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 builds on the success of the USE ❤️ TO ACT NOW ON ANGINA campaign. In addition to raising awareness of the importance of acting now, this campaign explores some about the common, but less well-known signs of angina, and explains why it’s key to not only act now, but act early in angina.

Nearly 200 million people are affected by ischemic heart disease across the world. But almost half of them don’t know they have it. That’s because a lot of people ignore the symptoms or don’t realise the pain or discomfort they are feeling is actually angina.

This campaign aims to tackle that lack of awareness and some of the misconceptions around angina so people can act now and live their lives to the full.
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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. ADHERENCE
Even the best medicines don’t work if they aren’t taken. Use medications as prescribed, see your doctor regularly and follow-through on 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

02:24 min landscape format

DOWNLOAD HERE
2.2 PATIENT TESTIMONIAL VIDEOS

3-minute landscape format
1-minute landscape format
15-second vertical format

DOWNLOAD HERE
2.3 SOCIAL MEDIA POSTS

3x social media posts: flat files and square video format

IT COULD BE ANGINA
TALK TO YOUR DOCTOR TO STAY ACTIVE AND HEALTHY

AND A TREATMENT THAT IS TAILORED TO YOU

USE ♥ TO ACT NOW! ON ANGINA!

DOWNLOAD HERE
2.4

POSTER SERIES

HERO poster and 4x alternatives in portrait format

DOWNLOAD HERE
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
DOWNLOAD YOUR ASSETS
Visit: worldheartfederation.org

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 us:

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