Use ❤️ to act now on Angina campaign toolkit
Angina is an underlying symptom of cardiovascular disease, which is known to cause 4.1 million deaths 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 recognising angina quickly, physicians can stop cardiovascular disease from getting worse – which prevents sufferers from living life to the full.


WHY LAUNCH A COMMUNICATIONS CAMPAIGN ON ANGINA?

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

2. HOW TO USE THIS TOOLKIT
   2.1 CAMPAIGN OBJECTIVES
   2.2 LOW HEART AND HIGH HEART AWARE
   2.3 LEVERAGING THE WORLD HEART 2020-21 CALL TO ACTION
   2.4 AUDIENCE REACH

3. CAMPAIGN ASSETS
   3.1 HOW YOU CAN USE OUR ASSETS
   3.2 THE NEXT STEPS

4. FAQs
SOME KEY STATISTICS ON ANGINA

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

- **43%** of people with angina are undiagnosed¹
- **80%** of doctors discount cardiovascular disease as the underlying cause of angina symptoms²
- **70%** higher chance of women suffering heart attacks, angina and strokes³
- **82%** higher risk of South Asians having unstable angina compared to Caucasians⁴

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.

This toolkit and all the accompanying communications assets are available in six languages. So if you would prefer to use the toolkit and assets in an alternative language please use the links to the side.
Campaigned Objectives

1. Raise awareness about the fact that angina can go unnoticed or undiagnosed.

2. Highlight that urgency is needed for diagnosis – take angina seriously.

3. Help HCP’s to know the warning signs, and act quickly to prevent CVD from getting worse.

4. 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.
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
Will be added to this toolkit at a later date to target people with undiagnosed angina symptoms and the general public.

HIGH HEART
The focus of this campaign.
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❤

HIGH 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 utilises the World Heart USE❤️ mechanism:
USE❤️TO ACT NOW ON ANGINA

The supporting call to action is:
USE❤️TO GET ANGINA UNDER CONTROL

The key message is that it is critical to recognise 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

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

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

- Doctors
- Healthcare professionals
- Frontline workers
- WHF member organisations
3. CAMPAIGN ASSETS

The **USE ♥ TO ACT NOW ON ANGINA** high heart campaign comprises a suite of assets. All of these assets form part of the World Heart Federation release of the campaign (April – June 2021).

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

- **SOCIAL MEDIA ANIMATIONS**
- **POSTERS**
- **INFOGRAPHIC**
- **USE ♥ TO ACT NOW ON ANGINA – VIDEO**
- **ELSA’S STORY – VIDEO**
- **CARDIOLOGISTS’ TESTIMONIAL – ANIMATION**
- **HCP TO PEERS – SCRIPT**

**Use for:**
- Social channels
- Website content
- Display in healthcare facilities
SOCIAL MEDIA ANIMATIONS

Angina is serious, any warning sign needs urgent attention. USE ❤️ TO ACT NOW ON ANGINA

Recognise angina quickly to prevent CVD from getting worse. USE ❤️ TO GET ANGINA UNDER CONTROL
Angina is serious, any warning sign needs urgent attention
USE ♥ TO ACT NOW ON ANGINA

Recognise angina quickly to prevent CVD from getting worse
USE ♥ TO GET ANGINA UNDER CONTROL
INFOGRAPHIC

USES HARD-HITTING STATISTICS TO HIGHLIGHT ANGINA SYMPTOMS AND THE NEED FOR SPEEDY DIAGNOSIS
USE ♥ TO ACT NOW ON ANGINA VIDEO

THE DANGERS OF ANGINA FROM BOTH A PATIENT AND PHYSICIAN PERSPECTIVE

3X HIGHER RISK OF DISABILITY
ELSA’S STORY
VIDEO

THE STORY OF A REAL ANGINA PATIENT AND THE IMPORTANCE OF SPEEDY DIAGNOSIS
Hello, my name is [Doctor John Smith] and I'm a [GP in England]. I'm giving my support to a campaign of awareness by the World Heart Federation, aimed at healthcare professionals like ourselves.

It's all about being aware of the symptoms of angina and ensuring an early diagnosis. That's because 48% of patients with angina go unrecognised.

Our challenge is that patients arrive with typical and atypical symptoms. Stress, fatigue or breathing difficulties can all mask angina.

So, it's really important to talk to patients about their feelings and to ensure they don't downplay their symptoms.

If you've any doubts, diagnosis with a (Insert relevant to local capabilities: CT angiogram or exercise stress test) could be a life-saving action.

I hope you'll join me in supporting this campaign. We can all love TO ACT NOW ON ANGINA.

Supers: USE ♥ TO ACT NOW ON ANGINA

Visit www.worldheart.org

For doctors with basic editing capabilities, please add the USE ♥ TO ACT NOW ON ANGINA end sequence to the testimonial film before you post it.
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)
**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
4. 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 August and September 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 LOCALISE THEM IN ANY OTHER WAY?**

   The toolkit and complete assets suite will be available in six languages: English (UK), Spanish, Arabic, Chinese, Portuguese (Brazilian) and Russian. We are hoping that this provides you with 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 IS THIS CAMPAIGN IMPORTANT FOR HEALTHCARE PROFESSIONALS?**

   Angina is very easy to miss, and often goes undiagnosed. Patients describe their symptoms differently and often downplay them so that doctors don’t realise 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.
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.

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.

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.