



**WORLD  
HEART  
DAY** 29 SEP

Playbook 2024



# WORKING TOGETHER

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

*Individuals, families, schools, community groups and governments.*

For any assistance, please email:

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

The team will do their utmost to support you.



# CONTENTS

## 1.

### INTRODUCTION

- 1.1 The history
- 1.2 Beating CVD (❤️) together
- 1.3 Measuring impact
- 1.4 Audiences

## 2.

### THEME

- 2.1 Use ❤️
- 2.2 Use ❤️ for Action
- 2.3 2024 campaign

## 3.

### RESOURCES

- 3.1 Posters
- 3.2 Social media
- 3.3 Poster and social post builder
- 3.4 GIFs
- 3.5 Influencer reference guide
- 3.6 Leaflet
- 3.7 Video
- 3.8 Merchandise
- 3.9 Logo

## 4.

### CAMPAIGN RESOURCES AND LOGOS USAGE

- 4.1 How to use the resources
- 4.2 Not-for-profit organizations and hospitals
- 4.3 For-profit companies

## 5.

### GET INVOLVED

- 5.1 Global petition
- 5.2 Social media engagement
- 5.3 World Heart Day Awards 2024
- 5.4 World Heart Day Challenge
- 5.5 Landmark illuminations
- 5.6 Local fundraiser ideas
- 5.7 Take the campaign into the real world

# 1.

---

## INTRODUCTION

---

1.1 THE HISTORY

---

1.2 BEATING CVD (❤️) TOGETHER

---

1.3 MEASURING IMPACT

---

1.4 AUDIENCES

# 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 empowering our audiences to affect change and ensure the prioritization of heart health. We are asking people to:

## USE FOR ACTION

**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



1.3

## MEASURING IMPACT

World Heart Federation is committed to making World Heart Day a day of meaningful impact and change. In support of this commitment, the goals are steadfast.

Deliver a valuable  
campaign for  
Members

WHF GOAL:

**100%  
MEMBER  
ACTIVATION**

Help reduce the  
global burden of  
cardiovascular  
disease

COLLECTIVE GOAL:

**AWARNESS  
ENGAGEMENT  
AND BEHAVIOUR  
CHANGE**

Inspire action  
for heart health

COLLECTIVE GOAL:

**1 MILLION  
SIGNATURES**

**CVD POLICY CHANGE**

## AUDIENCES

The audience landscape for World Heart Day can quickly get complex and fragmented. However, there are really only two big groups of people we want to talk to on World Heart Day – those who have a lower level of awareness and engagement in heart health, and those for whom heart health is top of their agenda. Once you can frame your campaign around talking to these super audiences, you can be much more impactful in your messaging.

### LOW HEART AWARE

- ♥ Public
- ♥ General health professionals
- ♥ General health academics
- ♥ Opinion leaders
- ♥ Social impact groups
- ♥ Potential corporate Partners

*“I know heart health is important but I don’t always have the time to focus on it.”*



### HIGH HEART AWARE

- ♥ WHF Members
- ♥ Heart professionals
- ♥ Heart academics
- ♥ Patients
- ♥ Engaged policymakers
- ♥ Engaged opinion leaders
- ♥ Engaged Partners
- ♥ WHF employees

*“Improving heart health is my top priority and I’ll do everything I can to make it happen.”*



2.

---

## THEME

---

2.1 USE ♥

---

2.2 USE ♥ FOR ACTION

---

2.3 2024 CAMPAIGN

# USE HEART

USE ❤️ TO  
CONNECT

**WORLD HEART DAY** 29 SEP  
#UseHeart #WorldHeartDay  
WORLDHEARTDAY.ORG

IN PARTNERSHIP WITH  
Pfizer AstraZeneca  
Boehringer Ingelheim Lilly

2021

USE ❤️ FOR  
EVERY ❤️

**WORLD HEART DAY** 29 SEP  
#UseHeart | #WorldHeartDay  
WORLDHEARTDAY.ORG

IN PARTNERSHIP WITH  
Boehringer Ingelheim Lilly SERVIER

2022

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  
Boehringer Ingelheim Lilly SERVIER

2023

Demand action to save lives.

❤️ YES

Sign the first global petition to prioritize heart health.

**WORLD HEART DAY** 29 SEP  
#UseHeart | #WorldHeartDay  
WORLDHEARTDAY.ORG

IN PARTNERSHIP WITH  
Boehringer Ingelheim Lilly

USE ❤️ FOR ACTION

2024

## OUR NEW CAMPAIGN THEME

From 2024-2026 we will campaign under the theme of Use ❤️ for Action supporting individuals to care for their heart and empowering them to urge leaders to take cardiovascular health seriously by providing a global platform for action.

# USE ❤️ FOR ACTION

### Action

This is what we are asking people to do. To intentionally and effectively apply their time, energy, and skills to create meaningful impact.

### Connection

The heart is the only organ you can hear and feel working. 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. Actions driven by the heart are fuelled by care and commitment to making a difference.

### Purpose

Denotes the goal we are striving for: prioritization and improvement of heart health.

### Goal

The deliberate and impactful execution of efforts. Highlights a shift from awareness to empowering with a clear purpose and goal. There is also the two-way nature of action: (1) efforts to influence policies, advocate for behavior change and (2) physical activity. Reflects the requirement for sustained efforts and collaboration.

# WORLD HEART DAY IS PART OF A BIGGER MOVEMENT

Every year 29 September is the high point in our calendar, when we celebrate and support all aspects of the **USE ♥ MOVEMENT**.

Through the **USE ♥ MOVEMENT**, the WHF is acting on its mission to achieve heart health for everyone, everywhere – supporting communities to care for their hearts and empowering them to demand action from their leaders on cardiovascular disease.

2024

2025

2026

USE ♥ FOR ACTION

WORLD ♥ DAY

WORLD ♥ DAY

WORLD ♥ DAY

USE ♥ MOVEMENT

## 2.2

### 2024-2026 ACTION PLAN

2024

2025

2026

#### THEME

---

USE  FOR ACTION

#useheart

#### CAMPAIGN

---

Petition for a national  plan

#### OUTCOME

---

Policy -  
creation and implementation  
of CVD Action Plans

#### CAMPAIGN

---

Generate support for  equity\*

#### OUTCOME

---

Investment -  
in resources and knowledge to  
improve Heart Health for all

#### CAMPAIGN

---

Inspire for better  health\*

#### OUTCOME

---

Prevention -  
Heart Health awareness  
and positive behaviour change

\* to be confirmed

## 2.3

# 2024 CAMPAIGN

This World Heart Day campaign is dedicated to motivating every country to develop or support national cardiovascular health action plans.

We know that countries don't prioritize heart health. National policies for cardiovascular disease are lacking, insufficient or simply don't exist.

**Our global platform for action aims to give hearts a voice.**

High-level decision makers are needed to make a difference, but everyone has a role to be an influencer: the professional community, patients and the public.

We will send a powerful message to leaders worldwide by calling on everyone to sign the first global petition prioritizing heart health. Championing a resounding **YES** for robust health policies.



## 2.3

# THE FIRST GLOBAL PETITION PRIORITIZING HEALTH

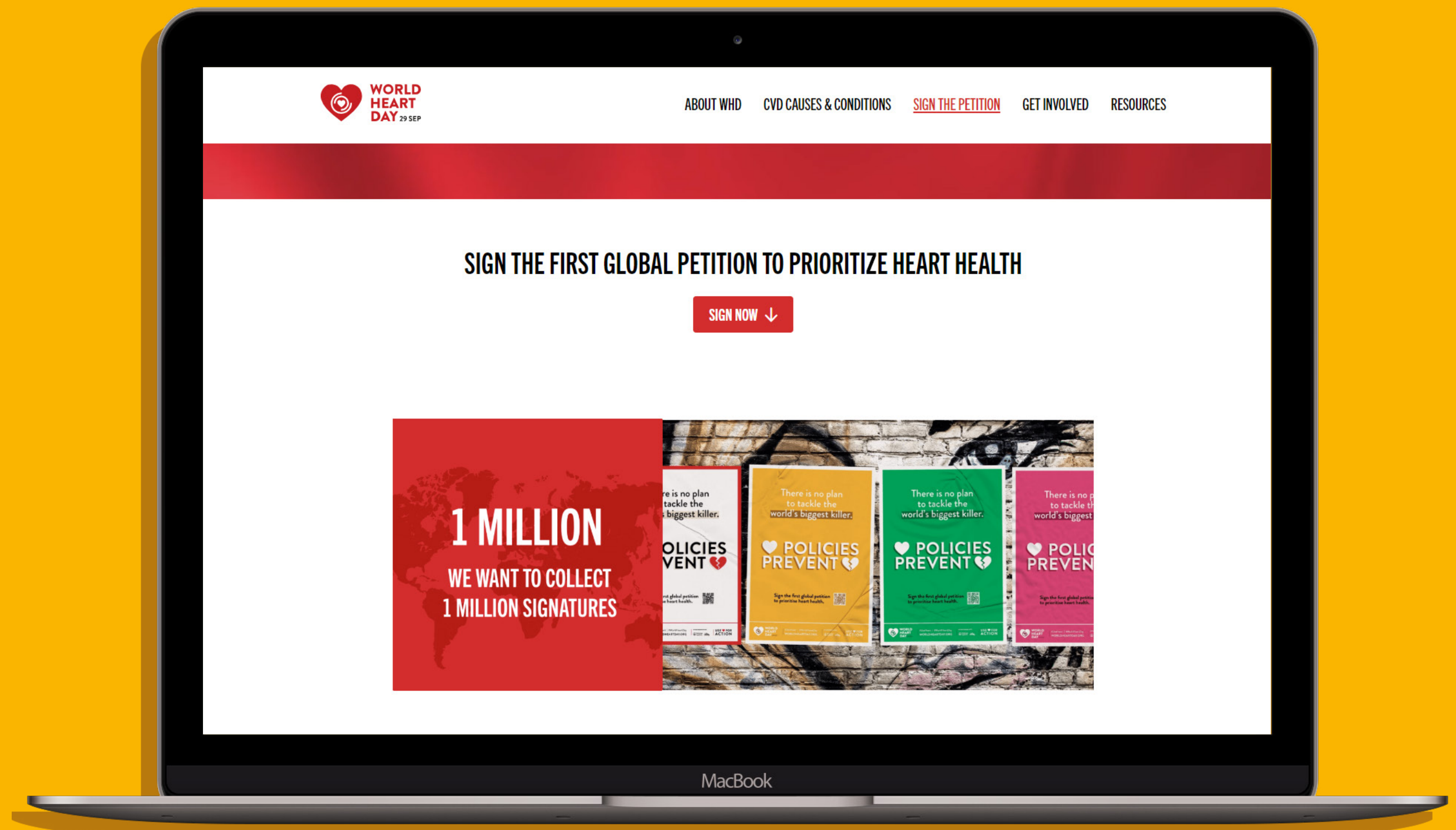
Our petition will go live July 2024 on a dedicated page on the [worldheartday.org/petition](https://worldheartday.org/petition).

Our goal is to secure **1 million signatures** worldwide by December 2024.

All World Heart Day 2024 campaign activity will work to drive our high heart and low heart audiences to the petition.

The petition will call on leaders to commit to defeating the world's biggest killer by:

- Developing and/or strengthening National Cardiovascular Health Action Plans
- Supporting a bold Political Declaration on Non-Communicable Diseases (NCDs) at the United Nations High-level Meeting on NCDs in 2025



# 3.

## RESOURCES

---

3.1 POSTERS

---

3.2 SOCIAL MEDIA

---

3.3 POSTER AND SOCIAL POST BUILDER

---

3.4 GIFS

---

3.5 INFLUENCER REFERENCE GUIDE

---

3.6 LEAFLET

---

3.7 VIDEO

---

3.8 MERCHANDISE

---

3.9 LOGO

---





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

Three customisable posters have been designed for the campaign. The posters are available for download in multiple colours and languages. The messages and images can be swapped out to meet local adaptation requirements of the campaign.

[Click to access the posters](#)



## 3.2

# SOCIAL MEDIA

A full suite of social media assets will be available for bringing the **USE ❤️ FOR ACTION** campaign to life online in the run up to World Heart Day 2024. WHF Members, Partners, followers, and the general public are welcome to deploy them across social media channels.

[Click to access the social media assets](#)

## 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.



## HASHTAGS

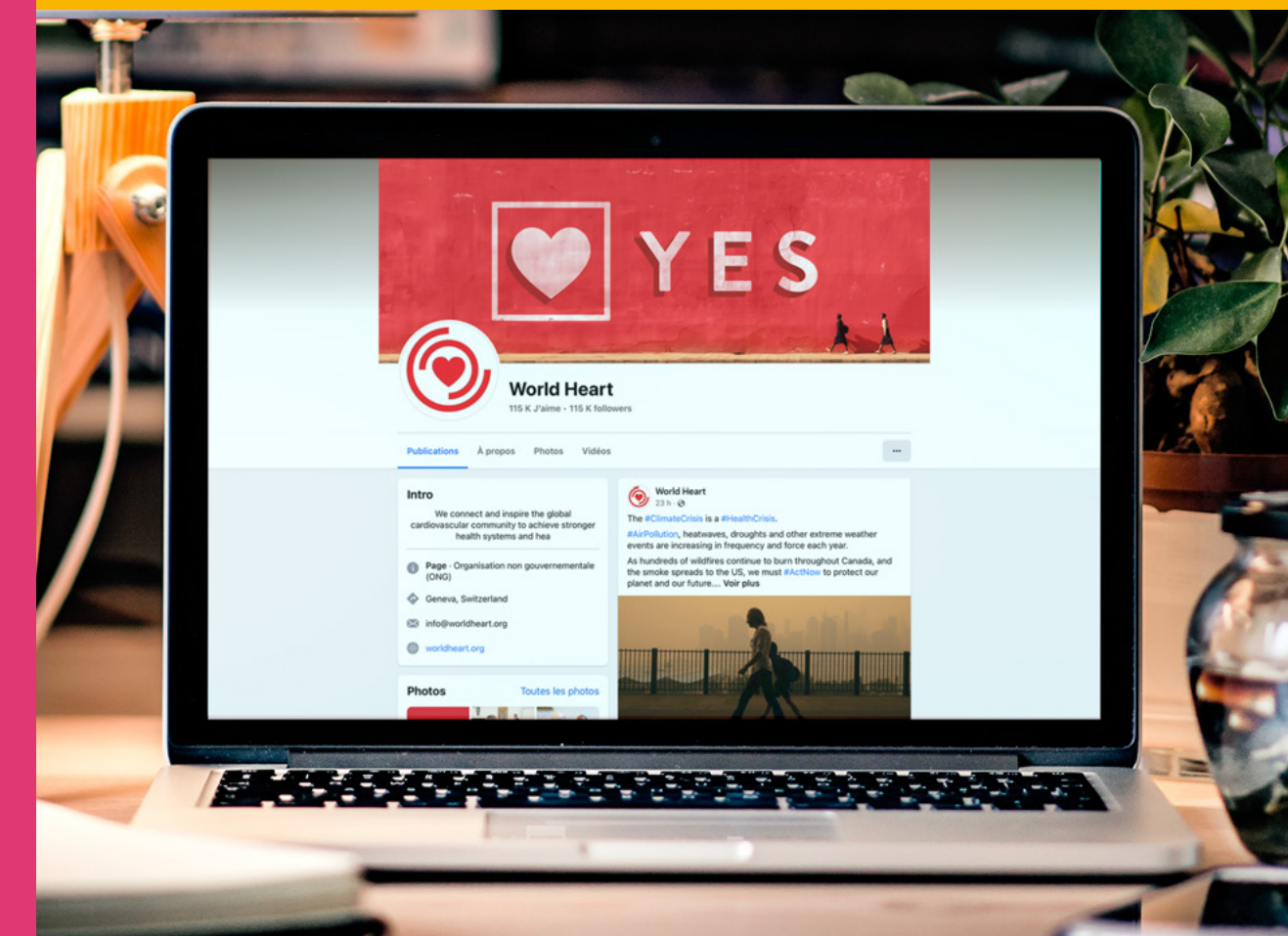
This year's campaign will leverage the reach that has already been achieved with

#worldheartday  
#useheart  
#heartyes 

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

## COVER IMAGES

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



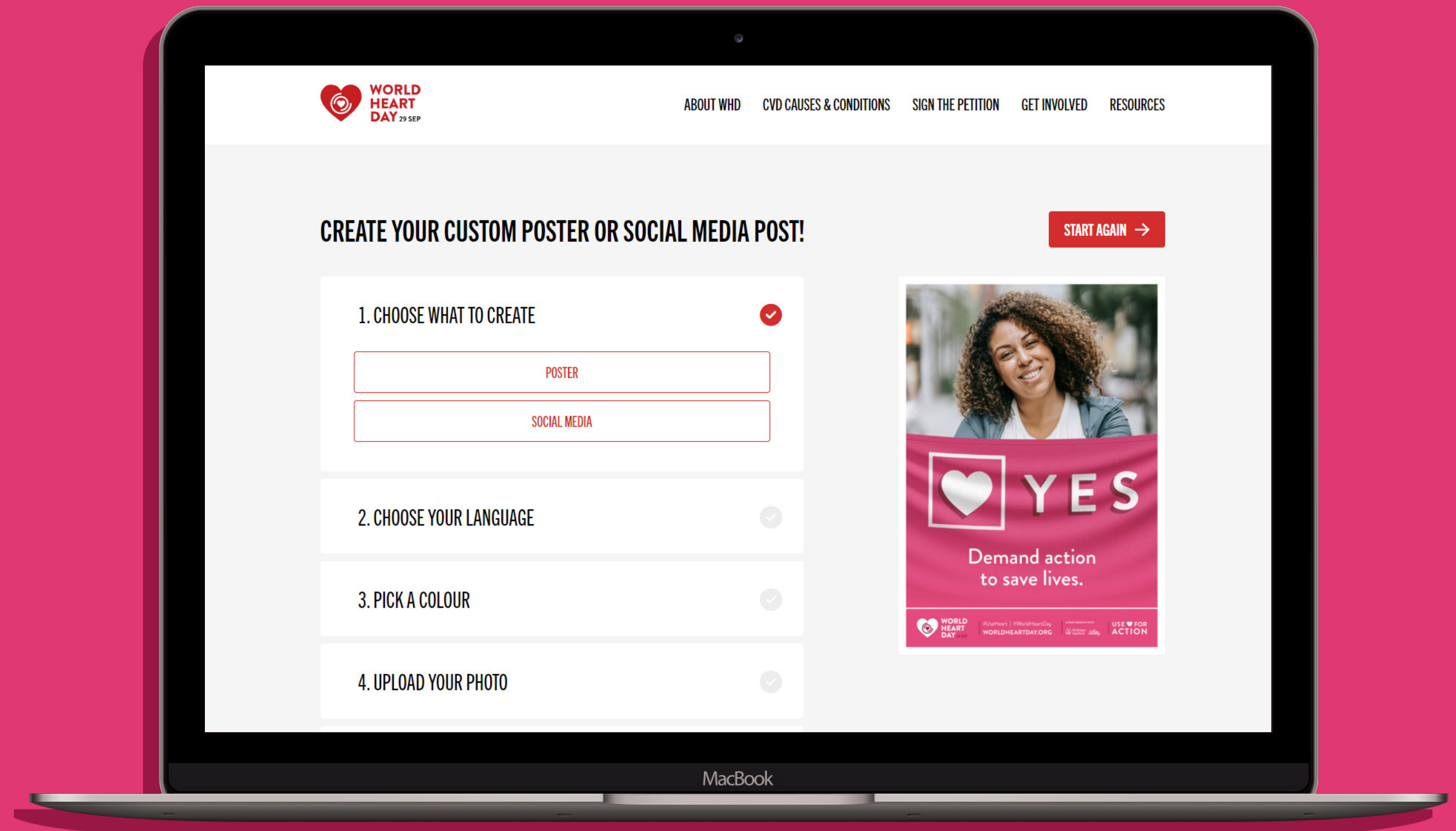
## 3.3

# POSTER AND SOCIAL POST BUILDER

The beloved post builder returns for 2024. This online tool will allow the creation of customised World Heart Day posters or social media posts.

Not only can you select the colour of the flag, but also upload the image of your choice and enter the text in any language.

[Click to access the post/poster builder](#)

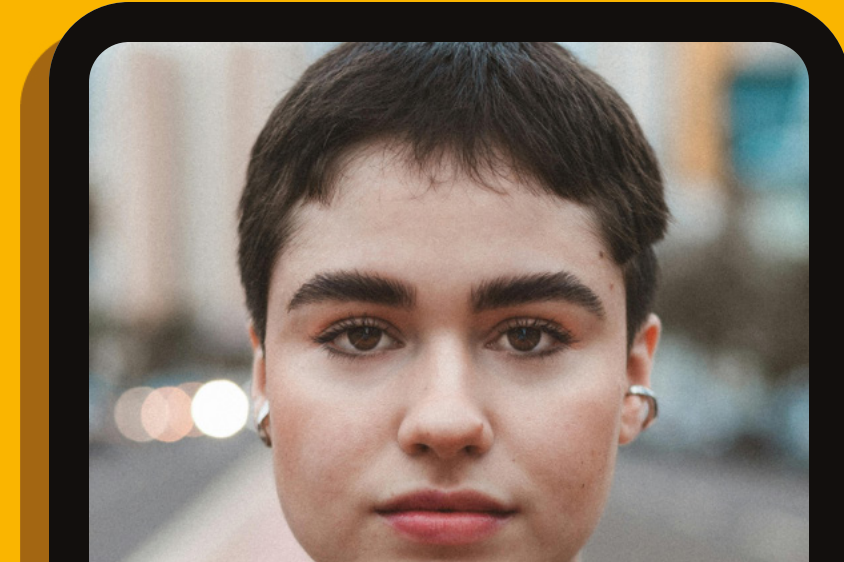
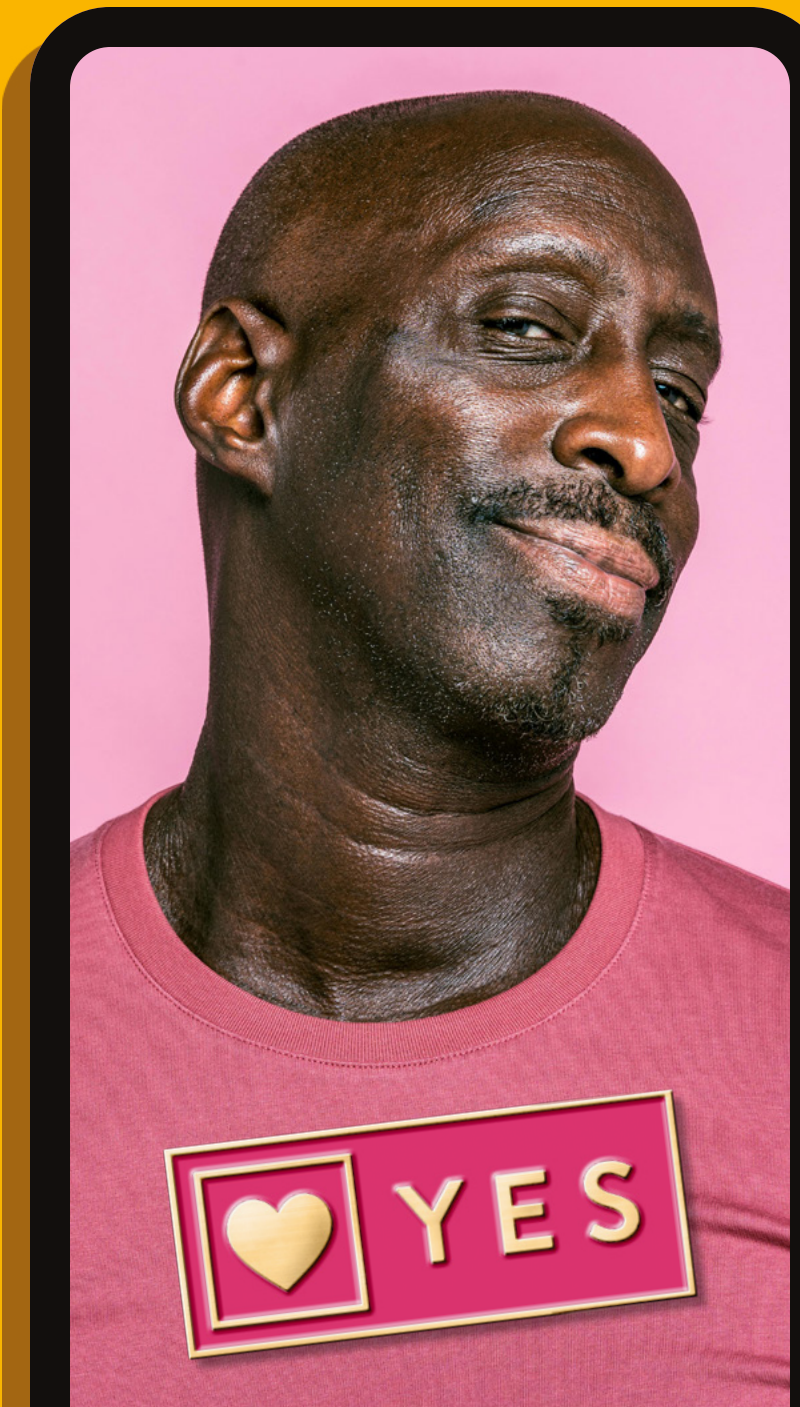


## 3.4

# GIFS

New set of animated GIFs is 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 GIFs](#)



# 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](#)



# LEAFLET

The 2024 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 cardiovascular disease in the context of this year's theme of **USE ♥ FOR ACTION.**



[Click to access the leaflet](#)

3.7

## VIDEO

The Use Heart For Action launch video announces the World Heart Day 2024 theme and will premier across all World Heart social channels early July.

[Click to access the video via the World Heart Federation youtube channel](#)





## MERCHANDISE

Since launching the “Use Heart” logo in 2020, the production of merchandise has been a unifying element of the World Heart Day campaign and other WHF initiatives across the globe.

This year through a fresh colour palette we are hoping to be more eye catching than ever before.

We encourage you to use the templates to expand into new items – taking inspiration from positive grassroots activism.

[Click to access the merchandise](#)



3.9

## LOGO

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

[Click here to access the logo](#)



# 4.

---

## CAMPAIGN RESOURCES AND LOGOS USAGE

---

4.1 HOW TO USE THE RESOURCES

---

4.2 NOT-FOR-PROFIT ORGANIZATIONS  
AND HOSPITALS

---

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.



[Click here to access the resources](#)

## 4.2

# 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. 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.

## 4.3

# FOR-PROFIT COMPANIES

World Heart Day resources, logo, and brand may not be used by for-profit organizations without a formal 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).



# 5.

## GET INVOLVED

---

5.1 GLOBAL PETITION

---

5.2 SOCIAL MEDIA ENGAGEMENT

---

5.3 WORLD HEART DAY AWARDS 2024

---

5.4 WORLD HEART DAY CHALLENGE

---

5.5 LANDMARK ILLUMINATIONS

---

5.6 LOCAL FUNDRAISING IDEAS

---

5.7 TAKE THE CAMPAIGN INTO  
THE REAL WORLD

---

## 5.1

# GLOBAL PETITION

We encourage you to share the global petition with your community – for example by organising physical World Heart Day activities – to gather as many signatures as you can to amplify our cause.

We will make a printable version of the petition available for those with more limited connectivity, but where possible recommend collection of signatures via the dedicated webpage [worldheartday.org/petition](https://worldheartday.org/petition).

We will also provide the link to the QR code that can be included on various assets to further drive people to the petition.

Your support is vital to our success and reaching our goal of collecting 1 million signatures.

[Click here to access the petition & signature page](#)

## Demand a Cardiovascular Action Plan to Save Lives.

I call on all elected officials to put a heart action plan in place and defeat the world's biggest killer.

### We count on you for:

- Health promotion and prevention
- Diagnosis, treatment and care
- Patient and community engagement
- Education & information

### A killer is on the loose. Who is protecting us?

Cardiovascular disease (CVD) is the world's number one killer. It kills more people than all forms of cancer and chronic lower respiratory disease combined. Conditions affecting the heart or blood vessels – such as heart attack, stroke and heart failure – claim more than 20.5 million lives each year.

### We can't afford inaction.

Current efforts to combat cardiovascular disease at a national level are failing almost everywhere in the world. Yet 80% of premature deaths are preventable. And leaders have known this for decades.

### How does a national heart health plan fight back?

A cardiovascular health plan acts as a strategic tool reducing premature deaths from heart disease and stroke, while also cutting healthcare costs and productivity losses, saving hundreds of billions of dollars annually worldwide.

### What can I do?

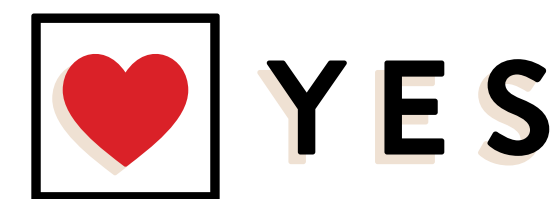
**Sign the petition** to send a powerful message to leaders that a heart action plan is necessary to prevent cardiovascular disease and protect communities from the world's biggest killer.

*"Everyone, including policymakers, should know that a solution is in their vote."*

### Why does my signature matter?

Promoting a unified effort between government and society effectively reduces the burden of cardiovascular disease. A million signatures sends a strong message to urge leaders make a bold political declaration at the United Nations High-level Meeting on Non-communicable Diseases in 2025. Together we can get there!

**Sign the first global petition to prioritize heart health.**





# SOCIAL MEDIA ENGAGEMENT

## USE THE RIGHT CHANNELS FOR THE RIGHT AUDIENCES

LOW HEART AWARE



HIGH HEART AWARE



## TELL POWERFUL STORIES

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

## USE FOR ACTION

Be sure to mention our 2024 theme and our 2024 call to action  **YES**

## TAG WHF

Always tag WHF in your posts to amplify your reach:

 Facebook  
[@worldheart](#)

 Instagram  
[@worldheartfederation](#)

 X  
[@worldheartfed](#)

 LinkedIn  
[@worldheartfederation](#)

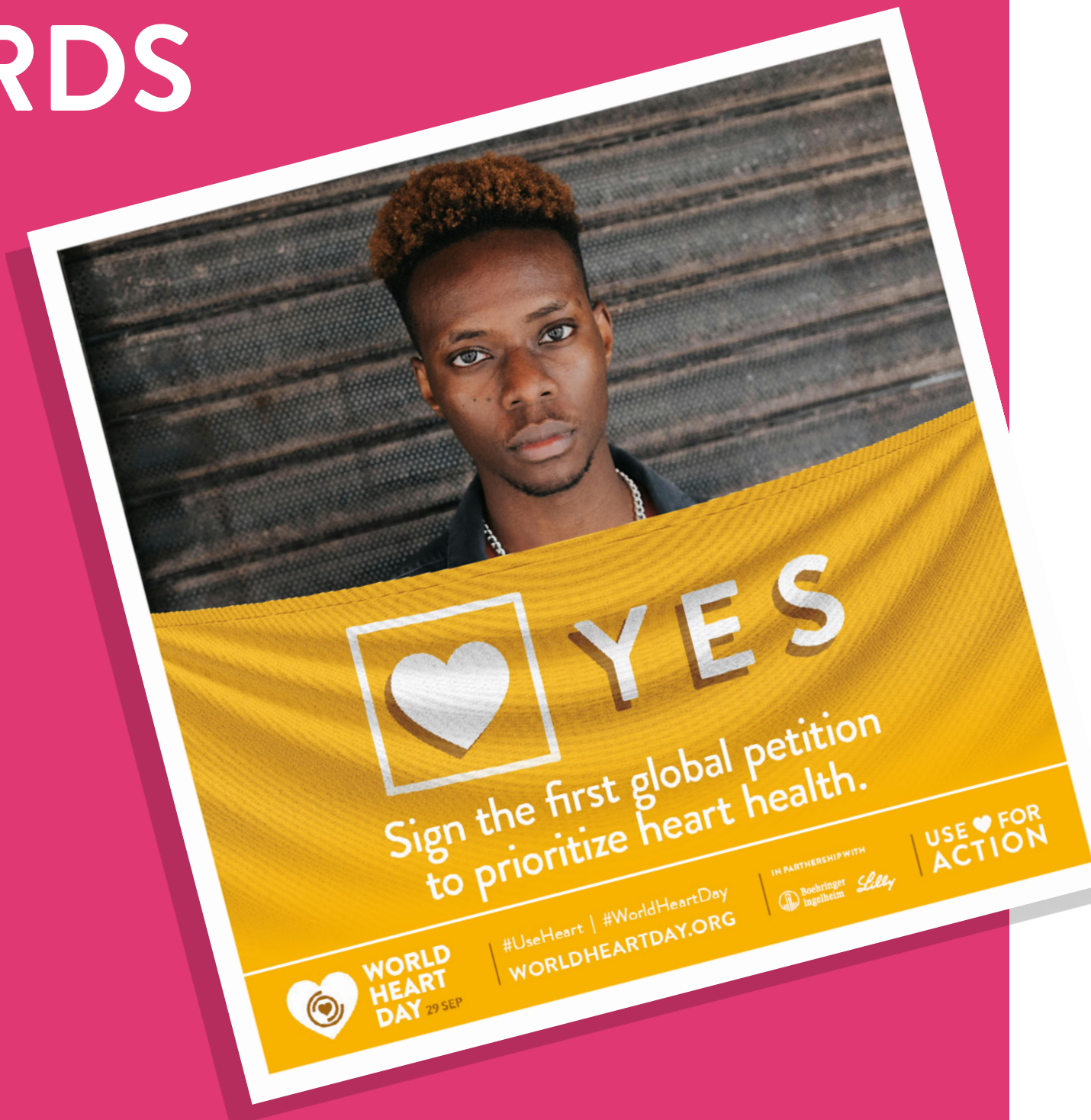


## HASHTAGS

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

[#useheart](#)  
[#worldheartday](#)  
[#heartyes](#)

# WORLD HEART DAY AWARDS 2024



## THE AWARD CATEGORIES

### 1. Best performing social media post

#### How to participate?

Design a custom poster with the World Heart Day Poster Builder and share it on social media during September 2024 using the hashtag #HeartYes.

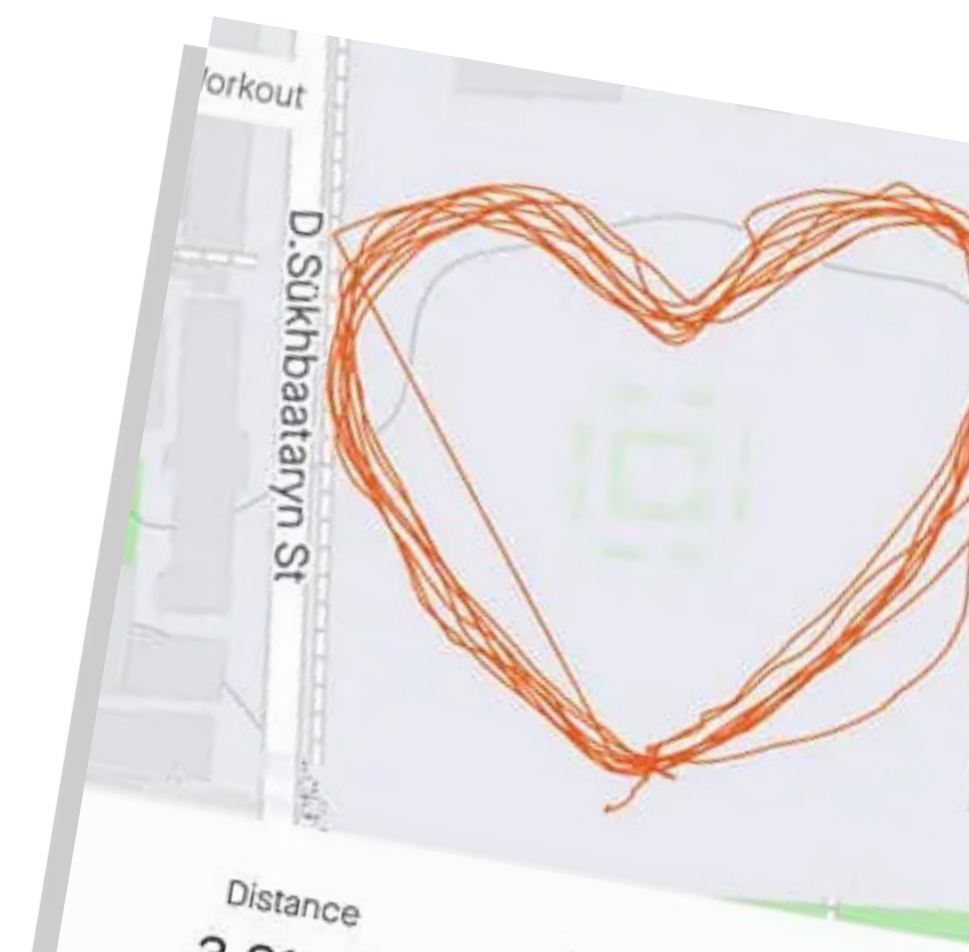
#### How will my entry be judged?

The entries will be judged by the World Heart Federation team. The finalists will be announced on our social media platforms. Make sure you are following us!

### 2. World Heart Day challenge

#### How to participate?

The most ambitious heart shape created through physical activity like walking, cycling or running. Create your route and upload it to the World Heart Day Challenge Wall.



5.4

# 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 2024. 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

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 2024, 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](#)





# LOCAL FUNDRAISING IDEAS



World Heart Day is the perfect opportunity to raise funds for your organization. These activities furthermore provide a great opportunity to encourage people to go online and sign the global petition. Here are some ideas to inspire you.

5.6



Organize a heart-themed art sale where proceeds are shared with a local organization that supports the arts.



Organize a heart-healthy bake sale. Edible QR codes to the petition could be included on some of the treats. A local celebrity could be invited to name a winner of the tastiest treat to boost participation and attendance.

Coordinate with local schools and clubs to arrange races, walkathons or bikathons where participants obtain pledges of a certain amount of money per kilometre.

Partner with a local celebrity, sports persona or social media influencer to create a heart health challenge that encourages followers to adopt heart-healthy habits and donate to the cause.



Host a community heart health with free or low-cost health screenings, educational booths and fun activities for families. It can be staffed by volunteers and take place at a central location such as a community centre, park or school.

## 5.6

Participants can be encouraged to post about their activity on social channels to further drive awareness around prioritizing heart health.

# TAKE THE CAMPAIGN INTO THE REAL WORLD

The digital assets provided can be adapted and use as inspiration for out door advertising, murals and more. In turn, these can provide the backdrop for engaging social media content.





SEEK



USE ♥ FOR ACTION


Demand action to save lives.



WORLD HEART DAY 29 SEP

Sign the first global petition to prioritize heart health.

SEEK



USE ♥ FOR ACTION



YES





**WORLD  
HEART  
DAY** 29 SEP

IN PARTNERSHIP WITH

