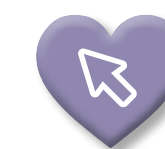
**Best World Heart Day Individual Award**, celebrating the person who has made a difference to their own heart health or that of others.

**Best World Heart Day Team Award**, celebrating groups of people who have shown real dedication to the cause of heart health for everyone.

## HOW WILL MY POSTER BE JUDGED?

The entries will be judged by the World Heart Federation team based on the creativity and emotion captured in the poster, and the impact of your statement around how you **USE ♥ KNOW ♥**

The finalists of the World Heart Day Awards will be announced on our social media platforms. Our social media community will select two winners, so make sure you are following us!

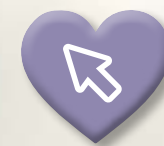


[CLICK FOR MORE INFORMATION ABOUT THE WORLD HEART DAY AWARDS 2023](#)

# WORLD HEART DAY CHALLENGE

We challenge you to walk, run or bike a heart shape in your city. Whatever the distance, every step counts for your heart health. We want to see as many hearts in as many locations as possible by 29 September 2023. Whether alone

or in a group, create your heart shape and share it with others on the World Heart Day site.



[CLICK TO ACCESS THE WORLD HEART DAY CHALLENGE](#)

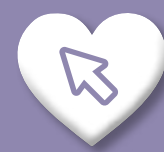


# LANDMARK ILLUMINATIONS

Every year, we illuminate monuments around the world on 29 September, lighting them up red to raise awareness of cardiovascular disease, the world's number one killer.

Several iconic landmarks across the globe have featured in previous campaigns: from the Rumi Darwaza Gate in India and the Independence Angel in Mexico, to the Cairo University in Egypt and the Fatih

Sultan Mehmet Bridge in Turkey. In 2023, we are connecting the world through its many iconic landmarks by encouraging everyone, everywhere to shine a red light for heart health.



[CLICK TO SUBMIT THE DETAILS OF  
A LANDMARK'S ILLUMINATION TO  
FEATURE IT ON OUR MAP](#)



5.5

# TAKE THE CAMPAIGN INTO THE REAL WORLD



COOL MUSIC - 120BPM  
COOL HEART - 80BPM

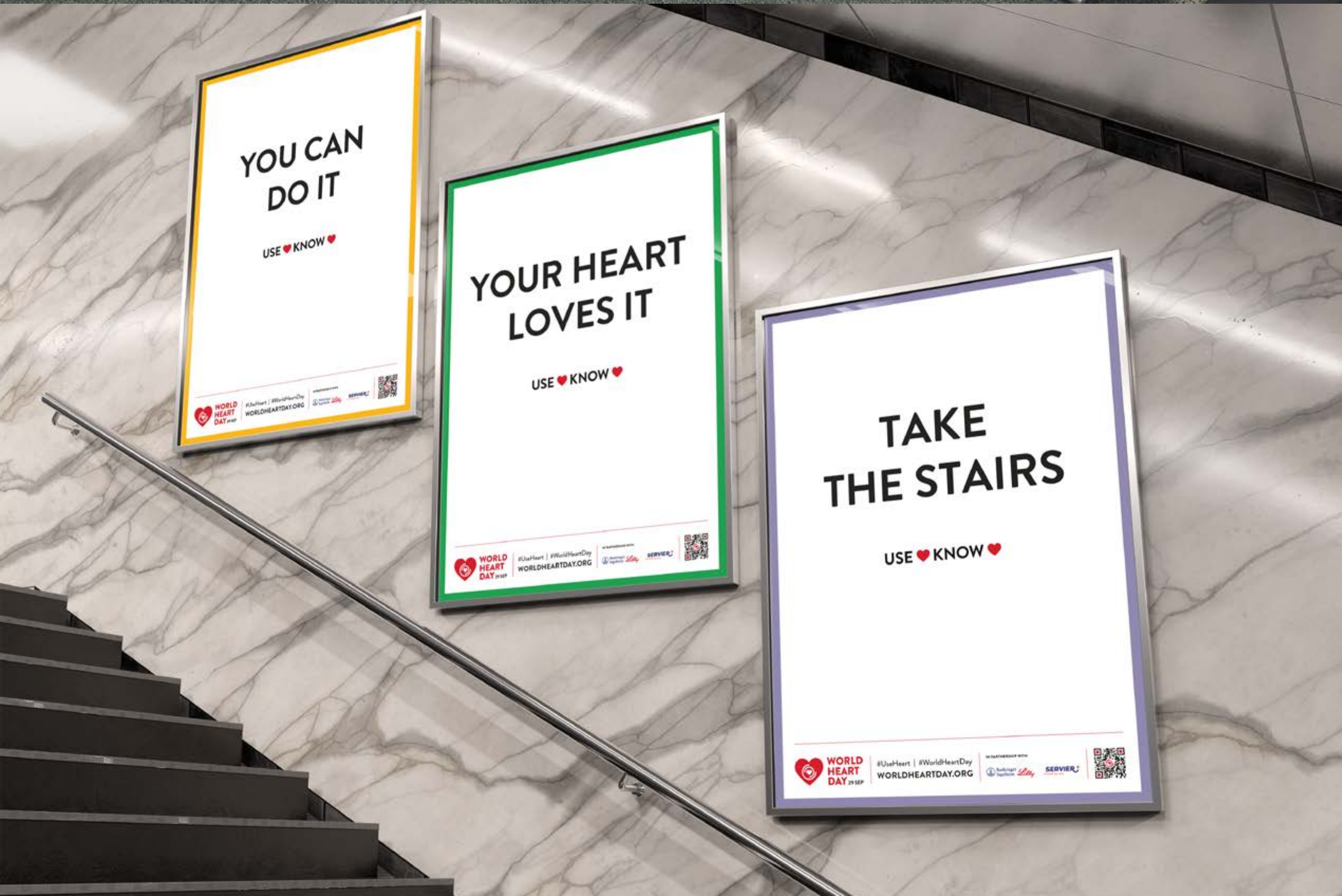
USE ♥ KNOW ♥

Join the movement and dance for your ♥'s health | [WORLDHEARTDAY.ORG](http://WORLDHEARTDAY.ORG) | [#UseHeart](https://twitter.com/UseHeart)



5.5







**WORLD  
HEART  
DAY** 29 SEP

IN PARTNERSHIP WITH

