

USE TO **ACT** **NOW** ON **ANGINA**

CAMPAIGN TOOLKIT



Learn more:
worldheartfederation.org



WHY LAUNCH A NEW CAMPAIGN FOR ANGINA?

This campaign by Servier and the World Heart Federation continues the ambition to increase awareness of angina and its impact across the globe. Following on from previously successful USE ❤️ TO ACT NOW ON ANGINA campaigns, this new initiative focuses on the urgency of spotting symptoms, getting the right treatment, and adhering to medication.

Although nearly 112 million people experience angina, almost half don't realize they have it. But this is further complicated by the fact that over one-quarter of angina cases go undiagnosed because doctors and patients often see symptoms differently.

This campaign aims to overcome those discrepancies and increase the urgency with which patients and their physicians tackle angina.

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1.

CAMPAIGN OBJECTIVES

Communicate 3 key messages

1. AWARENESS

Be **AWARE!** Seemingly unrelated symptoms like breathlessness, back or jaw pain and indigestion on physical effort could be angina. Symptoms vary from person to person, so don't ignore them if they persist.

2. ACTION

Be pro-**ACTIVE!** Just as angina symptoms vary from person to person, appropriate treatment also needs to be tailored to every individual's needs. Talk to a doctor about your symptoms for a personalised treatment.

3. ADHERE

Be **ADHERENT!** Best medicines won't work if you don't take it. Take medications as prescribed, see your doctor regularly and make recommended lifestyle changes.

2.

CAMPAIGN ASSETS

VIDEO

Use for social channels and website content

PATIENT TESTIMONIAL VIDEOS

Use for social channels and website content

SOCIAL MEDIA POSTS

Use for social channels

POSTER

Display in healthcare facilities

2.1

VIDEO

01:35 min landscape format

[DOWNLOAD HERE](#)



2.2

PATIENT TESTIMONIAL VIDEOS

2:30-minute landscape format

45-second landscape format

[DOWNLOAD HERE](#)

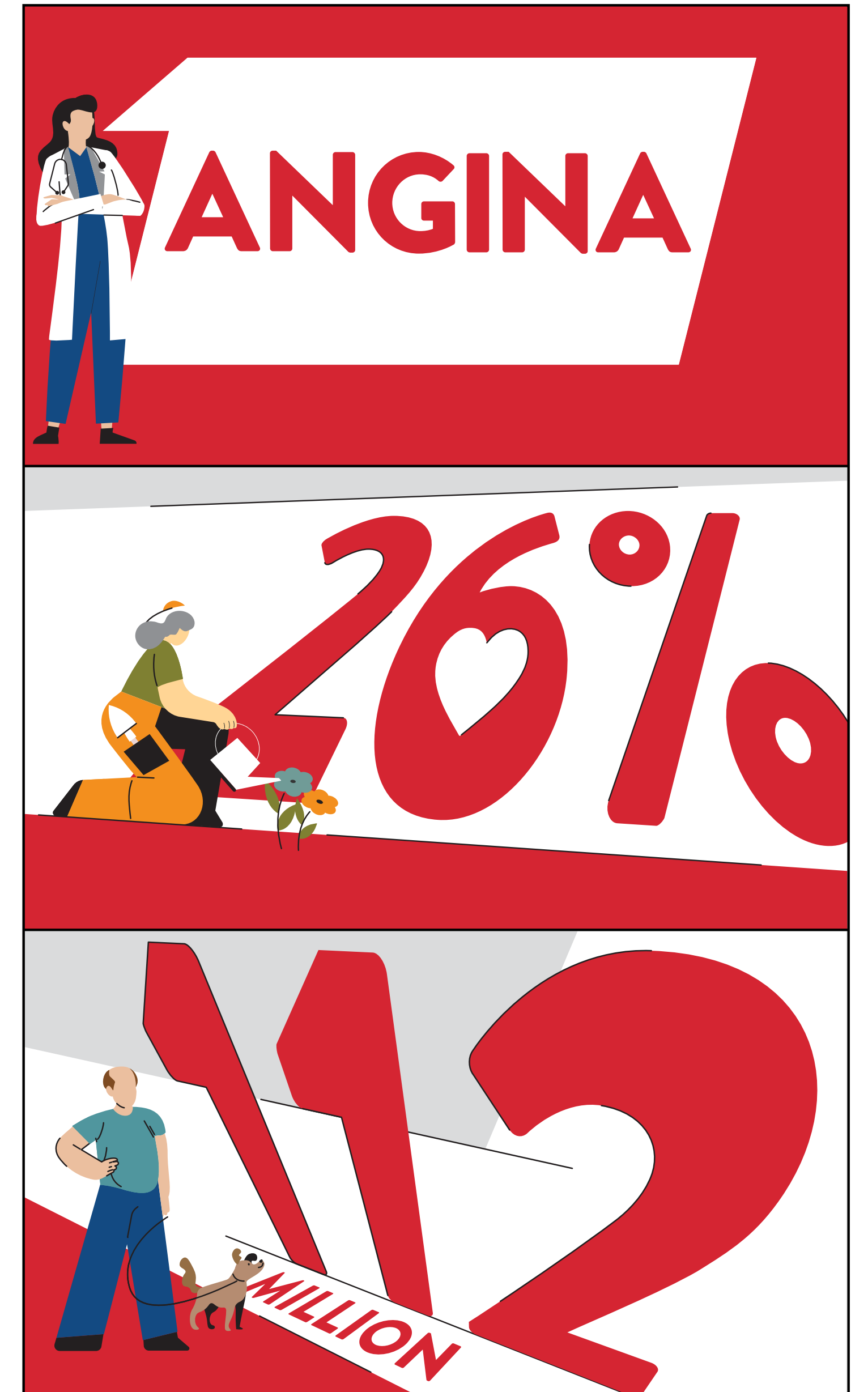
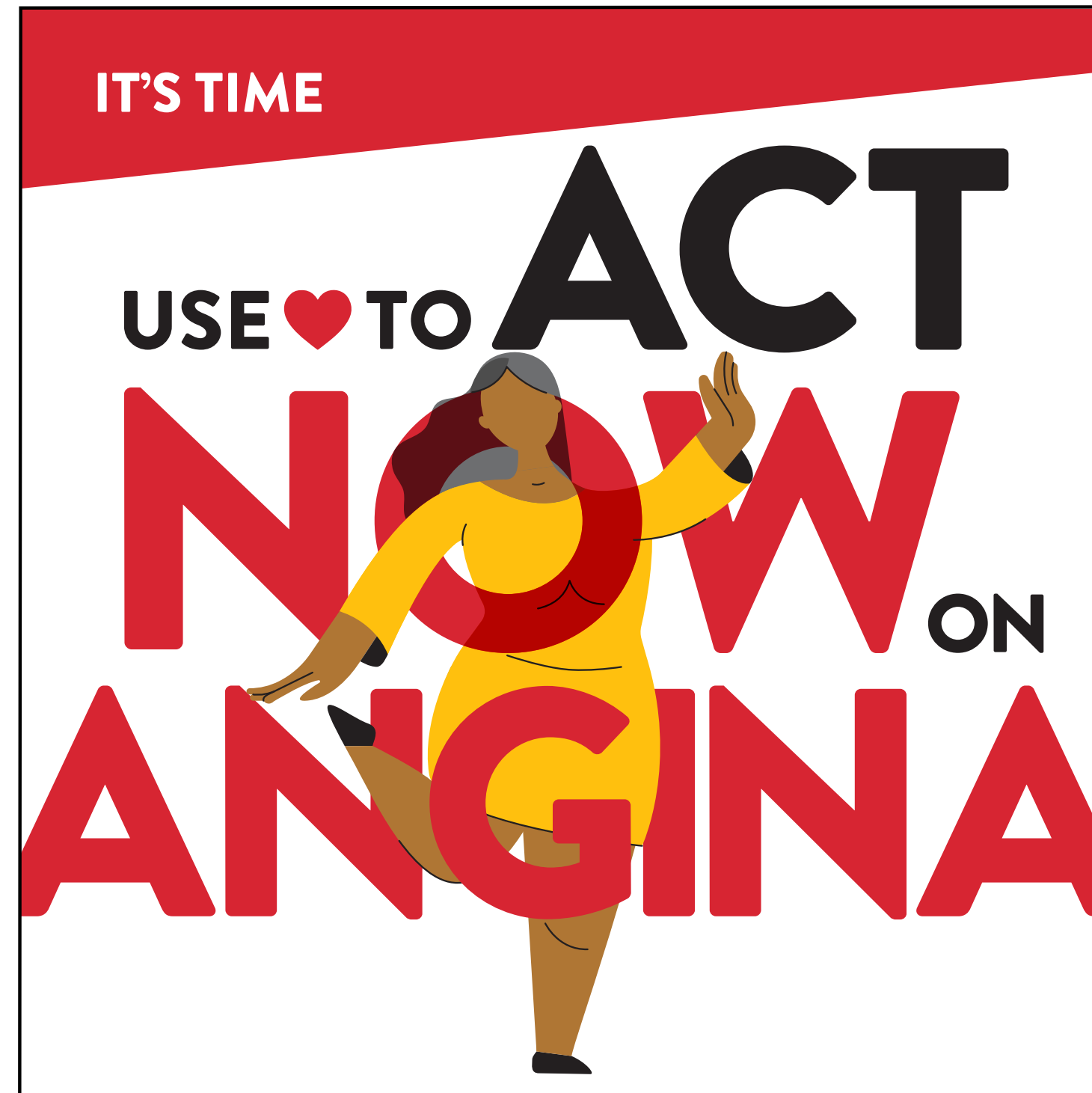


2.3

SOCIAL MEDIA POSTS

7x social media posts:
flat files and square video format

[DOWNLOAD HERE](#)



2.4 POSTER SERIES

HERO poster and 5x alternatives
in portrait format

[DOWNLOAD HERE](#)

IT'S TIME

USE ♥ TO ACT NOW ON ANGINA

Do you feel pain or discomfort in the chest, stomach, arm, neck, shoulder or jaw?

Does it come on with exertion and go away with rest?

Don't let angina stop you doing the things you love.

**Be AWARE
Be pro-ACTIVE
ADHERE to medication**

It's time to talk to your doctor about personalized treatment for angina.

Confidential - To be adapted and approved at local level prior to local use - Prepared by headquarters

Learn more: worldheartfederation.org

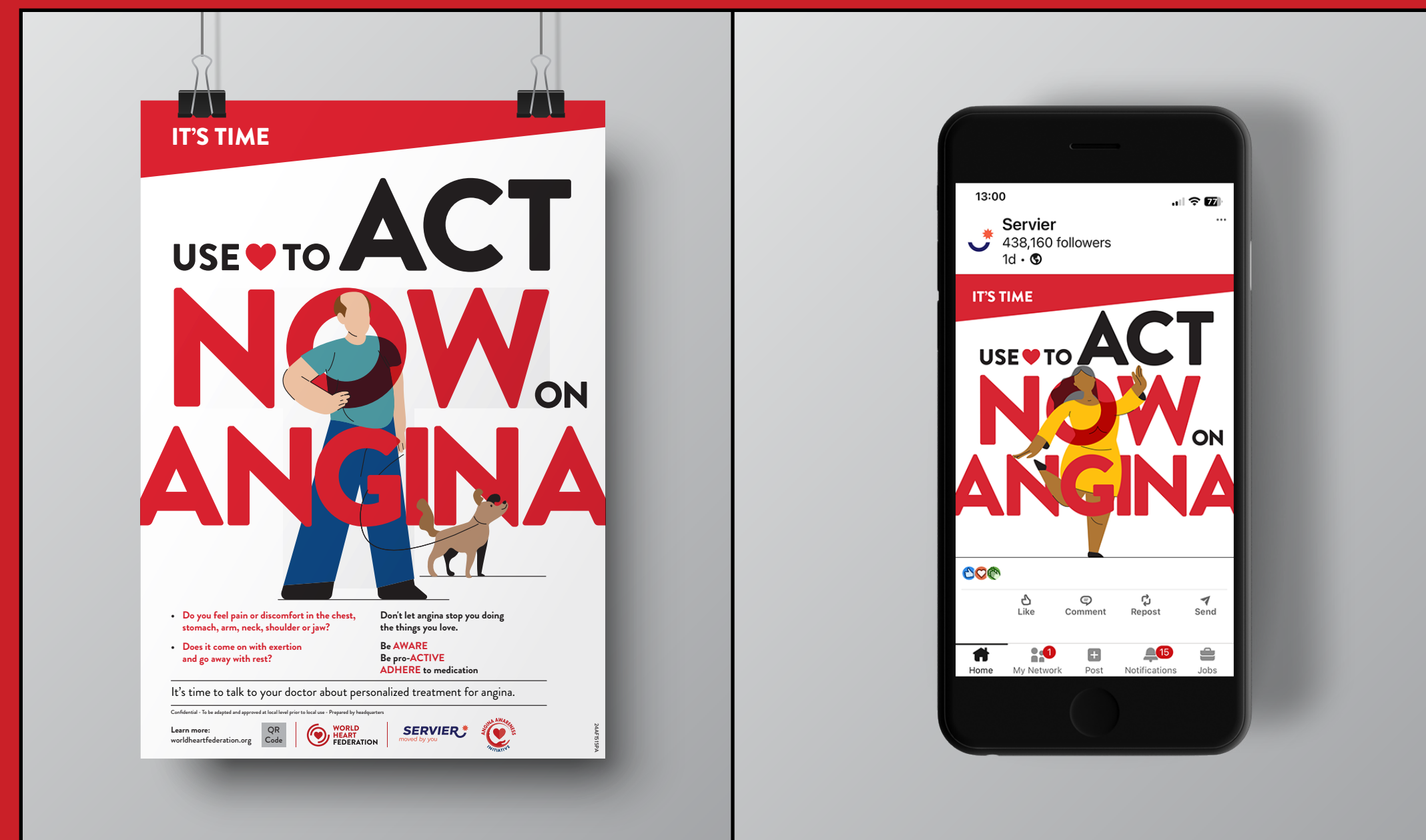
WORLD HEART FEDERATION

SERVIER
moved by you

ANGINA AWARENESS INITIATIVE

2A4T515PA

3. ASSET USE



3.1

HOW YOU CAN USE THE ASSETS

PLAN AND RELEASE

your own angina awareness campaign

USE THE ANIMATIONS AND STATIC POSTS

on social channels together with your own angina awareness
social posts

POST VIDEOS

on your website and/or use them on social channels

PROVIDE/USE POSTERS

in healthcare facilities (we recommend professional printing)

[DOWNLOAD HERE](#)

4.

NEXT STEPS

DOWNLOAD YOUR ASSETS

By visiting

<https://world-heart-federation.org/use-heart-to-act-now-on-angina/>

ASSEMBLE YOUR CAMPAIGN

Choose how you will target the assets to your audience

REQUEST ANY SUPPORT

If you have any queries about how to best use the campaign assets, don't hesitate to contact World Heart Federation Campaign Manager: aline.bochenek-benoit@worldheart.org.

[DOWNLOAD HERE](#)