

USE TO ACT NOW ON **ANGINA** CAMPAIGN TOOLKIT

LOW HEART

WHY LAUNCH A COMMUNICATIONS CAMPAIGN ON ANGINA?

Angina is an underlying symptom of cardiovascular disease, which is known to cause 4.1 million deaths¹ a year in Europe alone.

Although angina is relatively common, it can still be difficult to identify. Angina can manifest itself typically or atypically, so it is often mistaken for indigestion, fatigue or stress by both patients and physicians.

More needs to be done to ensure that health care professionals don't down play angina or miss the symptoms. By recognizing angina quickly, physicians can stop cardiovascular disease from getting worse – which prevents sufferers from living life to the full.

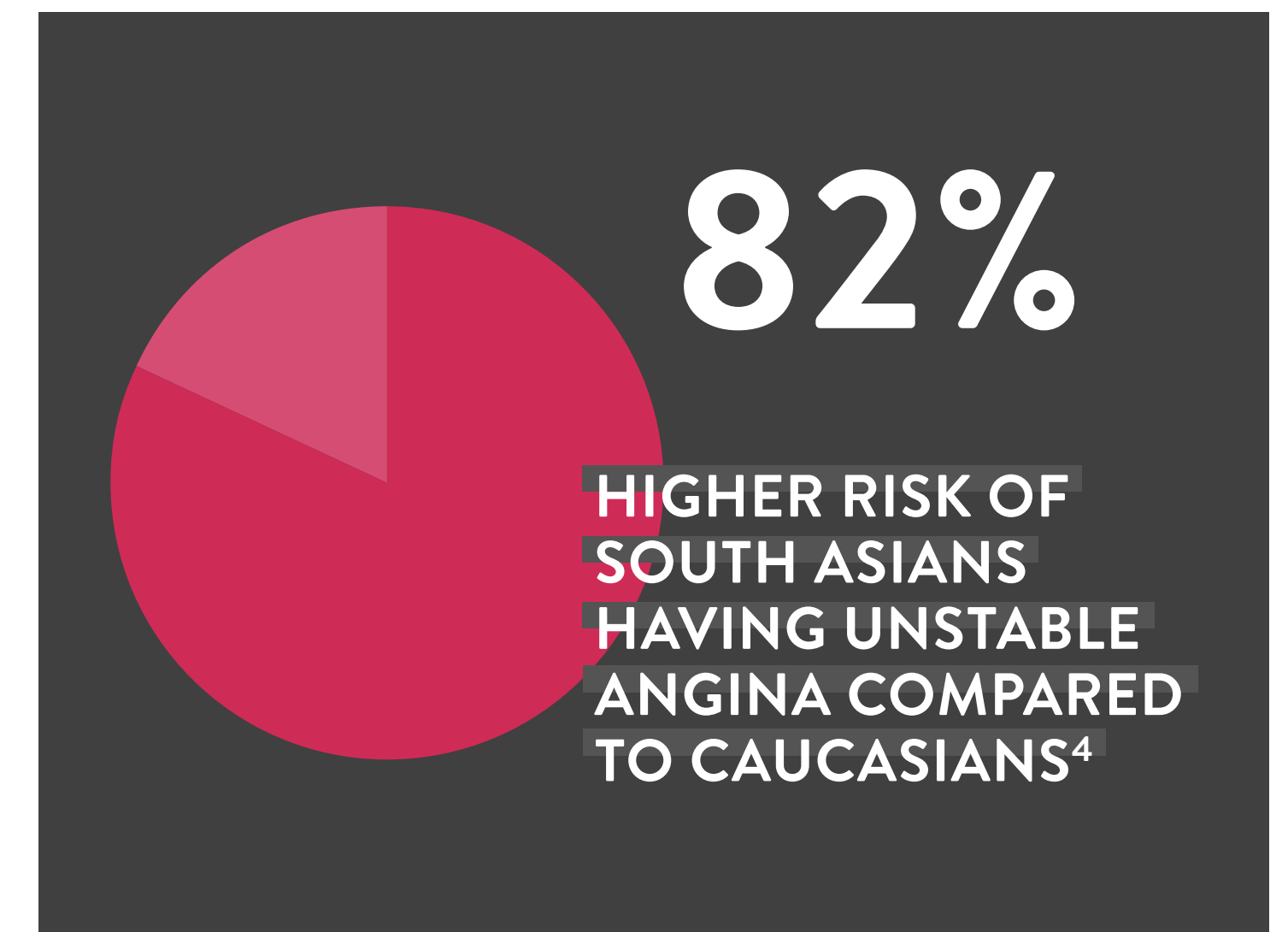
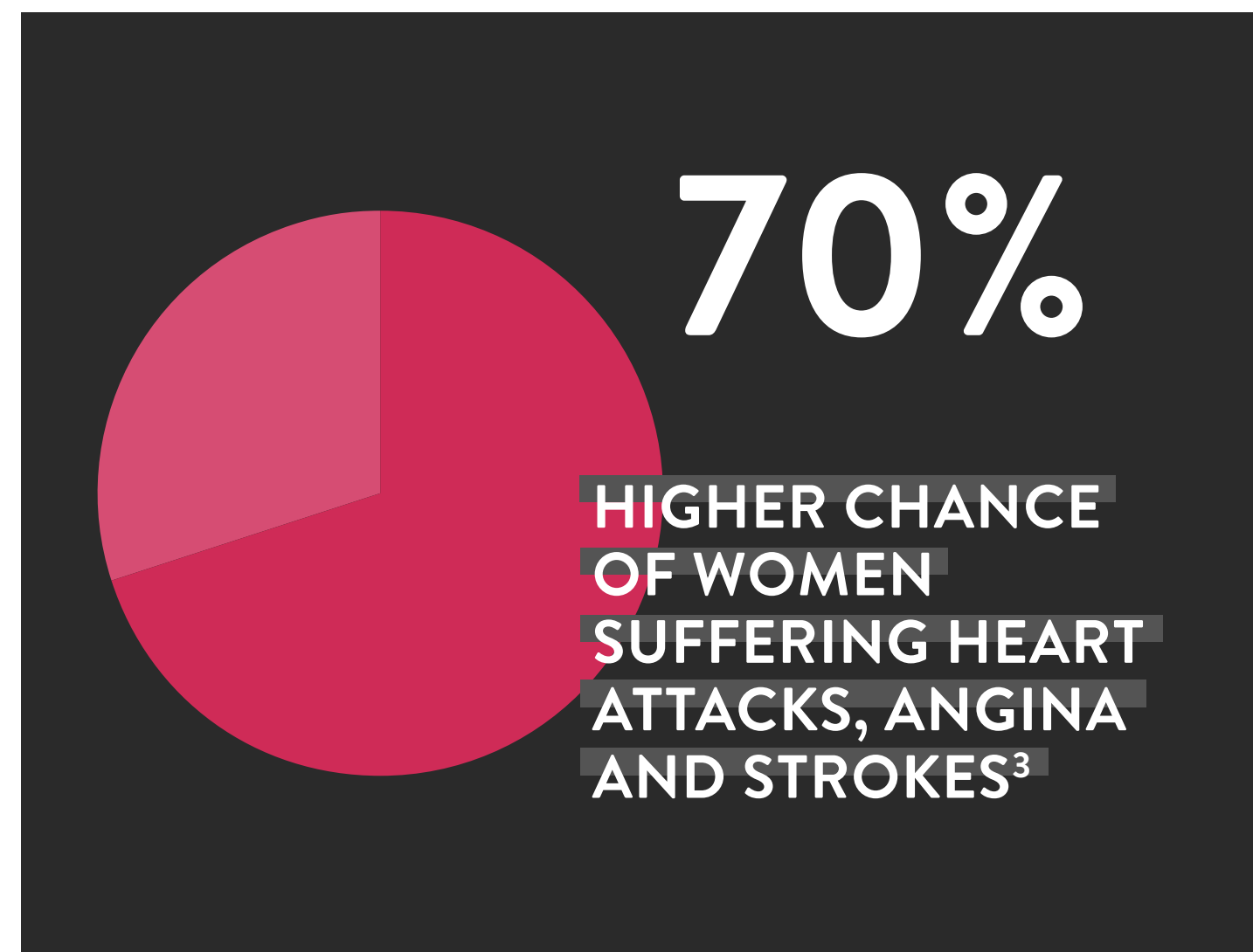
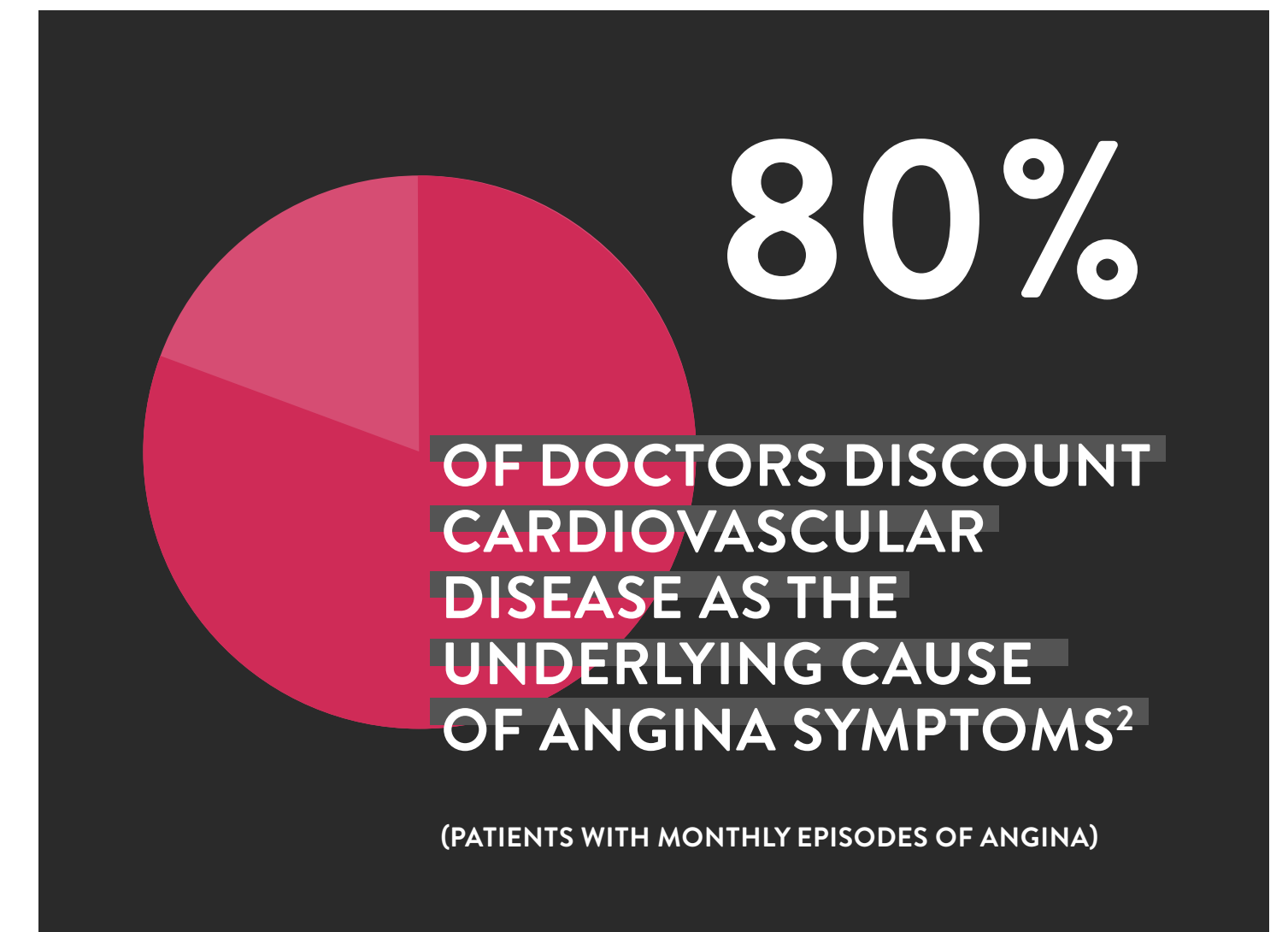
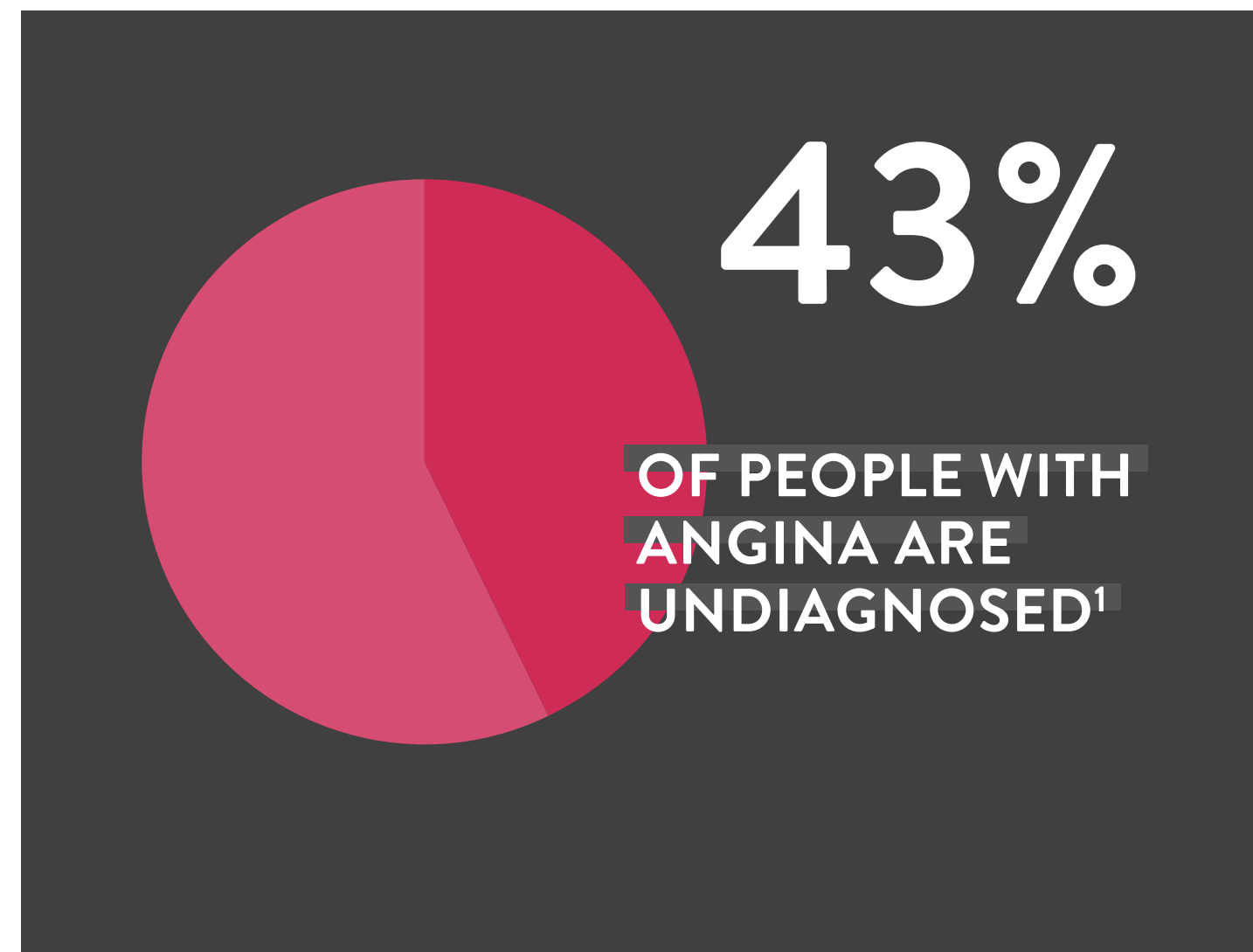
**THIS CAMPAIGN
BY SERVIER
AND THE
WORLD HEART
FEDERATION
AIMS TO RAISE
AWARENESS
AROUND THE
IMPORTANCE
OF **ACTING NOW**
ON ANGINA.**

¹Balla C et al. *Cardiology* 2018;140(1):52-67.

CONTENTS

1. SOME KEY STATISTICS ON **ANGINA**

OUR CAMPAIGN IS BUILT
AROUND SOME REVEALING
STATISTICS ON ANGINA,
INCLUDING:



¹Qintar M et Al., Eur Heart J Qual Care Clin Outcomes.2016;2(3):208-214. ²Beltrame JF et al. Arch Intern Med. 2009; 169:1491-9. ³Science daily. Hot flushes and night sweats linked to 70% increase in cardiovascular disease. <https://www.sciencedaily.com/releases/2020/07/200702113707.htm>. Accessed May 10, 2021. ⁴The British Journal of Cardiology. Angina module 1: epidemiology. <https://bjcardio.co.uk/2020/04/angina-module-1-epidemiology-2/>. Accessed May 10, 2021.

2. HOW TO USE THIS TOOLKIT

USE ♥ TO ACT NOW ON **ANGINA** CAMPAIGN TOOLKIT

LOW HEART



This toolkit describes our campaign, the audiences you can target, and the messages you can communicate.

Once you have an understanding of what the **‘USE ♥ TO ACT NOW ON ANGINA’** campaign is all about, you can download communications assets online, and use them to build greater angina awareness with internal and external audiences in your local region or country.

The lead communications assets are available in six languages. So if you would prefer to use the selected assets in an alternative language, please use the links to the side.



[English \(UK\)](#)



[Spanish](#)



[Arabic](#)



[Chinese](#)



[Portuguese \(Brazilian\)](#)



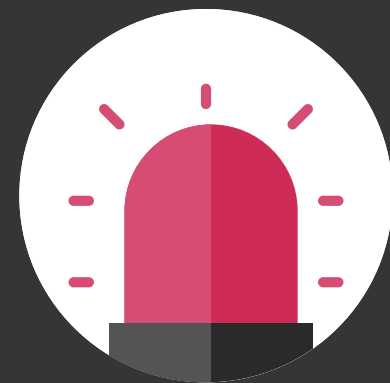
[Russian](#)

2.1

CAMPAIGN OBJECTIVES



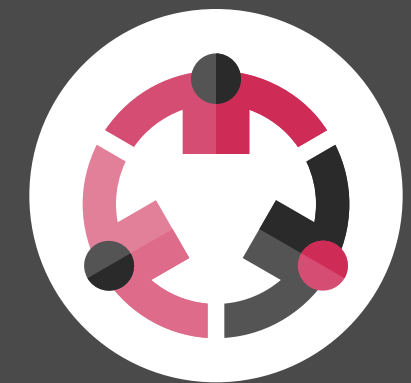
**RAISE AWARENESS
ABOUT THE FACT
THAT ANGINA CAN
GO UNNOTICED
OR UNDIAGNOSED**



**HIGHLIGHT THAT
URGENCY IS NEEDED
FOR DIAGNOSIS –
TAKE ANGINA
SERIOUSLY**



**HELP PEOPLE
UNDERSTAND THE
RISKS AND SYMPTOMS
OF ANGINA AND TAKE
ACTION**



**ENSURE THAT PATIENTS
AND PHYSICIANS WORK
TOGETHER TO IDENTIFY
ANGINA SYMPTOMS:**

- **PATIENTS BY BEING
ATTENTIVE TO THE
WARNING SIGNS**
- **HCPS BY LISTENING
CLOSELY TO THE
PATIENT AND ASKING
ABOUT HOW THEY FEEL**



2.2

LOW HEART AND HIGH HEART AWARE

We have a straightforward strategy targeting two large groups of people.

Those who have a lower level of awareness and engagement in heart health. And those for whom heart health is top of their agenda.

LOW HEART

Targeting people with undiagnosed angina symptoms and the general public

HIGH HEART

Targeting people who know heart health is important, such as medical professionals, academics and policymakers

Find the High Heart toolkit [here](#)

2.3

THE WORLD HEART 2020-21 CALL TO ACTION

WORLD HEART 2020-21

COMMUNICATIONS GOALS

- Make heart health more popular
- Help to reduce the global burden of CVD

The 2020-21 call to action is:
USE ♥ TO BEAT ♥

USE ♥ TO BEAT ♥

HIGH HEART AND LOW HEART ANGINA CAMPAIGN

CAMPAIGN GOALS

Raise awareness so that:

- HCPs correctly diagnose angina
- Patients are attentive to the warning signs

The campaign core call to action utilizes the World Heart USE ♥ mechanism:
USE ♥ TO ACT NOW ON ANGINA

The supporting call to action is:

USE ♥ TO GET ANGINA UNDER CONTROL

**USE ♥ TO ACT
NOW ON ANGINA**

**USE ♥
TO GET
ANGINA
UNDER
CONTROL**

The key message is that it is critical to recognize angina quickly to prevent any potential ♥ from getting worse

2.4 AUDIENCE REACH

WORLD HEART COMMUNICATIONS

Target a broad range of audiences

- ♡ Public
- ♡ General health professionals
- ♡ General health academics
- ♡ General policymakers
- ♡ Heart health opinion leaders
- ♡ Social impact groups
- ♡ Potential partners

- ♡ WHF employees
- ♡ Members
- ♡ Heart professionals
- ♡ Heart academics
- ♡ Patients
- ♡ Engaged policymakers
- ♡ Engaged opinion leaders
- ♡ Engaged partners

USE ♡ TO ACT NOW ON ANGINA CAMPAIGN

Pinpoints subgroups of the audience with targeted communications

- Priority 1:**
- ♡ People with undiagnosed symptoms
- General public:**
- ♡ Those unaware of symptoms
 - ♡ Family and friends of angina sufferers

- ♡ Doctors
- ♡ Healthcare professionals
- ♡ Frontline workers
- ♡ WHF member organisations

LOW HEART

HIGH HEART

3. CAMPAIGN ASSETS LOW HEART

The **USE ♥ TO ACT NOW ON ANGINA** low heart campaign comprises a suite of assets. All of these assets form part of the World Heart Federation release of the campaign (November - December 2021).

You can use these assets to formulate and release your own local campaign.

Use for:



Social channels

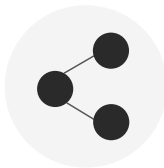


Website content



Display in healthcare facilities

SOCIAL MEDIA ANIMATIONS



1 Don't ignore the warning signs of angina
USE ♥ TO ACT NOW ON ANGINA

[DOWNLOAD HERE](#)



2 Angina is a serious heart condition – know if you're more at risk
USE ♥ TO CONNECT WITH YOUR HEART

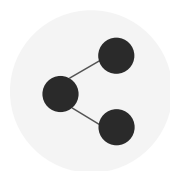
[DOWNLOAD HERE](#)



3 Don't overlook angina – know the symptoms
USE ♥ TO LISTEN TO YOUR HEART

[DOWNLOAD HERE](#)

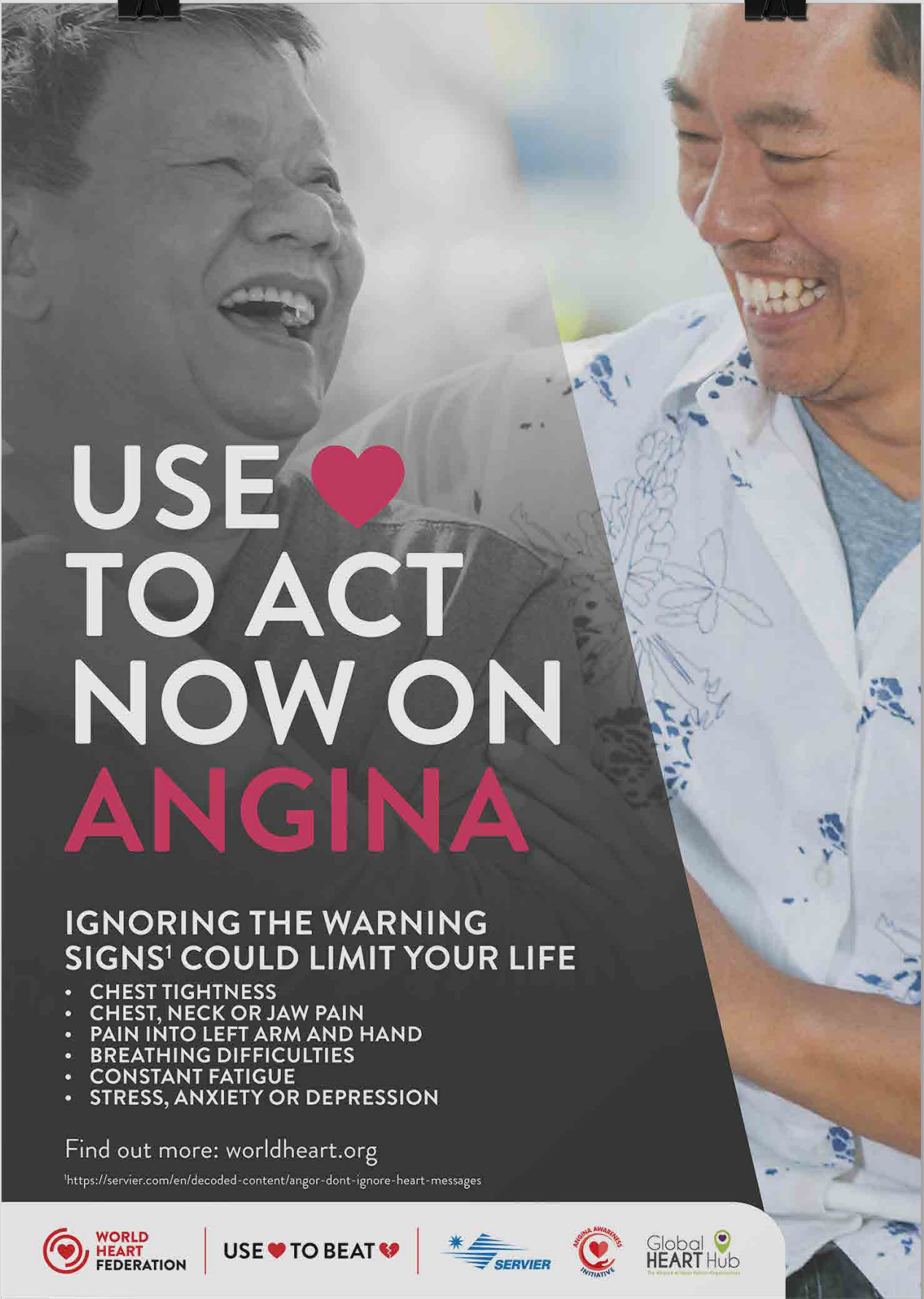
PATIENT SOCIAL MEDIA VIDEO ANIMATION (ELSA) VIDEO



THE TESTIMONIAL OF A REAL ANGINA PATIENT AND
THE IMPORTANCE OF SPEEDY DIAGNOSIS

[DOWNLOAD HERE](#)

POSTERS



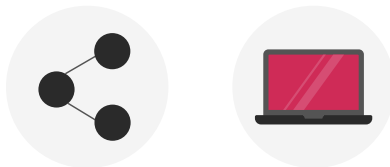
1 Angina could limit your life, don't ignore the warning signs
USE ♥ TO ACT NOW ON ANGINA

DOWNLOAD HERE

2 Angina is a serious heart condition, know if you're more at risk
USE ♥ TO CONNECT WITH YOUR HEART

DOWNLOAD HERE

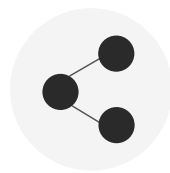
INFOGRAPHIC



CLEARLY SHOWS THE DANGERS, WARNING SIGNS AND ACTIONS YOU SHOULD TAKE TO ACT ON ANGINA

DOWNLOAD HERE

USE ♥ TO ACT NOW ON ANGINA VIDEO



KNOW THE SYMPTOMS AND RISKS OF ANGINA
AND WHAT YOU SHOULD DO

[DOWNLOAD HERE](#)

4. ASSET USE



HOW YOU CAN USE OUR ASSETS

- Plan and release your own angina awareness campaign
- Use the animations in social channels together with your own angina awareness social posts
- Use the infographic in social channels or as website content
- Post videos on your website and/or use them in social channels
- Provide/use posters in healthcare facilities (we recommend professional printing)

4.2

THE NEXT STEPS

DOWNLOAD YOUR ASSETS

Visit worldheart.org/resource/?topic=angina where you will find all downloadable content for your country (6 languages will be available)

ASSEMBLE YOUR CAMPAIGN

Choose how you will target the assets to your audience

REQUEST ANY SUPPORT

If you have any queries about how best to use our campaign assets, don't hesitate to contact Melody Stewart: melody@charlescannon.com

5. FAQs (1/2)

1. WHEN SHOULD I RUN MY ANGINA AWARENESS CAMPAIGN?

You can run your angina campaign at the moment that is best for you and your local audience. The World Heart Federation campaign is running from April to June 2021 for the high heart audience and through November and December for the low heart audience.

2. FOR HOW LONG CAN I USE THESE ASSETS?

This toolkit and the associated assets will continue to be available on the World Heart Federation website until there is a replacement Angina Awareness campaign. You can use these assets all the time they are available and even beyond if you feel they are the most relevant for your local campaign.

3. CAN I TRANSLATE THE ASSETS INTO MY LOCAL LANGUAGE OR LOCALIZE THEM IN ANY OTHER WAY?

Selected assets are available in six languages: English (UK), Spanish, Arabic, Chinese, Portuguese (Brazilian) and Russian. We are hoping that this provides you some assets in a language that is relevant in your local market. However, if you feel that it does not, then please do get in contact with us at melody@charlescannon.com. We can provide you with the source files that will allow you to translate the document for your local audience. We have targeted an international audience when developing the assets and in some of the posters you can choose from a selection of images, all of which appear in animated versions for social media.

4. WHY ARE THESE CAMPAIGNS IMPORTANT?

Angina is very easy to miss, and often goes undiagnosed. Patients describe their symptoms differently and often downplay them so that doctors don't realize how serious they potentially are. Frontline healthcare professionals need to be very aware of angina and how the symptoms, typical and atypical, are experienced, to get patients to a critical, early diagnosis. At the same time, patients need to understand the symptoms and risks of angina and take action.

5. FAQs (2/2)

5. DO I NEED TO USE ALL THE CAMPAIGN ASSETS FOR A LOCAL CAMPAIGN?

No, you can choose the assets that are the most appropriate for your local campaign and audience. Simply select campaign elements that are relevant to your requirements: High Heart to target HCP's and Low Heart to target patients – or a combination of the two.

6. WHAT IS THE MINIMUM SUITE OF ASSETS THAT YOU RECOMMEND?

There is no minimum suite, if you would like to only release one social media post, that is fine. However, the more you release, ideally within a limited timeframe as a campaign, the greater the chance of raising awareness in your audience, as they will consistently see the same messages.

7. CAN I CREATE MY OWN ASSETS?

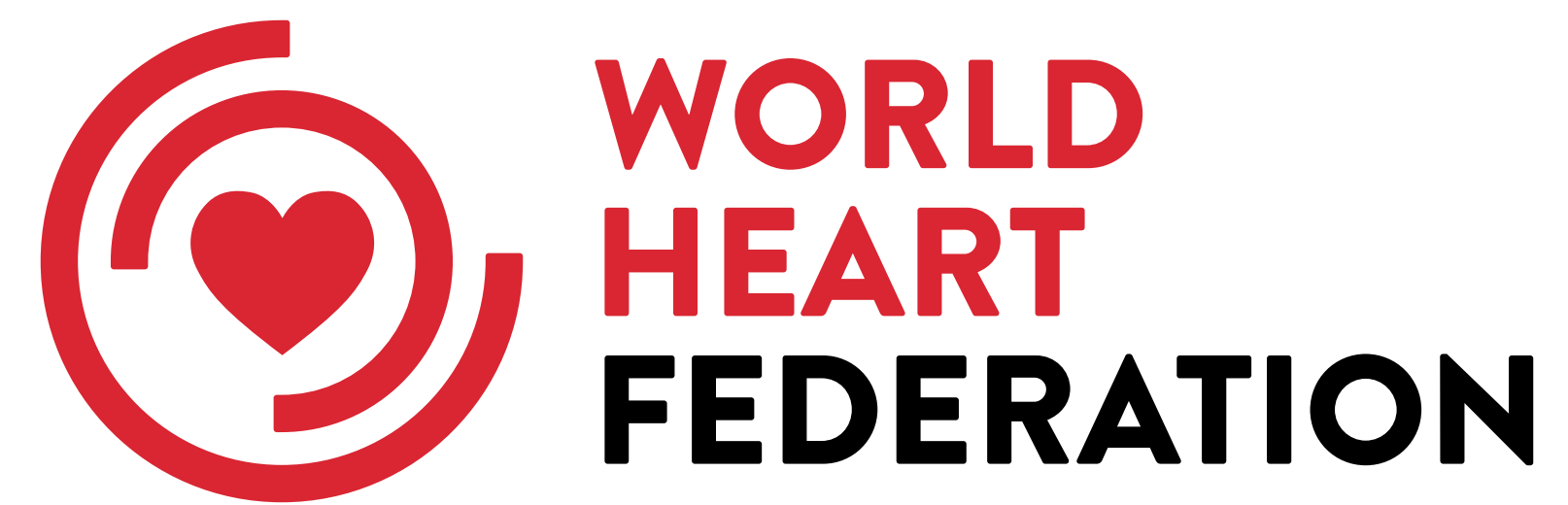
If you would like to raise awareness about angina by developing your own campaign, of course that is fine. However, this campaign does not provide assets that can be redeveloped into your own versions of the assets at this point.

8. IS THERE A WEBINAR OR PANEL DISCUSSION ASSOCIATED WITH THIS CAMPAIGN MESSAGING?

Yes, there is. The World Heart Federation high heart campaign was kicked off with a webinar that can be viewed directly [on its website](#).

9. WHY IS THE WHF, SERVIER AND THE GLOBAL HEART HUB WORKING TOGETHER ON THIS ANGINA AWARENESS CAMPAIGN?

All three organisations are committed to promoting heart health. Raising awareness is a serious issue that needs urgent attention by patients and healthcare professional alike. Only with this greater attention can the risk of CVD be reduced.



IN PARTNERSHIP WITH

