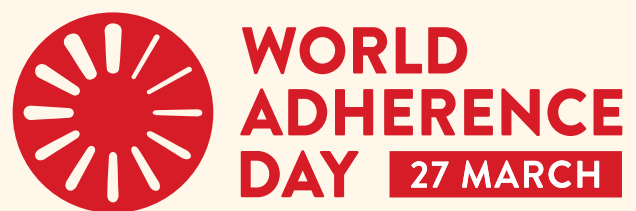
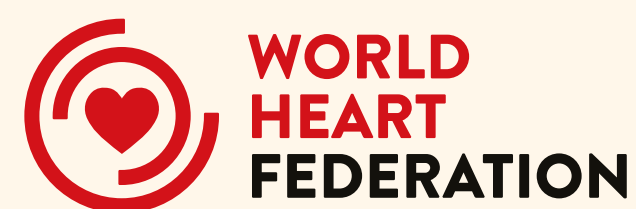


WELCOME TO THE
**WORLD
ADHERENCE
DAY**
PLAYBOOK





MADE POSSIBLE BY





1.
INTRODUCTION

2.
THEME

3.
GET INVOLVED

4.
ACTIVATION

5.
ASSETS

6.
GET STARTED

1.1 – INTRODUCTION

27 MARCH 2025 WORLD ADHERENCE DAY: ITS PURPOSE AND MISSION

OUR PRIMARY GOAL

RAISE AWARENESS ABOUT THE IMPORTANCE OF ADHERENCE AND ITS POWER TO SIGNIFICANTLY REDUCE THE RISK OF CARDIOVASCULAR DISEASES

Studies show that good adherence can lower long-term mortality risk by as much as 21% demonstrating its life-saving potential. Medication non-adherence worsens diseases, increases mortality, and raises healthcare costs. Adherence to chronic condition treatments is just 50% in high-income countries and lower elsewhere. Causes are complex and varied, requiring multifaceted approaches to address this widespread global issue effectively.

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 ADHERENCE 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

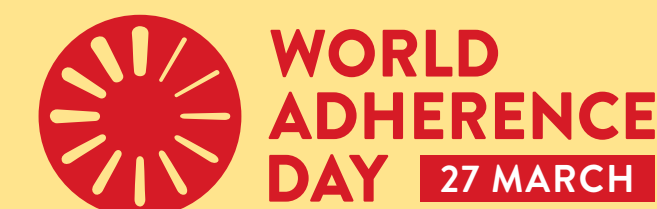
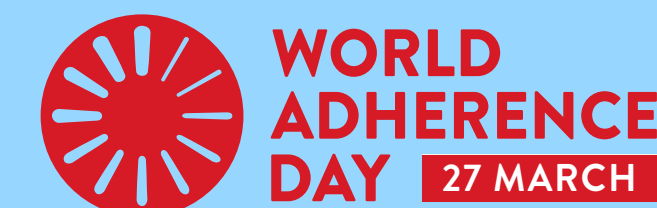
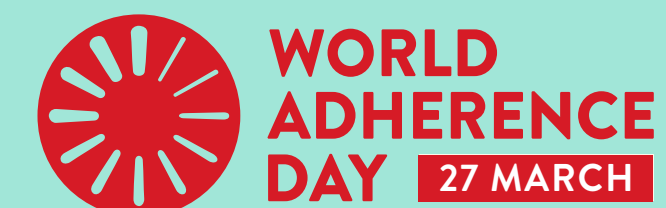
Our secondary audience is policymakers. This document shows examples and communications targeted for our primary audiences.

1.2 – 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.

[DOWNLOAD LOGOS](#)



2.1 - THEME



ACT TODAY PROTECT TOMORROW

#DONTMISSAMOMENT

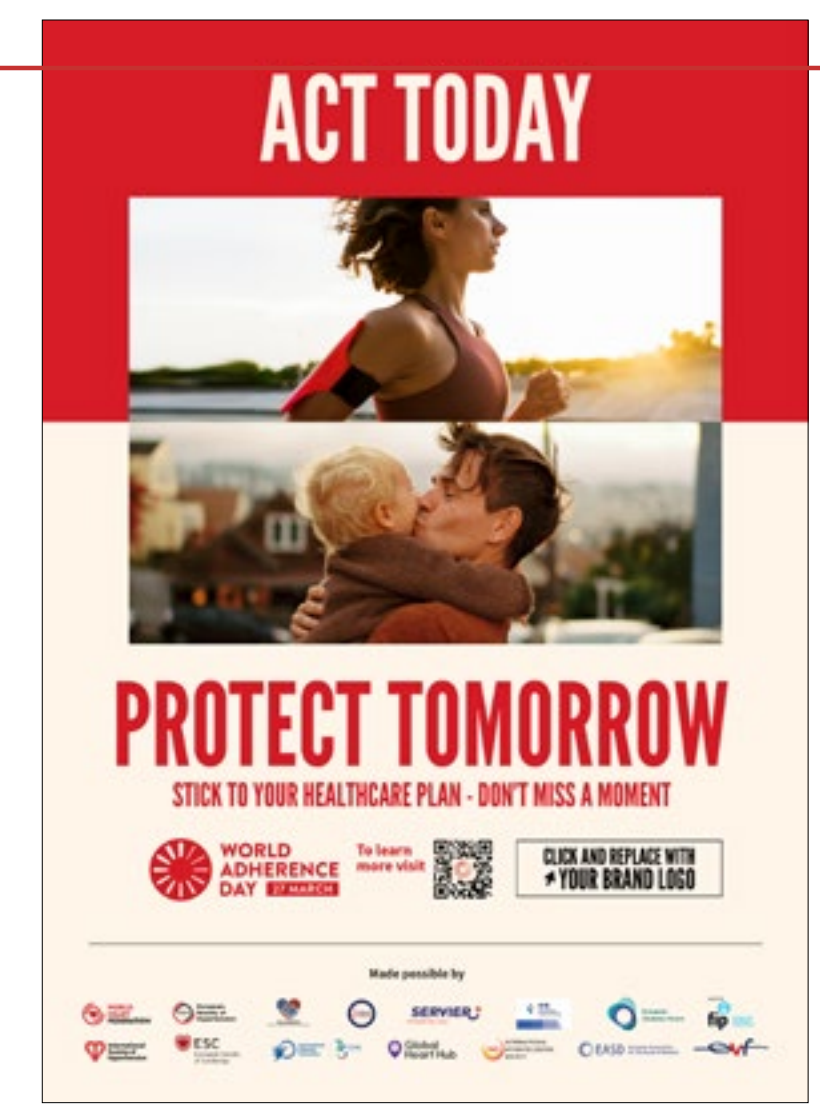


2.2 - THEME

CAMPAIGN “DON’T MISS A MOMENT”

Each moment in life holds immense value, shaping the future through the choices we make today. The ‘Don’t Miss a Moment’ theme emphasises the importance of staying on track with your healthcare plan, whether through medication, lifestyle changes, or maintaining a healthy routine. By adhering to your treatment plan, you’re improving your current well-being while safeguarding future moments that matter most - time with loved ones, personal milestones, and the chance to live life to its fullest.

The campaign highlights how small actions today can help you enjoy special moments tomorrow, visually brought to life through the split-screen device—comparing today’s actions with the future benefits they bring. The main activation, the website, encourages everyone to reflect on adherence and share meaningful moments they want to protect for the future, amplifying the theme of ‘Don’t Miss a Moment.’



#DONTMISSAMOMENT



3.1 – GET INVOLVED

CHOOSE WHICH PRIMARY AUDIENCE YOU ARE SPEAKING TO

Some touchpoints come with two sets of assets tailored to specific audiences. Be sure to select the assets that best align with the audience you are targeting—Patients/General Public or HCP/Medical Community—to ensure your communication resonates effectively. Please refer to **page 24** for tips and ideas on how to activate the campaign to each audience group.

PATIENTS/GENERAL PUBLIC

Patients and caregivers often face challenges in staying consistent with their healthcare plans, particularly when symptoms are not immediately visible. Messaging for this audience **must bridge the gap between awareness and action**, emphasising the long-term benefits of adherence in a relatable, engaging manner. By focusing on positive future outcomes and tailoring communication to resonate emotionally, **the campaign inspires patients to take ownership of their health**, ensuring better outcomes and helping them not miss a moment with loved ones.

HCP/MEDICAL COMMUNITY

Healthcare professionals assume patients follow prescribed treatment plans, but **time constraints and limited resources often hinder monitoring and follow-up**. Communication aimed at HCPs must address these challenges by emphasising adherence's role in improving patient outcomes. **Clear, actionable resources are designed to help HCPs engage patients effectively**, facilitating productive conversations and reinforcing the importance of adherence. The goal is to empower professionals to close care gaps and **build stronger patient-provider relationships, ensuring better health outcomes**.

4.1 – ACTIVATION

ACTIVATION IDEAS: WALL OF FUTURE MOMENTS

One of the key activation ideas is the creation of a “Wall of Future Moments,” where people can share the meaningful moments they want to protect for the future. This physical installation, placed in high-footfall areas such as busy city streets, serves as an extension of the digital “Wall of Future Moments.” Participants are encouraged to write their aspirations—such as personal milestones, cherished goals, or special occasions—on colourful notes and place them on the wall. These collective moments visually demonstrate the campaign’s theme, “Don’t Miss a Moment,” while inspiring others to reflect on what matters most to them. A prominent QR code on the wall connects people to the digital campaign, offering resources to learn more about adherence, its importance, and tools to stay on track with their healthcare plans.

[DOWNLOAD WALLS](#)

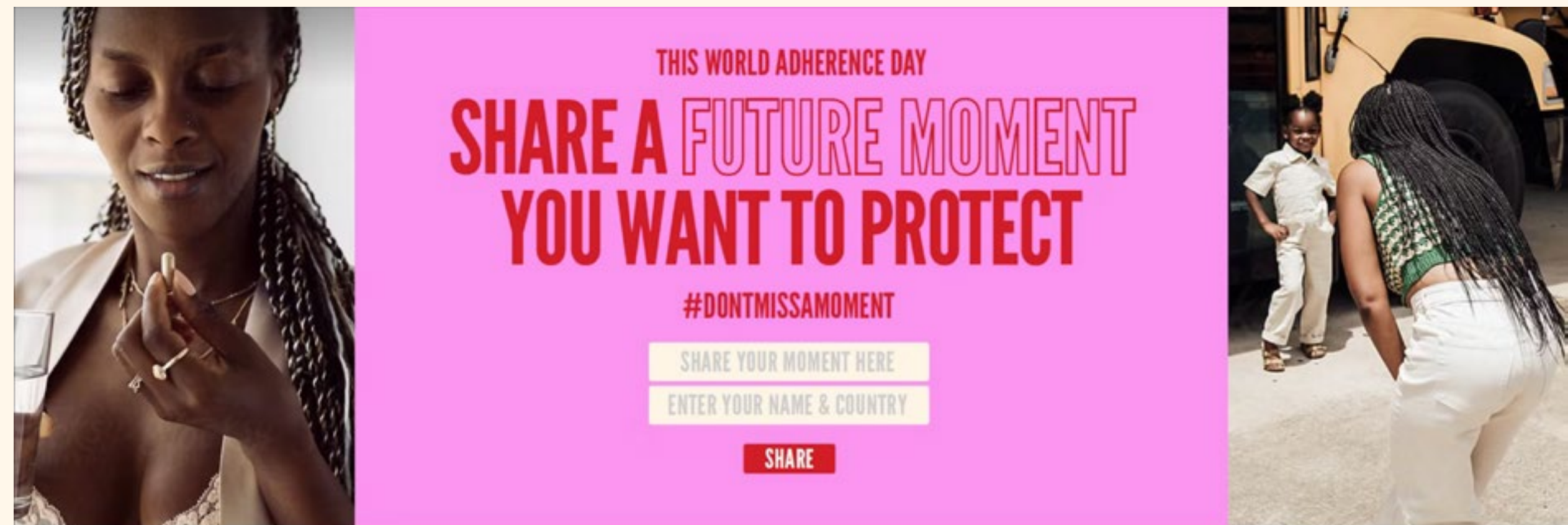


4.2 – ACTIVATION

ACTIVATION IDEAS: DIGITAL WALL OF FUTURE MOMENTS

The Digital Wall of Future Moments invites people worldwide to share the meaningful moments they wish to protect. Hosted on the World Adherence Day website, participants can submit their aspirations—such as personal milestones or dreams—which appear on colourful, interactive notes. The website also features valuable information on adherence and practical resources. The QR code to access the website is available below for download, amplifying the campaign’s theme, “Don’t Miss a Moment.”

[DOWNLOAD QR CODE](#)



4.3 – ACTIVATION

ACTIVATION IDEAS: COMMUNITY EVENTS

Smaller, localised activation ideas offer communities practical ways to engage with the message of adherence. These initiatives, tailored to local contexts, inspire education and participation, empowering individuals to take proactive steps in maintaining their health and supporting adherence within their communities.

Community Education Workshops/Stands

Organise workshops or stands at local clinics, pharmacies or community centres to educate people about adherence and its benefits. They can hand out leaflets or even the medication tracker.

Stay on Track Run

Playing on the phrase 'stay on track', organise a community run for raising awareness about the importance of staying on track with your entire healthcare plan (adherence). They can hand out leaflets at this event and have healthcare workers there to educate people about adherence.



5.1 – ASSETS

ADHERENCE DAY HERO VIDEOS

The videos highlight the importance of staying on track with medications, lifestyle changes, and healthy habits to enjoy a brighter, healthier future with loved ones. The campaign includes two versions: a **50-second** hero video that delves deeper into the message and a concise **15-second** video designed to quickly capture attention and inspire action.

[DOWNLOAD VIDEOS](#)



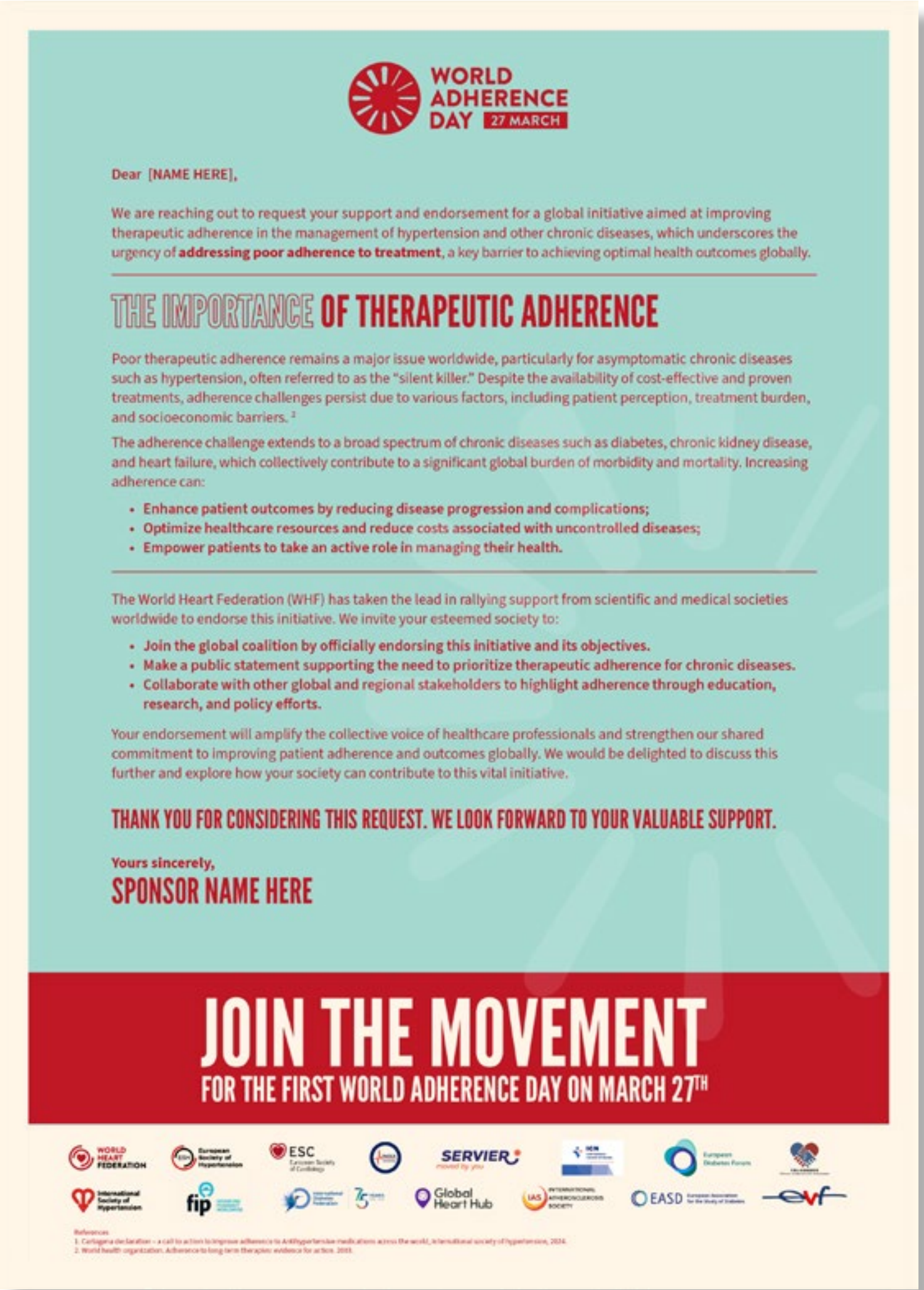
5.3 – ASSETS

ADHERENCE DAY DECLARATION LETTER

The **declaration letter** represents a pivotal call to action, urging organizations and societies to unite in improving therapeutic adherence by endorsing this initiative. By signing the **declaration letter**, you are confirming your formal support and endorsement of this global initiative. Share the **declaration letter** on LinkedIn or other relevant channels to show your involvement and support, and inspire others to join and take action.

[EDIT YOUR DECLARATION LETTER PDF](#)

[EDIT YOUR DECLARATION LETTER WITH CANVA HERE](#)



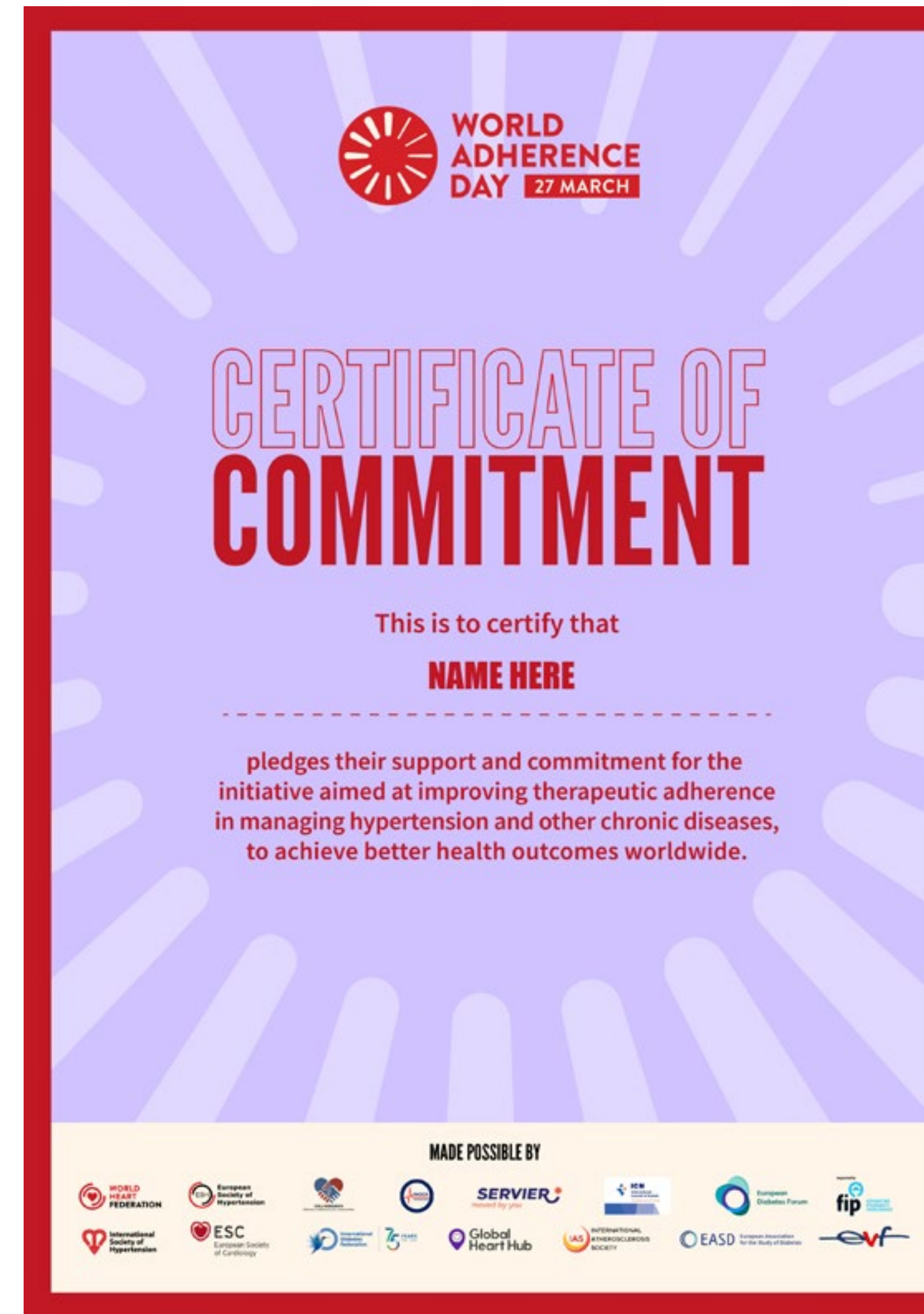
5.4 – ASSETS

CERTIFICATE OF COMMITMENT

If you have signed the declaration letter, you can create a personalised **certificate of commitment** to show your support and involvement. Share the **certificate of commitment** on LinkedIn or other relevant channels to show your involvement and support, and inspire others to join and take action.

[EDIT YOUR CERTIFICATE PDF](#)

[EDIT YOUR CERTIFICATE WITH CANVA HERE](#)



5.5 – ASSETS

PRINTABLE POSTERS FOR PATIENTS AND GENERAL PUBLIC

These non-editable posters are tailored for patients and the general public, emphasising the importance of adherence through relatable messaging. Ideal for clinics, community centres, or public spaces, they inspire individuals to stay on track with their healthcare plans and cherish meaningful future moments.

[DOWNLOAD POSTERS](#)



5.6 – ASSETS

PRINTABLE POSTERS FOR HCPs AND MEDICAL COMMUNITY

Designed for healthcare professionals and the medical community, these non-editable posters focus on promoting collaboration and effective communication about adherence. They highlight the crucial role of HCPs in empowering patients to achieve better health outcomes.

[DOWNLOAD POSTERS](#)



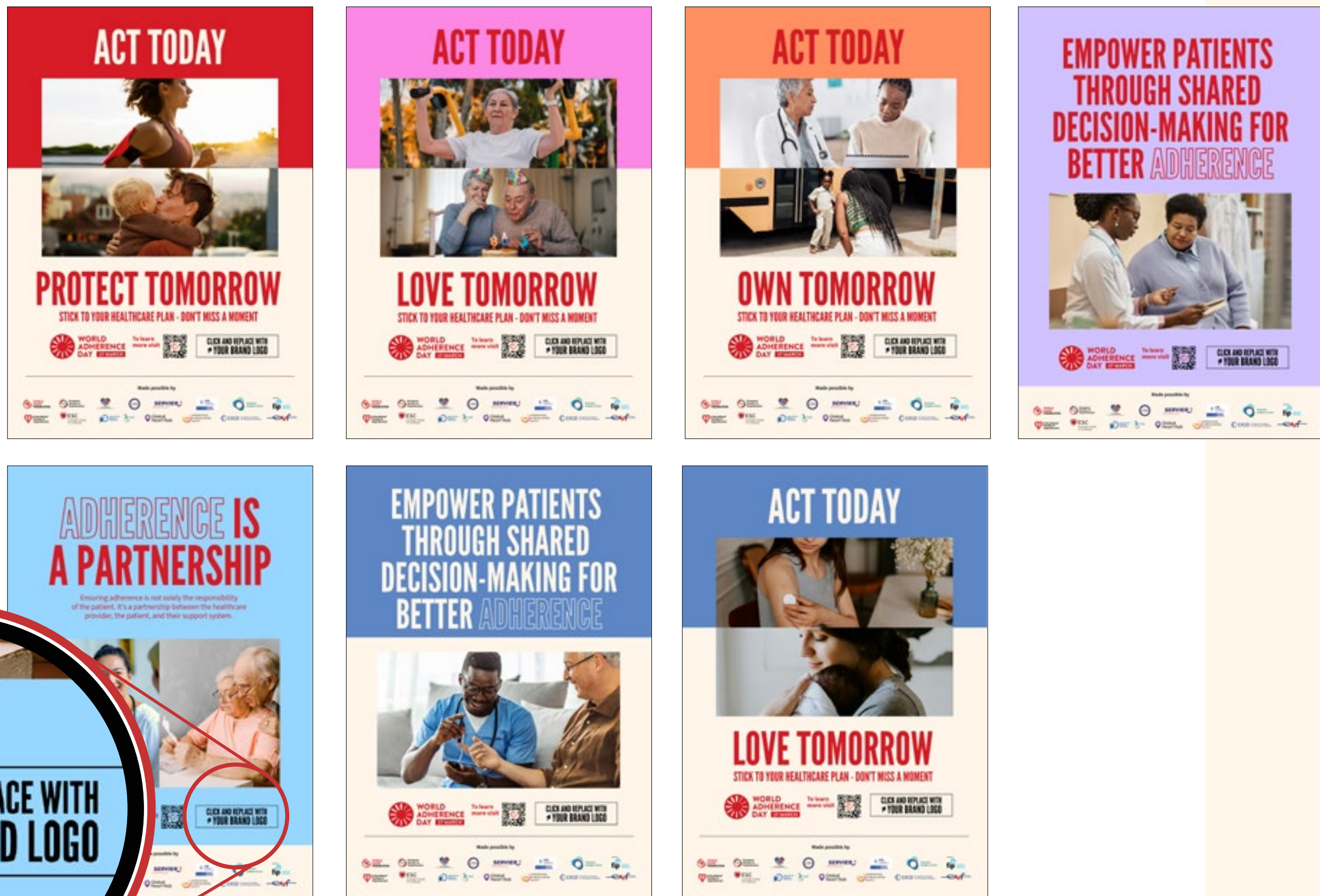
5.6 – ASSETS

EDITABLE POSTERS

Editable posters offer flexibility to replace the logo with your own branding while keeping the core campaign message intact. Available in both editable PDF and Canva formats, these assets allow for easy customisation to suit your organisation's needs.

[EDIT YOUR POSTER PDF](#)

[EDIT YOUR POSTER WITH CANVA HERE](#)



5.7 – ASSETS

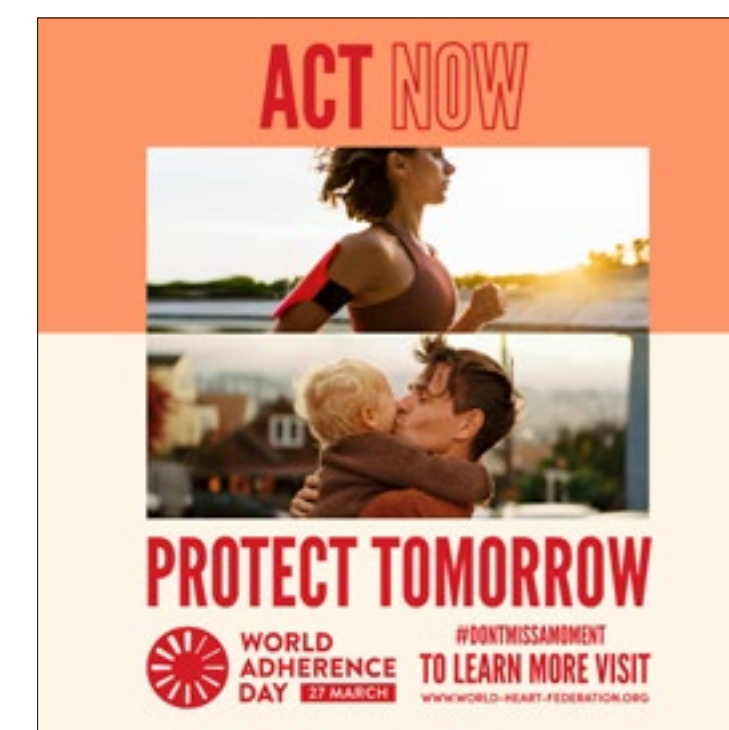
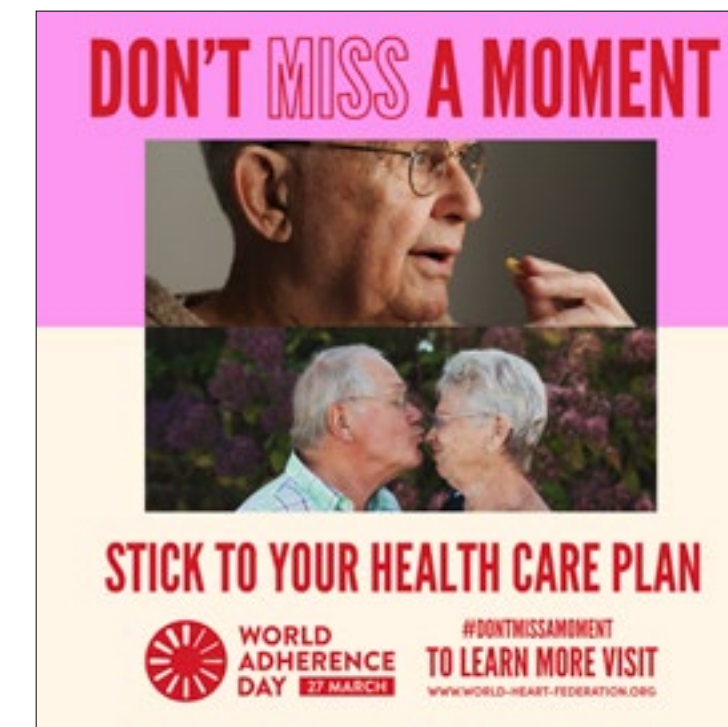
SOCIAL MEDIA POSTS

These posts are crafted to resonate with both audiences. Featuring key campaign messages, they highlight the shared importance of adherence in improving health outcomes. Use these posts to foster connections and encourage collaboration between patients, caregivers, and healthcare professionals.

In addition to using the supplied social media posts, we encourage you to share patient or your own stories and experiences on adherence.

Remember to use the hashtags when you post
#WorldAdherenceDay #DontMissaMoment
#HealthcareAdherence

[DOWNLOAD POSTS](#)



5.8 – ASSETS

T-SHIRTS

The t-shirts serve as wearable reminders of the campaign’s message. They are available in white, red, pink and light blue. The front displays a powerful call to action, while the back features the hashtag #DONTMISSAMOMENT, reinforcing the importance of adherence. These vibrant designs promote engagement and spark conversations, helping to spread awareness in a visually impactful way.

[DOWNLOAD T-SHIRTS](#)



5.9 – ASSETS

A4 PRINTABLE LEAFLETS

A4 printable leaflets can be used to raise awareness about adherence and its importance. This printable resource provides key information, practical tips, engaging visuals and facts to educate patients and healthcare professionals. Easy to distribute in clinics or community events, they inspire meaningful conversations and help promote better health outcomes for all.

[DOWNLOAD LEAFLET](#)



5.9 – ASSETS

EDITABLE A4 PRINTABLE LEAFLETS

The editable leaflets offer customisation options, allowing you to replace the logo with your own. Available as an editable PDF and Canva format.

[DOWNLOAD EDITABLE LEAFLET PDF](#)

[EDIT YOUR LEAFLET WITH CANVA HERE](#)




5.10 – ASSETS

PRINTABLE MEDICATION TRACKER


The printable medication tracker is a practical tool designed to help patients and caregivers stay on track with their healthcare plans. This downloadable asset encourages adherence by providing an easy way to monitor daily medications. It's perfect for clinics, community centres, or personal use, fostering better health outcomes.

[DOWNLOAD TRACKER](#)

DAILY MEDICATION TRACKING SHEET 

NAME: _____ DATE: _____

MEDICATION	DOSAGE	PRESCRIBED SCHEDULE	MORNING	NOON	EVENING	NIGHT

 **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 #DONTMISSAMOMENT

5.10 – ASSETS

EDITABLE MEDICATION TRACKER

The editable medication tracker offers flexibility, allowing you to replace the logo with your own. Available as an editable PDF and Canva format, it's perfect for personalised use.

[DOWNLOAD EDITABLE TRACKER PDF](#)

[EDIT YOUR TRACKER WITH CANVA HERE](#)



DAILY MEDICATION TRACKING SHEET

NAME: _____ DATE: _____

MEDICATION	DOSAGE	PRESCRIBED SCHEDULE	MORNING	NOON	EVENING	NIGHT

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.

CLICK AND REPLACE WITH YOUR BRAND LOGO

STICK TO YOUR HEALTHCARE PLAN #DONTMISSAMOMENT

6.1 – GET STARTED

HOW TO ACTIVATE THE CAMPAIGN TO EACH AUDIENCE GROUP

PATIENTS/GENERAL PUBLIC

COMMIT : Sign the letter of declaration to showcase your support for the initiative and join the global effort to improve therapeutic adherence.

EDUCATE: Attend workshops to learn more about the impact of adherence and how you can better support and empower your patients to stay on track with their healthcare plan.

DISTRIBUTE: Help distribute free printable posters, educational materials or medication trackers to your patients or local clinics and community centres.

ENGAGE: Post on social media using our images from our toolkit or spread the word using #WorldAdherenceDay or #DontMissAMoment. Encourage people to submit a moment they want to protect on the wall of moments

HCP/MEDICAL COMMUNITY

COMMIT : Sign the letter of declaration to showcase your support for the initiative and join the global effort to improve therapeutic adherence.

EDUCATE: Host or attend workshops to educate about the importance of adherence and how everyone can better support and educate patients to stay on track with their healthcare plan.

DISTRIBUTE: Check out our materials in the campaign toolkit for tips and questions that can foster collaboration and shared decision making in your patient conversations when discussing adherence.

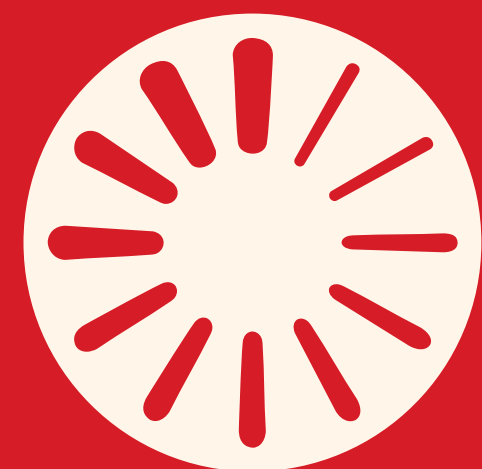
ENGAGE: Start a conversation, spread the word about the importance of adherence or talk about your own story or experience with adherence. We encourage you to post on social media using our images from the toolkit with #WorldAdherenceDay #DontMissAMoment.

6.2 – GET STARTED

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

DOWNLOAD ALL ASSETS

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: montse.mortara@worldheart.org



**WORLD
ADHERENCE
DAY** **27 MARCH**