

# USE TO ACT NOW ON ANGINA

## Campaign Toolkit



Learn more:  
[worldheart.org](http://worldheart.org)



# 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.**

Angina is an underlying symptom of cardiovascular disease, which is known to cause 4.1 million deaths<sup>1</sup> 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 downplay angina or miss the symptoms. By recognizing angina quickly, physicians can stop cardiovascular disease from getting worse – which prevents sufferers from living life to the full.

<sup>1</sup>Balla C et al. *Cardiology* 2018;140(1):52-67.

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1.

# CAMPAIGN OBJECTIVES

**Communicate Three Key Messages**

## 1 AWARENESS

Stay alert! Symptoms of angina can vary from person to person and culture to culture.

## 2 ACTION

Speak up! Talk to your doctor about all of your symptoms to receive personalised treatment.

## 3 ADHERENCE

Stick to the plan! Take medications as prescribed and make recommended lifestyle changes.

2.

# CAMPAIGN ASSETS

## POSTER

Display in healthcare facilities

## PATIENT TESTIMONIAL VIDEOS

Use for social channels and website content

## SOCIAL MEDIA POSTS

Use for social channels

# 2.1

# POSTER

[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

## 1 AWARENESS

Animated social media post  
Square + landscape format

## 2 ACTION

Animated social media post  
Square + landscape format

## 3 ADHERENCE

Static social media post  
Square + landscape format

# 2.3

# AWARENESS

Animated social media post  
Square + landscape format

[Download here](#)

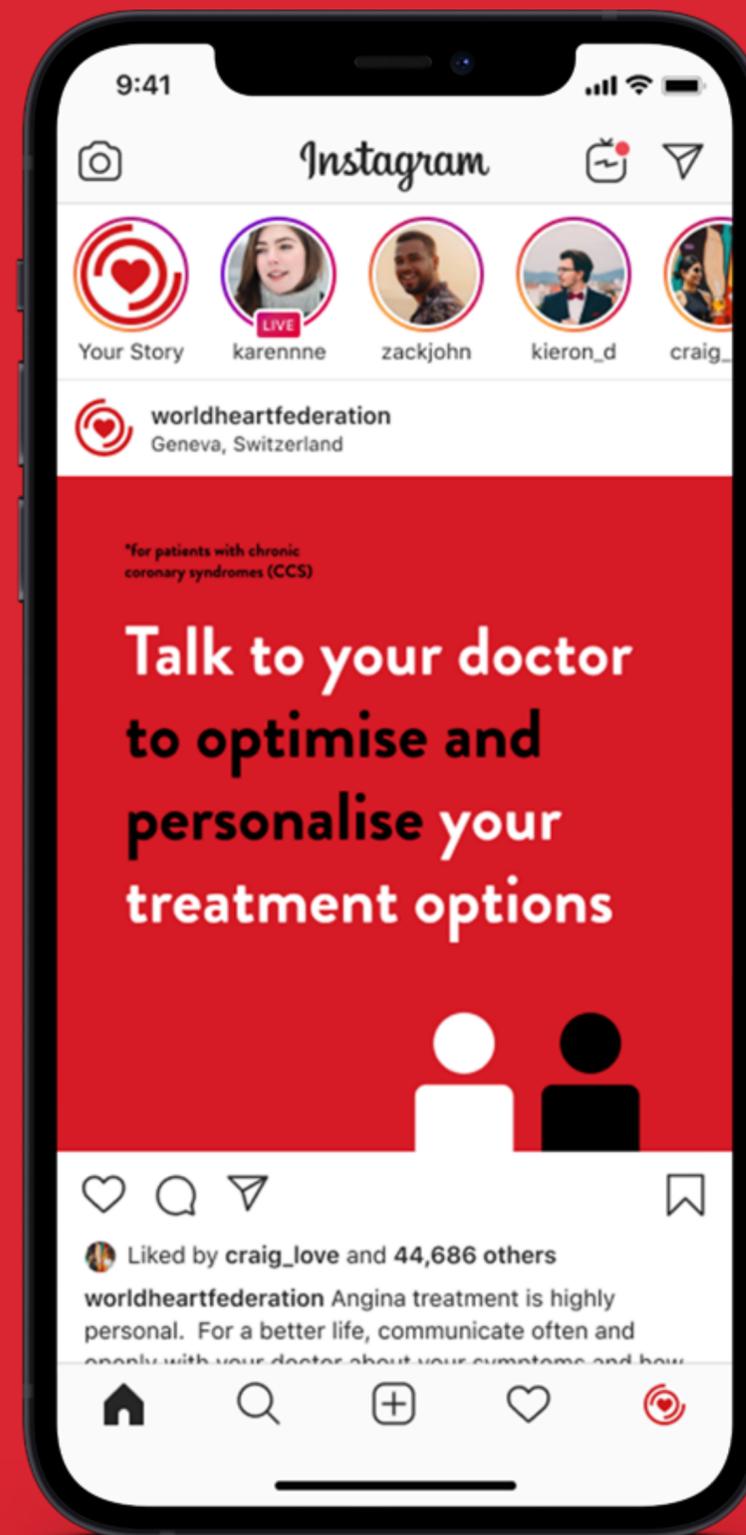


# 2.3

# ACTION

Animated social media post  
Square + landscape format

[Download here](#)

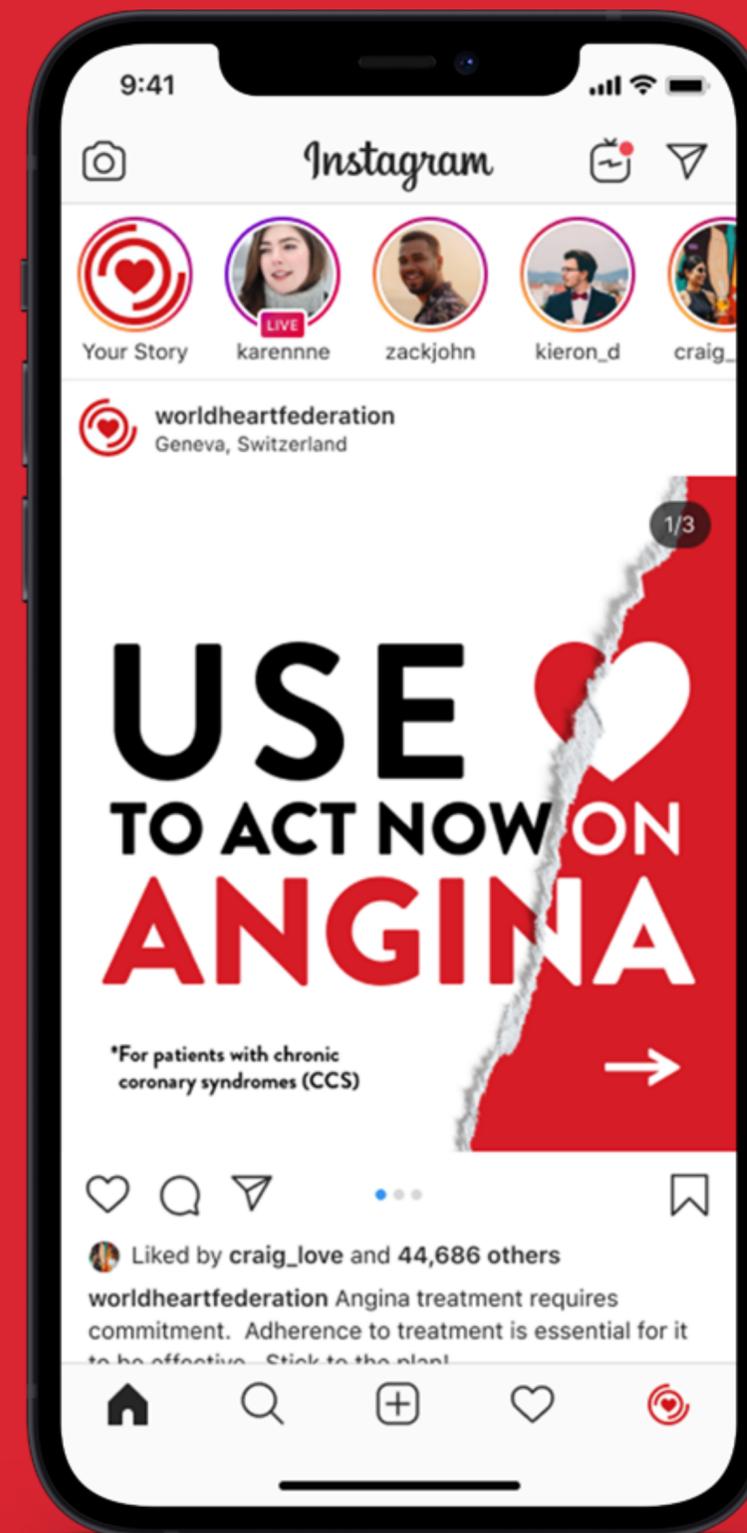


# 2.3

# ADHERENCE

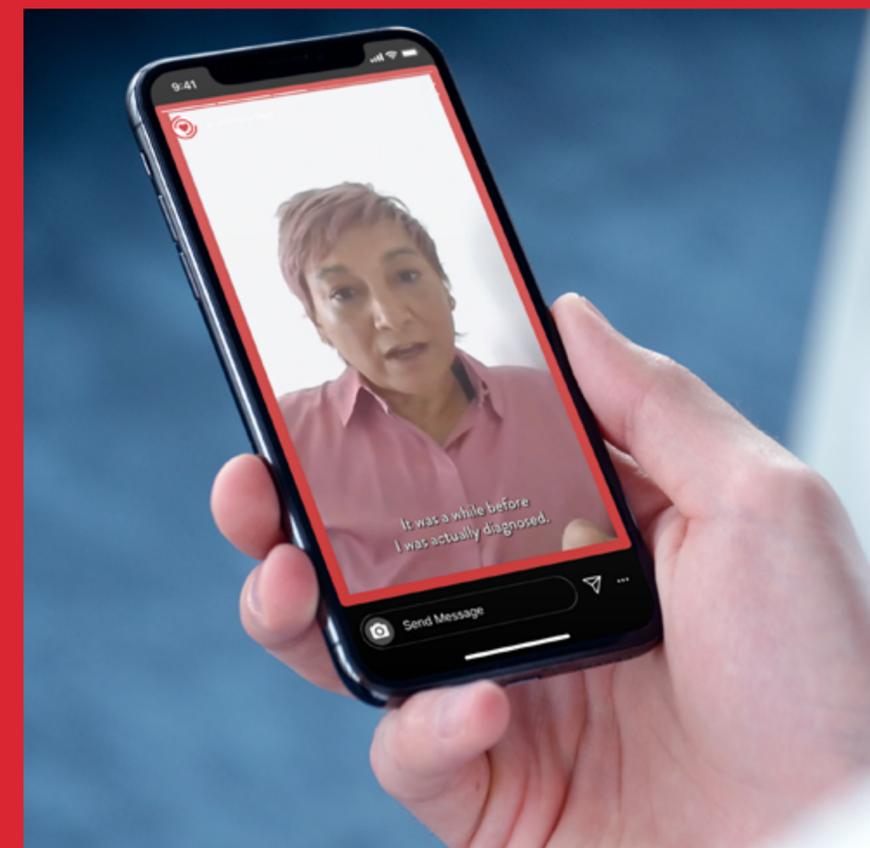
Static social media post  
Square (5-image carousel) + landscape format

[Download here](#)



# 3.

# ASSET USE



# 3.1

# HOW YOU CAN USE OUR ASSETS

**Plan and release**  
your own angina awareness campaign

**Use the animations and static post**  
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)

# 4.

# THE NEXT STEPS

## **Download your assets**

Visit [worldheart.org/resource/?topic=angina](https://worldheart.org/resource/?topic=angina)

## **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:

Servier:

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



IN PARTNERSHIP WITH

