



WELCOME TO **THE WORLD** ADHERENCE DAY PLAYBOOK 2026





MADE POSSIBLE BY





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01 INTRODUCTION

27 MARCH 2026 WORLD ADHERENCE DAY: OUR PRIMARY GOAL

**RAISE AWARENESS THAT ADHERENCE IS LIFE-SAVING CARE,
WITH THE POWER TO PROTECT LIVES AND SIGNIFICANTLY
REDUCE THE RISK OF CARDIOVASCULAR DISEASE.**

Staying on track with your prescribed treatment plan is one of the most effective ways to prevent serious complications and support long-term heart health. Yet non-adherence remains a major, preventable contributor to poor outcomes across chronic conditions. The causes of non-adherence are complex and varied across individuals and communities, requiring multifaceted approaches to help people stay on track.



WHAT IS ADHERENCE?

WORLD ADHERENCE DAY IS DEDICATED TO RAISING AWARENESS ABOUT THE IMPORTANCE OF STICKING TO YOUR ENTIRE HEALTHCARE PLAN.

Adherence is defined as medicine-taking behaviour and/or execution of lifestyle changes that correspond with agreed recommendations from a healthcare provider. This means actively following prescribed treatment plans, whether they involve medication or lifestyle modifications.

WHY IT MATTERS?

ADHERENCE ENSURES BETTER MANAGEMENT OF CHRONIC CONDITIONS, REDUCING COMPLICATIONS, AND EMPOWERING INDIVIDUALS TO LIVE HEALTHIER, INDEPENDENT LIVES.

Adherence ensures that treatments and lifestyle changes are effective, leading to better management of chronic conditions, fewer symptoms, and reduced risk of complications. This allows you to live fuller, healthier lives with greater independence.

WHO ARE WE TALKING TO?

THERE ARE MULTIPLE AUDIENCES THAT OUR CAMPAIGN IS AIMED AT AND WILL SPEAK TO. WE ARE MAINLY TARGETING HCPS AND GENERAL PUBLIC.

Our primary audiences are:

1. Patients, caregivers and patient groups
2. Healthcare professionals and the medical community

Our secondary audience is policymakers.
This document shows examples and communications targeted for our primary audiences.

01 INTRODUCTION

CHOOSE WHICH PRIMARY AUDIENCE YOU ARE SPEAKING TO

Some campaign touchpoints include assets tailored to specific audiences. Select the assets that best align with the audience you are targeting—patients/general public or HCPs/medical community—to ensure the message is clear, relevant, and effective.



PATIENTS/ GENERAL PUBLIC

Patients and caregivers may find it difficult to stay consistent with treatment, especially when symptoms are not immediately visible. Communication should explain why staying on track matters, reinforce adherence as life-saving care, and encourage action from day one.



HCP/MEDICAL COMMUNITY

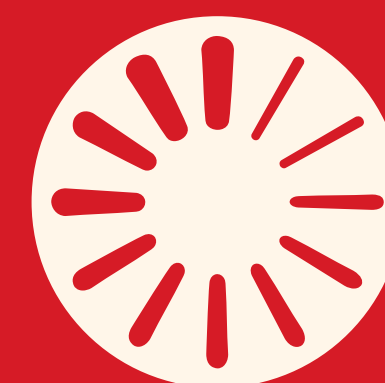
Healthcare professionals often face time and resource constraints that hinder monitoring and follow-ups. Communication should highlight non-adherence as a life-threatening risk factor and emphasise early support to help patients stay on track and reduce avoidable risks.



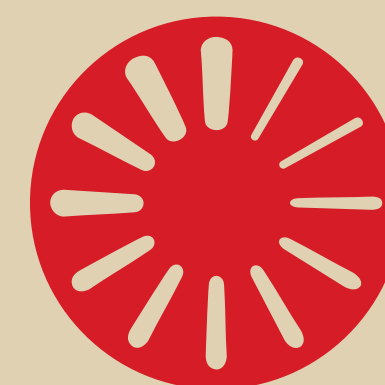
01 INTRODUCTION

WORLD ADHERENCE DAY LOGO: MEANING AND SIGNIFICANCE

The World Adherence Day logo features a dial-like shape, symbolising progress and commitment to staying on track with health plans. The radial lines represent growth and positive outcomes through consistent adherence, encouraging individuals to take proactive steps in managing their health while reflecting the campaign's universal, approachable, and inspiring message.



**WORLD
ADHERENCE
DAY** 27 MARCH



**WORLD
ADHERENCE
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01 INTRODUCTION

LEVERAGING OUR LOGO

This campaign centres on one of our strongest and most trusted assets: our logo. By placing it at the heart of all campaign materials, we strengthen recognition and long-term recall of World Adherence Day.

The logo is used thoughtfully and flexibly to draw attention to key messages. This approach makes the campaign more distinctive and reinforces trust when communicating with healthcare professionals and organisations in the social sector.

STAY ON TRACK



02 **THEME**



STAY ON TRACK

SAVE YOUR LIFE

02 THEME

CAMPAIGN “STAY ON TRACK”

WORLD ADHERENCE DAY 2026 FOCUSES ON SHOWING THAT STOPPING OR SKIPPING TREATMENT IS A LIFE-THREATENING RISK FACTOR. STAYING ON TRACK CAN SAVE LIVES.

This year’s campaign highlights the importance of early initiation and clear, ongoing support to help patients take action and stay on track. It reinforces that adherence is not something patients should manage alone, but is strengthened through consistent guidance and encouragement from healthcare professionals.

By adhering to treatment plans — whether through medication, lifestyle changes, or maintaining healthy routines — patients can protect their lives while safeguarding future moments that matter most, from time with loved ones to personal milestones and everyday life.

#STAYONTRACK #DONTMISSAMOMENT



03 ASSETS



CERTIFICATE OF COMMITMENT

Create a personalised certificate of commitment to show your support for World Adherence Day and your role in improving adherence. The certificate can be shared on LinkedIn or other relevant channels to acknowledge involvement and encourage others to take part.

DOWNLOAD YOUR CERTIFICATE PDF



03 ASSETS

PRINTABLE POSTERS FOR PATIENTS AND GENERAL PUBLIC

These printable posters are for patients and the general public. They focus on why staying on track with treatment matters and present adherence as life-saving care. Suitable for clinics and public spaces, they help communicate key messages clearly from day one.

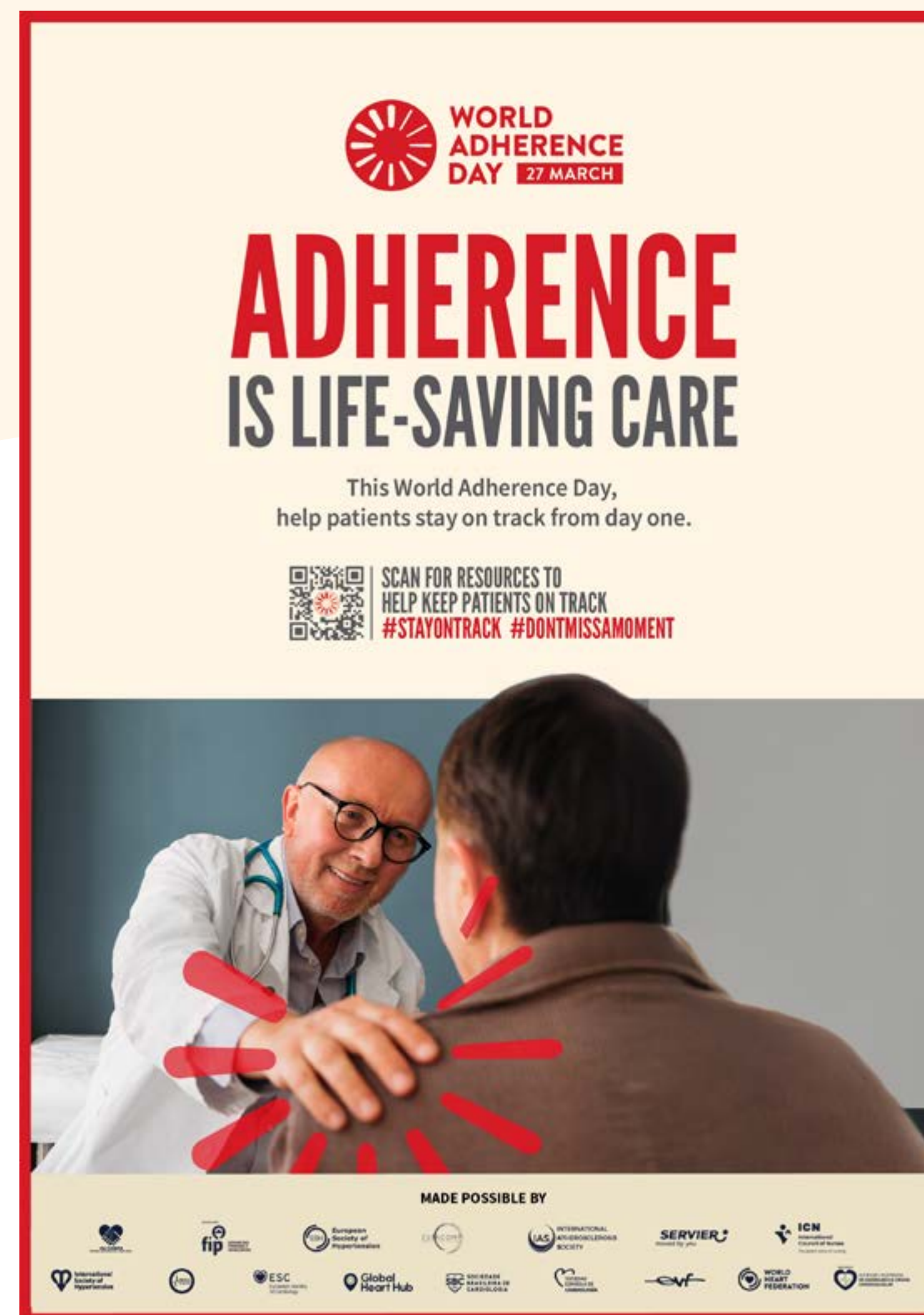
[DOWNLOAD POSTERS](#)



PRINTABLE POSTERS FOR HCP AND MEDICAL COMMUNITY

Designed for use in clinical and professional settings, these printable posters support conversations about adherence and staying on track with treatment. They frame non-adherence as a serious risk factor and reinforce the importance of early and ongoing support in improving patient outcomes.

DOWNLOAD POSTERS



03 ASSETS

SOCIAL MEDIA POSTS FOR PATIENTS AND GENERAL PUBLIC

These social media posts help explain the importance of continuing treatment over time. Aimed at patients and the general public, they highlight the risks of stopping or skipping treatment and the value of staying on track from the start. When sharing content, use the campaign hashtags #WorldAdherenceDay #StayOnTrack #DontMissAMoment

DOWNLOAD POSTS



03 ASSETS

SOCIAL MEDIA POSTS FOR HCP AND MEDICAL COMMUNITY

These social media posts are intended for healthcare professionals. They focus on adherence as a clinical priority and highlight non-adherence as a preventable risk factor that affects patient outcomes. The content supports clear, early conversations and reinforces the importance of supporting patients to stay on track from day one. When sharing content, use the campaign hashtags #WorldAdherenceDay #StayOnTrack #DontMissAMoment

DOWNLOAD POSTS



03 ASSETS

T-SHIRTS

The T-shirts serve as wearable reminders of the campaign message. They are available in beige and white. The T-shirts feature clear, impactful headlines to highlight the importance of adherence and prompt action.

[DOWNLOAD T-SHIRTS](#)



03 ASSETS

A4 PRINTABLE LEAFLET

The A4 printable leaflet is used to raise awareness of adherence and why it matters. This resource includes key information, practical guidance, and clear visuals to support understanding among patients and healthcare professionals. Easy to share in clinics or community settings, the leaflet helps educate about the importance of adherence, encourages conversations and inspires action.

[DOWNLOAD LEAFLET](#)



PRINTABLE MEDICATION TRACKER

The printable medication tracker help patients and caregivers stay on track with their treatment plans. It offers a simple way to record daily medications and support consistent use over time. It can be used in clinics, community settings, or at home to support adherence and improve health outcomes.

DOWNLOAD TRACKER

DAILY MEDICATION TRACKING SHEET



NAME:

DATE: _____

[illegible]

TIPS TO STAY ON TRACK

- Pair taking medications with daily routines like brushing your teeth or having breakfast.
- Share your healthcare goals with friends or family who can encourage you.

STICK TO YOUR HEALTHCARE PLAN #STAYONTRACK

04 GET INVOLVED



04 GET INVOLVED



HOW TO ACTIVATE THE CAMPAIGN TO EACH AUDIENCE GROUP

PATIENTS/GENERAL PUBLIC

1. EDUCATE

Share clear, accessible information about adherence and why staying on track with treatment matters for long-term health.

2. ACTIVATE

Encourage simple actions that help people stay on track, such as using campaign materials, reminders, or tools that support treatment routines.

3. ENGAGE

Use social media and community spaces to spread awareness. Share campaign content and messages using #WorldAdherenceDay and #StayOnTrack #DontMissAMoment

HCP/MEDICAL COMMUNITY

1. EDUCATE

Support understanding of adherence as a clinical priority and a preventable risk factor. Use campaign materials to reinforce the importance of staying on track from day one.

2. ACTIVATE

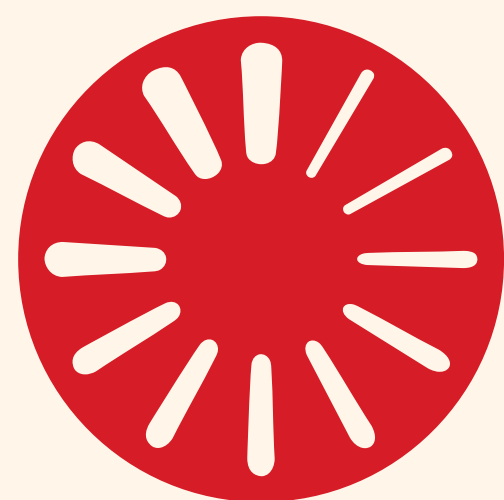
Integrate campaign resources into patient conversations to support early and ongoing adherence, shared decision-making, and follow-up.

3. ENGAGE

Start conversations within clinical teams and professional networks. Share campaign content and messages using #WorldAdherenceDay and #StayOnTrack #DontMissAMoment

- 1. DOWNLOAD ASSETS**
- 2. ASSEMBLE YOUR CAMPAIGN**
- 3. REQUEST ANY SUPPORT**

If you have any questions or need support on how to best use the campaign assets, please don't hesitate to contact
World Heart Federation: virginie.gill@worldheart.org



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