

INFLUENCERS' FACTSHEET

USE FOR ACTION

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) is the world's number one killer. Combined, conditions affecting the heart or blood vessels – such as heart attack, stroke and heart failure – kill 20.5 million every year. World Heart Day, which takes place every year on 29 September, is an opportunity to highlight the actions that individuals can take to prevent and manage CVD.

YES

This year's campaign focuses on motivating every country to have a national action plan for CVD. We know that too many countries do not prioritize heart health.

We will send a powerful message to leaders worldwide by calling on everyone to sign the first global petition prioritizing heart health.



WORLDHEARTDAY.ORG

IN PARTNERSHIP WITH



INSTAGRAM

DELIVERABLES

- 1 Instagram Story published around **25 September** reminding people that World Heart Day is being celebrated on **29 September** and encouraging people to sign the global petition to urge their leaders to take heart health seriously.
- 2 Instagram Post or Reel on **29 September** highlighting the campaign's key messaging.

HASHTAGS

#UseHeart #WorldHeartDay #HeartYes

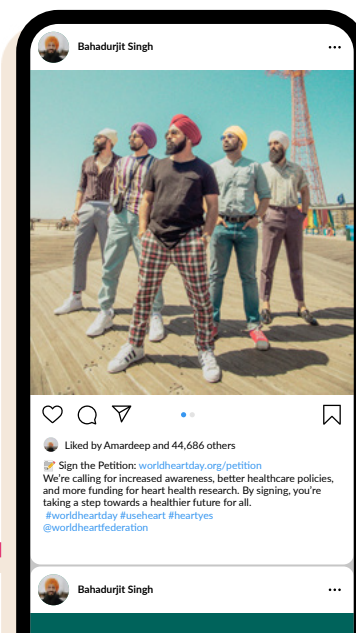
MENTIONS

@worldheartfederation

LINKS

worldheartday.org/petition

Must provide link to the global petition and encourage followers to sign the petition and post about it.



TIKTOK

DELIVERABLES

- 1 TikTok video published around **25 September** reminding people that World Heart Day is being celebrated on **29 September** and encouraging people to sign the global petition to urge their leaders to take heart health seriously.
- 2 TikTok video published on **29 September** highlighting the campaign's key messaging.

HASHTAGS

#UseHeart #WorldHeartDay #HeartYes

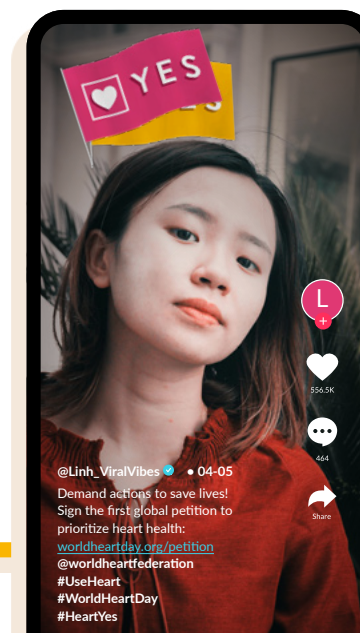
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CREATOR BRIEF

HELP US SPREAD THE WORD

Below are some suggested messages for your social media posts. Feel free to amplify them by including the official World Heart Day resources, such as posters, GIFs and stickers, available to download at www.worldheartday.org.

Please note that these resources can only be used in association with World Heart Day initiatives, and cannot be used to endorse or promote any products.

25 SEPTEMBER

Demand action to save lives! Sign the first global petition to prioritize heart health: worldheartday.org/petition @[worldheartfederation](https://www.instagram.com/worldheartfederation) #UseHeart #WorldHeartDay #HeartYes

Join the fight against cardiovascular disease on #WorldHeartDay, 29 September! Sign @[worldheartfederation](https://www.instagram.com/worldheartfederation)'s global petition to put a heart action plan in place and defeat the world's biggest killer: worldheartday.org/petition #UseHeart #HeartYes

Cardiovascular disease is the leading cause of death worldwide. Sign the first global petition demanding a cardiovascular action plan: worldheartday.org/petition @[worldheartfederation](https://www.instagram.com/worldheartfederation) #UseHeart #WorldHeartDay #HeartYes

29 SEPTEMBER

This #WorldHeartDay, sign the petition: worldheartday.org/petition. We're calling for increased awareness, better healthcare policies and more funding for heart health research. By signing, you're taking a step towards a healthier future for all. @[worldheartfederation](https://www.instagram.com/worldheartfederation) #UseHeart #HeartYes

This #WorldHeartDay, take action against cardiovascular disease! Sign the petition and help demand a heart action plan to prevent the leading cause of death worldwide: worldheartday.org/petition @[worldheartfederation](https://www.instagram.com/worldheartfederation) #UseHeart #HeartYes

For any queries, please contact the World Heart Day team at worldheartday@worldheart.org.

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