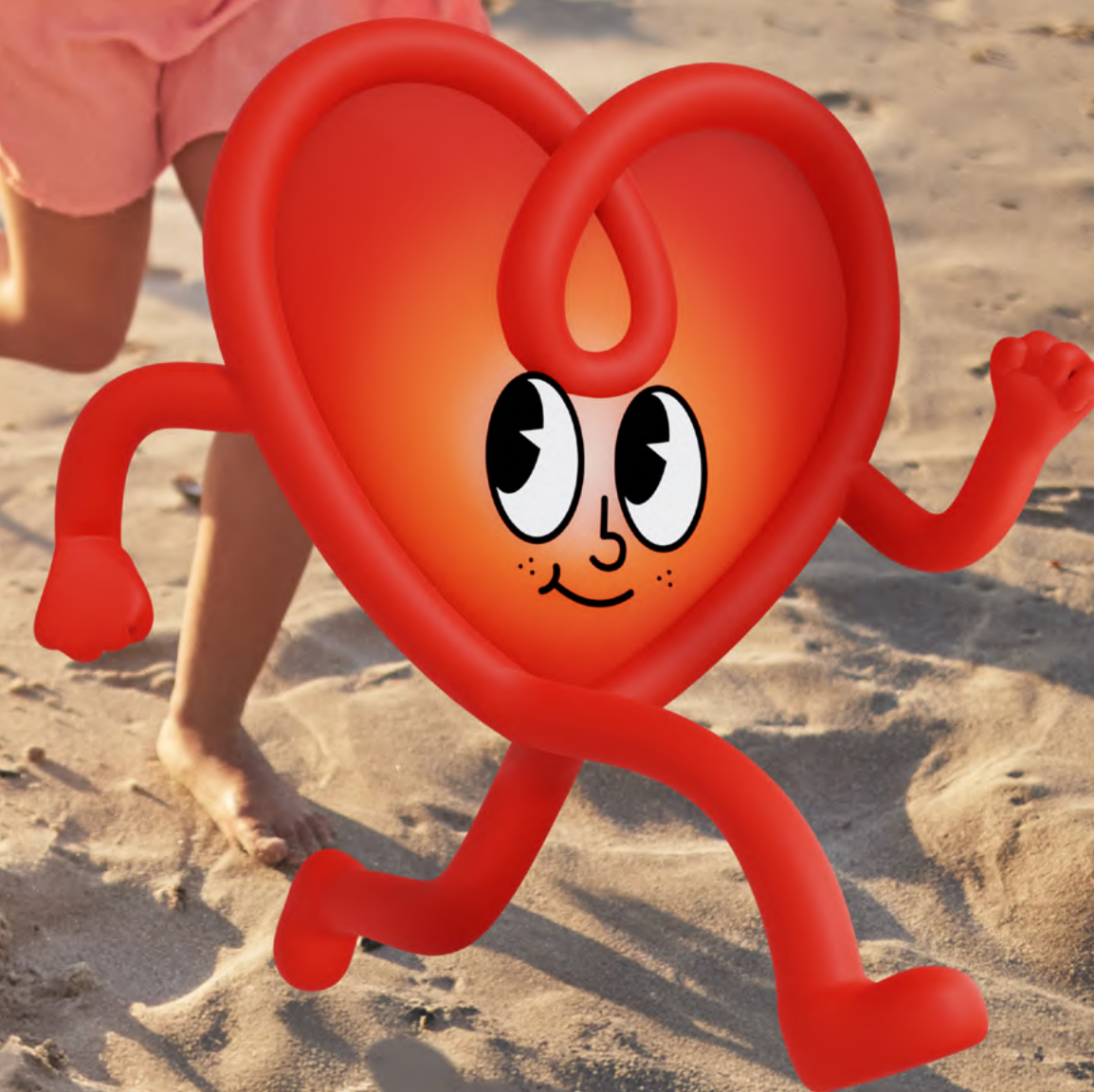




**WORLD
HEART
DAY** 29 SEP

**PLAYBOOK
2026
DON'T
MISS
A BEAT!**



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1. INTRODUCTION



WELCOME & PURPOSE OF THE PLAYBOOK

Each 29 September, we celebrate World Heart Day to raise awareness of cardiovascular disease (CVD) and the importance of taking care of your heart. From individuals, families and schools to community groups and governments, we work together to make equitable heart health a priority and drive change across the globe.

For any assistance, please email worldheartday@worldheart.org

1.2. HISTORY OF WORLD HEART DAY

For 26 years, we have come together on 29 September to make heart health a priority.

Together we have highlighted how to prevent and manage CVD and called on governments to prioritise heart health.

Last year, we celebrated the 25th anniversary of World Heart Day and united millions worldwide with the message **Don't Miss a Beat.**

Building on this, in 2026, we will continue to spread our message to the world, and our mission remains as urgent as ever.

#1
HEART DISEASE
IS THE WORLD'S
NUMBER ONE KILLER

IT KILLS AROUND 1 IN 3
OF US - MORE THAN ANY CONDITION

CVD CLAIMS MORE LIVES
THAN CANCER AND CHRONIC
RESPIRATORY DISEASES COMBINED



1.3. CELEBRATING LAST YEAR SUCCESSES

WHD 2025 key stats, reach,
landmark moments

WE TOLD THE WORLD DON'T MISS A BEAT

1.7 BILLION – POTENTIAL REACH OF WHD 2025

Don't Miss a Beat resonated globally, driving widespread visibility and conversation across social media channels around the world.



SHONE A GLOBAL SPOTLIGHT ON CVD

140 COUNTRIES REACHED IN 2025

Through collaborations with ambassadors, influencers, media, partners and social media, WHD sparked conversations worldwide, increasing awareness of heart health across diverse audiences.



POWERED GLOBAL ACTION THROUGH OUR WHF COMMUNITY

133 – WHF MEMBERS
WHO ACTIVATED WHD 2025

We mobilised 133 member organisations across the globe, who organised dedicated events and helped us spread the message of WHD far and wide, demonstrating the power of our collective action and impact.



1.4. BEATING CVD TOGETHER

IT'S TIME FOR URGENT ACTION ON CVD - THE WORLD'S NUMBER ONE KILLER, HIDING IN PLAIN SIGHT.

Right now, people around the world are missing out on time with loved ones, the chance to protect their own health, and the opportunities afforded by more sustainable local health systems.

Too often, this is due to the early and preventable loss caused by CVD, with symptoms and warning signs gone unnoticed until it is too late.



BEATING CVD TOGETHER - THE URGENCY OF ACTION

There's not a **moment to lose**.
We must spot the signs of CVD,
protect hearts everywhere,
take action.

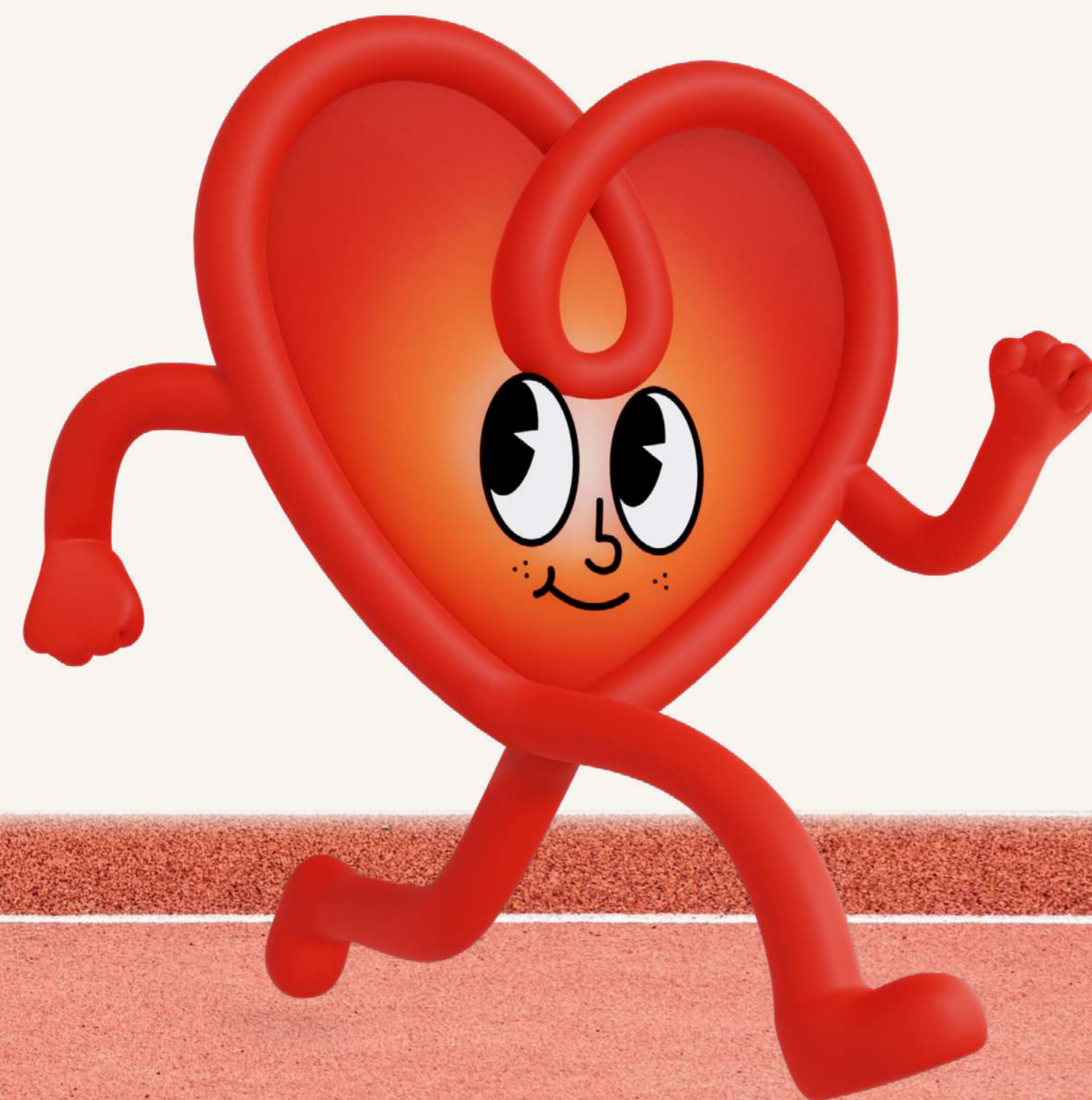
6.5 million people die early from heart
disease every year, and many millions more
are left picking up the pieces.

Congenital Heart Diseases are silently taking
young lives, women's CVD symptoms are
largely going unseen, and many people do not
know how to spot the warning signs that could
save their lives.

People everywhere are
missing out on the proven
health and happiness
benefits of movement.

Cities are missing out on the
opportunity to boost health and
reduce the burden of illness.

Approximately 4 out of every 5
people with hypertension do not
have their blood pressure
adequately controlled.



**WHICH IS WHY,
THIS 29 SEPTEMBER,
WE WILL TELL THE WORLD:
DON'T MISS A BEAT**

1.5. MEASURING IMPACT

Through mobilising members, patients and the health community, we will:

Ignite global conversations and engagement, using powerful stories to raise heart health awareness.

IGNITE

Support the World Heart Federation's and UN SDG (Sustainable Development Goals) Target 3.4, and apply pressure on governments to improve access to life-saving care as a priority.

SUPPORT

Align healthy living with healthy hearts, encouraging global audiences to embrace heart healthy habits and daily movement this September and beyond to reduce CVD risk.

ALIGN

1.6. REACHING OUR BIGGEST ADVOCATES

This World Heart Day, we must send a clear message to policymakers that CVD is a priority for every nation.

The following groups are passionate about heart health, and will be the most effective advocates for World Heart Day this year:

**FITNESS AND WELLNESS
ENTHUSIASTS WHO
PROMOTE HEALTHY HABITS
IN THEIR COMMUNITIES.**



1.6
REACHING OUR BIGGEST ADVOCATES

**THE INDIVIDUALS AND THEIR
FAMILIES TOUCHED BY HEART
DISEASE, WHOSE STORIES
DRIVE CHANGE.**



1.6

REACHING OUR BIGGEST ADVOCATES



**WOMEN AGED 21-35 WITH
MULTIGENERATIONAL INFLUENCE AND
IN A KEY AGE BRACKET TO INFLUENCE
HEART-HEALTHY HABIT FORMATION.**

1.6
REACHING OUR BIGGEST ADVOCATES

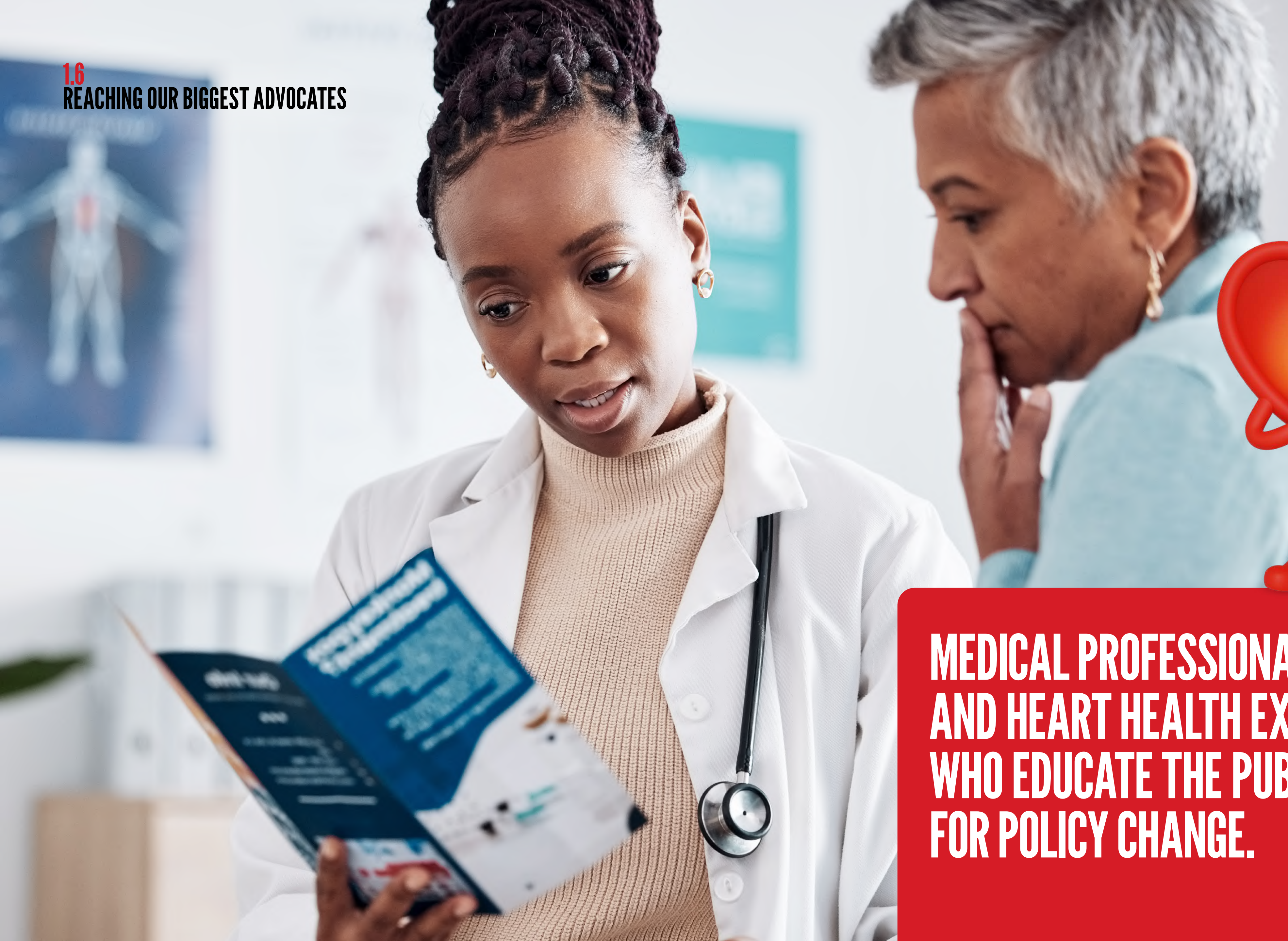


**THOSE IMPACTED BY THE
SILENT SYMPTOMS OF HEART
DISEASE AND MANAGING KEY
RISK FACTORS OF CVD.**



1.6

REACHING OUR BIGGEST ADVOCATES



**MEDICAL PROFESSIONALS
AND HEART HEALTH EXPERTS
WHO EDUCATE THE PUBLIC AND DRIVE
FOR POLICY CHANGE.**

2. THEME



2.1. OUR 2026 CAMPAIGN THEME

In 2026, we will continue to tell the world Don't Miss a Beat. However, this year, we will shine a spotlight on CVD as a silent killer.

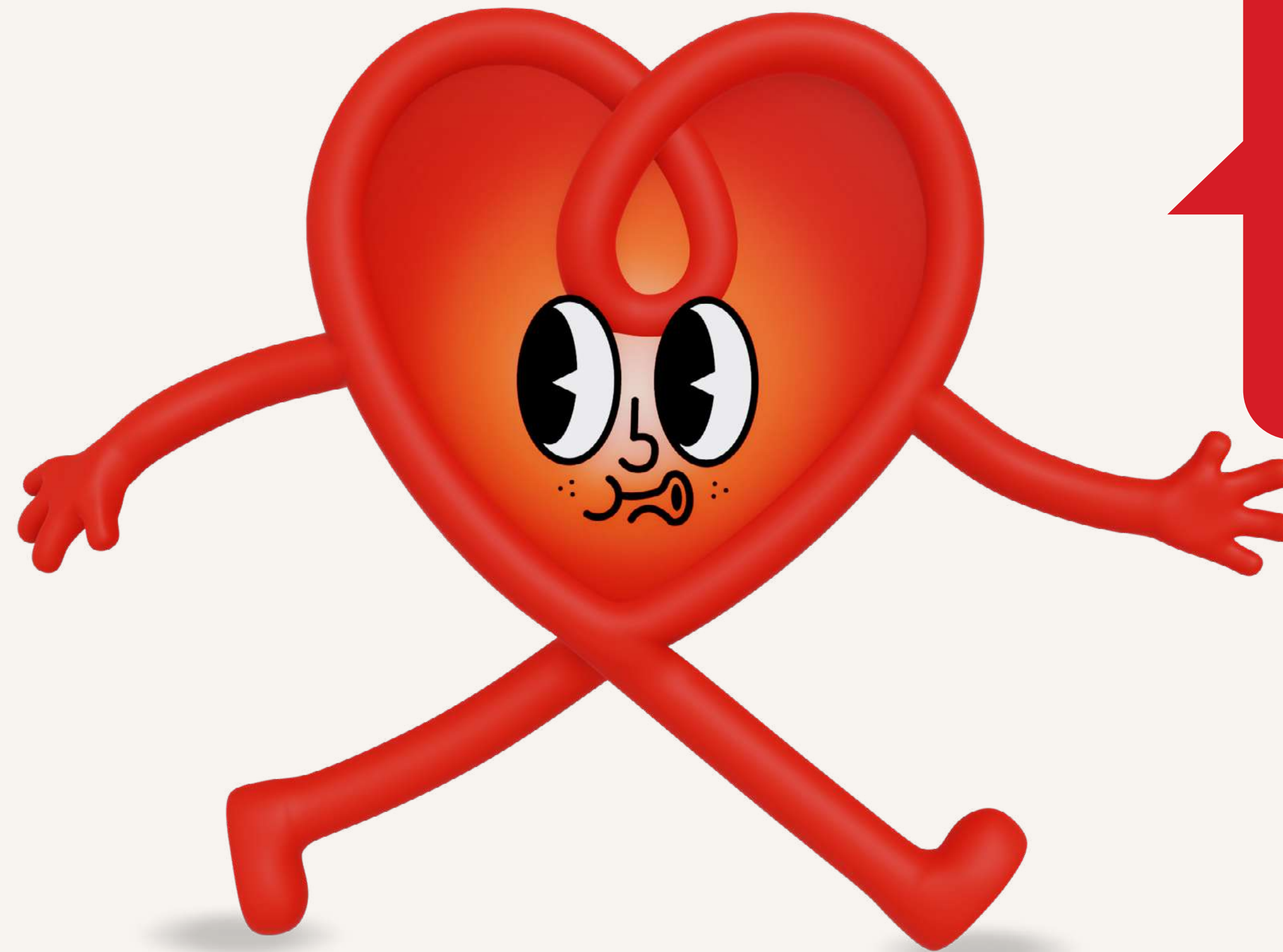
Heart disease kills around 1 in 3 of us - more than any condition – with too many symptoms missed, and too little progress made. We need to act now to save lives.

Symptoms: See the signs.

Solutions: Protect your heart.

Systems: Demand action.

The world's biggest killer is hiding in plain sight.



**DON'T
MISS
A BEAT**

2.2. TURNING IDEAS INTO ACTION

CVD can hide in plain sight. Many symptoms go unnoticed until it's too late. We will raise awareness of warning signs that are often ignored or missed, helping people act sooner and save lives.

SYMPTOMS

Most heart disease is preventable. By making small, consistent changes, people can significantly improve their heart health over time. We'll encourage everyone to keep the beat by taking simple, impactful steps every day.

SOLUTIONS

CVD is the world's leading cause of death, yet it is often overlooked by decision-makers. Gaps in care prevent health systems from effectively detecting, treating and preventing heart disease. We will call on governments to act by implementing heart health plans in every nation.

SYSTEMS

2.3. YOU ARE ESSENTIAL TO OUR SUCCESS

From local community events to large-scale global collaborations, we have reached billions of people and driven change.

This year, we will once again look to inspire, assist and resonate with communities across the globe, and to be as impactful as possible.



3. HOW TO USE CARDI-V

Rationalizing the Use of Our 3D Heart
Companion: A Guide for Life Moments
and Emotional Connection.



3.1. THE STRATEGIC ROLE OF CARDI-V

The Emotional Cheerleader

Cardi-V is not just a mascot; they are a 3D persona designed to accompany the audience through life's diverse moments. Their primary role is to act as a cheerleader and emotion conveyer.



Versatility: Gender-neutral design that fits any application.

Non-Verbal: Communicates purely through expression and posture.

Supportive: Hypes scenes and raises questions without speaking.

3.2. USAGE GUIDELINES: DO'S AND DONT'S

THEY DO

Build trust: Act as a supportive presence reinforcing the story.

Encourage: Cheer, celebrate, and energize the audience.

Communicate: Emotions, actions.

Connect: Interact through playful engagement.

Always Alone: Cardi-V is unique, there cannot be two Cardi-Vs in one scene.

THEY DON'T

Negativity: Never show harmful or malicious intent.

Appear Weak: Avoid sickness, distress, or medical procedures.

Static: Avoid a lifeless appearance, keep them expressive.

Disengage: Never turn back or hide from the audience.

Copy Action: Don't mimic the scene's actor (e.g., if subject runs, Cardi-V cheers, but doesn't run).

3.3. THE ASSET LIBRARY



11 STATIC POSES



A library ranging from Zen-meditation to high-energy celebration, allowing for precise emotional calibration.

5 ANIMATED LOOPS



Dynamic movements including “Follow Me,” “Cheering,” and “Waving” to drive engagement in digital space.

CORE RULE



Never Dress. Never Hold Objects. Cardi-V is most powerful in his natural, minimalist state.

Click here to access
the assets



4. CONTENT/ ASSETS

A toolkit of digital and printable assets is available to promote the campaign.

Materials will be available for download in multiple languages from the WHF website, enabling cost-effective, impactful local deployment of the global campaign.



4.1. POSTERS

Four posters have been designed for the campaign. Materials will be available for download in multiple languages.

Click here to access
the posters



4.2. SOCIAL MEDIA ASSETS

A full suite of social media assets is available for bringing Don't Miss a Beat to life online in the run-up to World Heart Day 2026. WHF members, partners, followers and the general public are welcome to deploy them across social media channels.

Click here to access the
social media assets



Static posts:

A variety of visuals have been created for use across social media channels. Each post is available in different sizes to meet the requirements of the various channels.

Hashtags:

This year's campaign will use the following hashtags:

#WorldHeartDay

#DontMissABeat

Cover images:

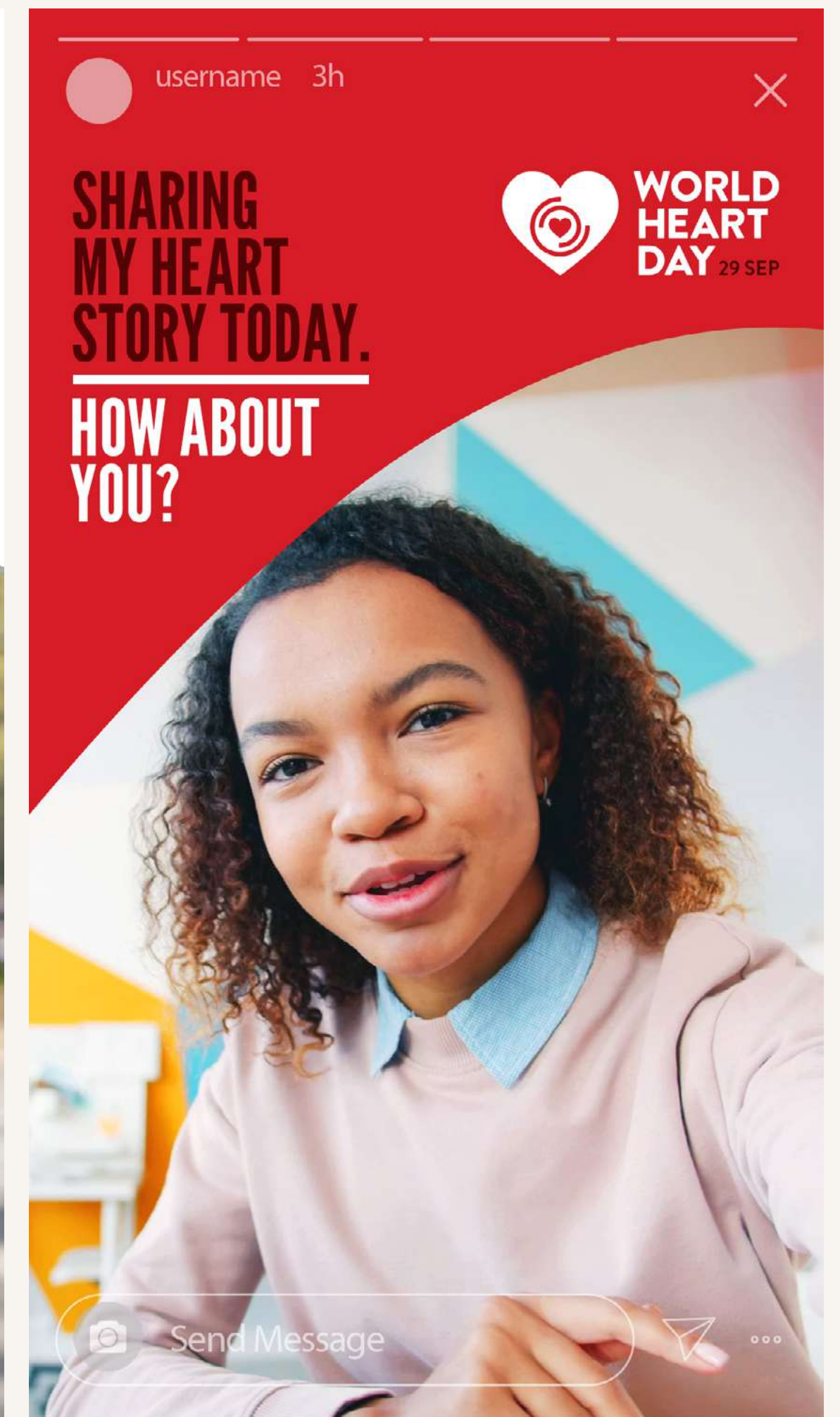
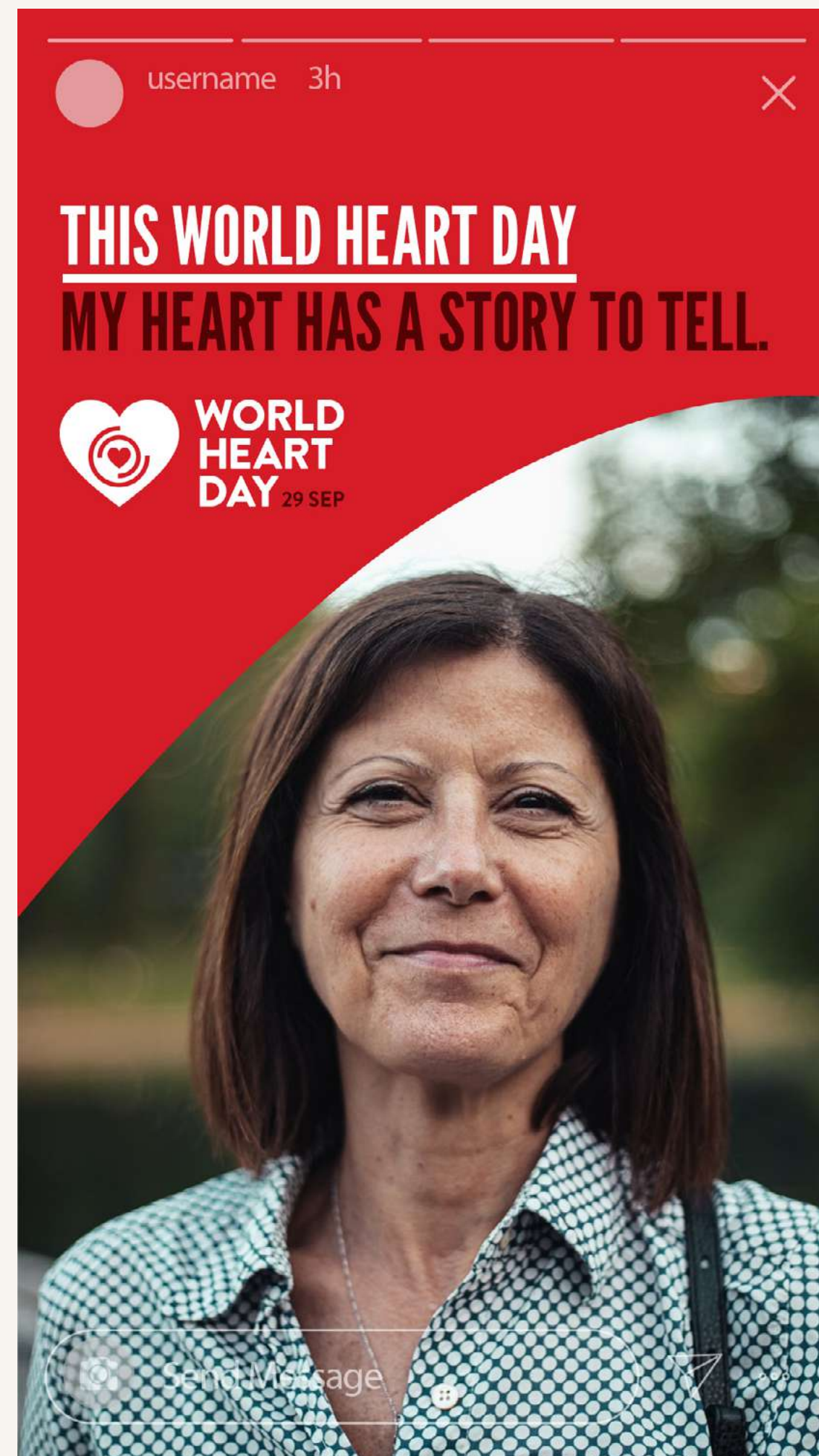
New cover images, sized appropriately for Facebook, X and LinkedIn, are available.



4.3. SOCIAL MEDIA FRAME

This year, a branded, visually striking frame has been designed for use on social media platforms, enabling users to highlight the impact of cardiovascular disease with personal images. These frames will help raise awareness while emphasising the ‘Don’t Miss a Beat’ message and allow people to share their impactful stories online.

Click here to download
the frame



4.4. CAMPAIGN FACTSHEET

Our factsheet provides a quick overview of the campaign.

Click here to access the factsheet



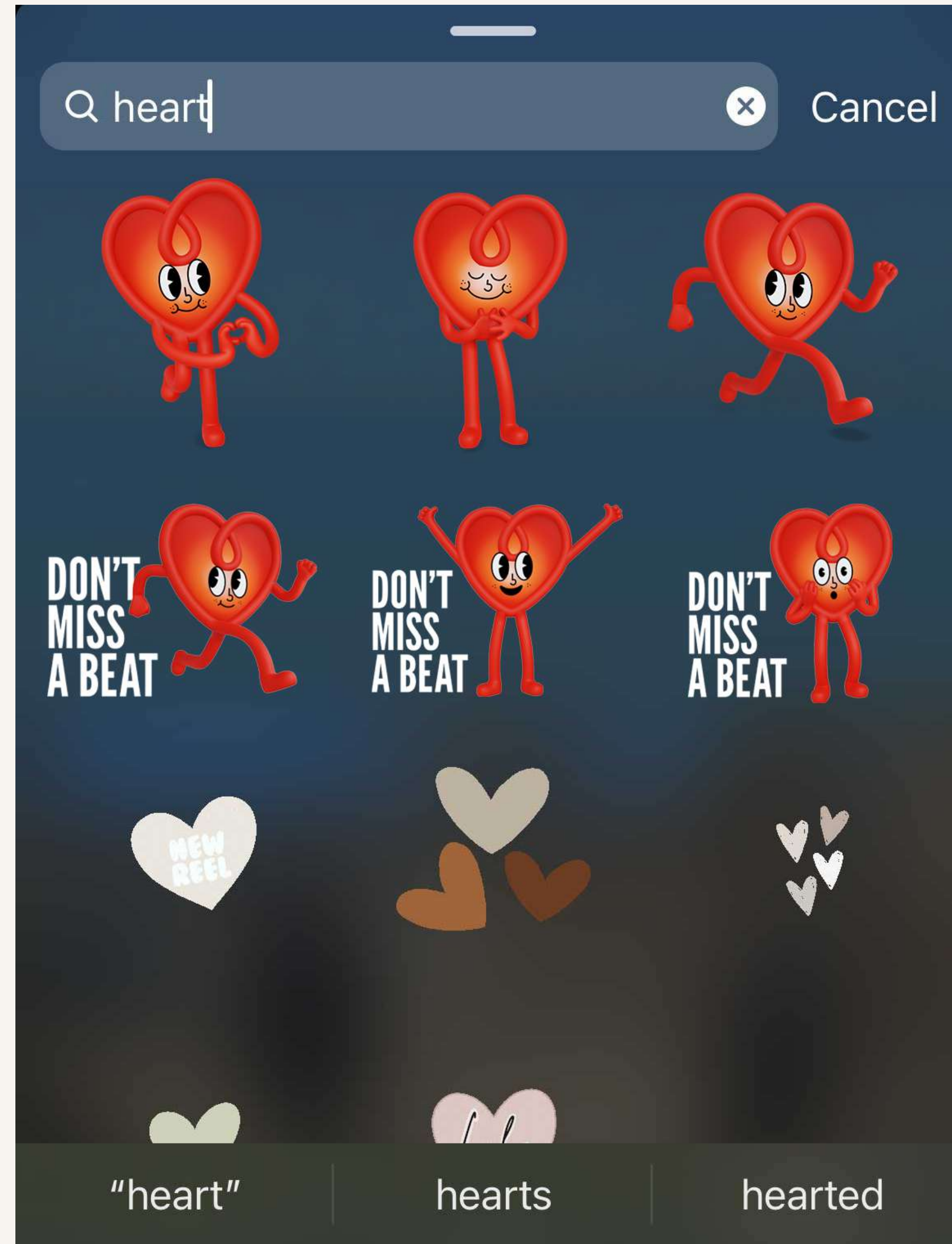
4.5. DIGITAL STICKERS AND GIFS

A new set of stickers is available for use on social media. Show off the campaign and Don't Miss a Beat by deploying them on organisational and personal social media channels.

To access a GIF on GIPHY, visit giphy.com and use the search bar to find your desired GIF, such as Don't Miss a Beat or Cardi V.

You can share it by copying the link or using the embed code. GIPHY's mobile app also makes it easy to search and share directly from your device.

Click here to
access the stickers



4.6. LEAFLET

The 2026 World Heart Day leaflet is a printable asset intended to bring the campaign from the digital world into the physical world.

The leaflet provides practical advice on fighting cardiovascular disease in the context of **Don't Miss a Beat**.

Click here to access
the leaflet



4.7. VIDEO

The campaign video will launch on the World Heart Federation's social media channels in July.

[Click here to access
the video](#)



4.8. MERCHANDISE

Merchandise items have been created to further spread the message of **Don't Miss a Beat**.

These items, designed to reflect the campaign's theme, include:

T-shirts: Featuring the latest World Heart Day branding. Perfect for spreading awareness

Baseball Caps: Stylish and functional, a great way to show your support

[Click here to access the merchandise designs](#)



4.9. BILLBOARD

A dynamic, eye-catching billboard design has been created for use outside in high-traffic areas worldwide.

The billboard is another tactic to raise awareness for the **Don't Miss a Beat** campaign in the real world.

Click here to download
the billboard



4.10. LOGOS

The new World Heart Day logos will be available for download in multiple languages and include the new Cardi V.

[Click here to access the logos](#)



**WORLD
HEART
DAY** 29 SEP

4.11. APP

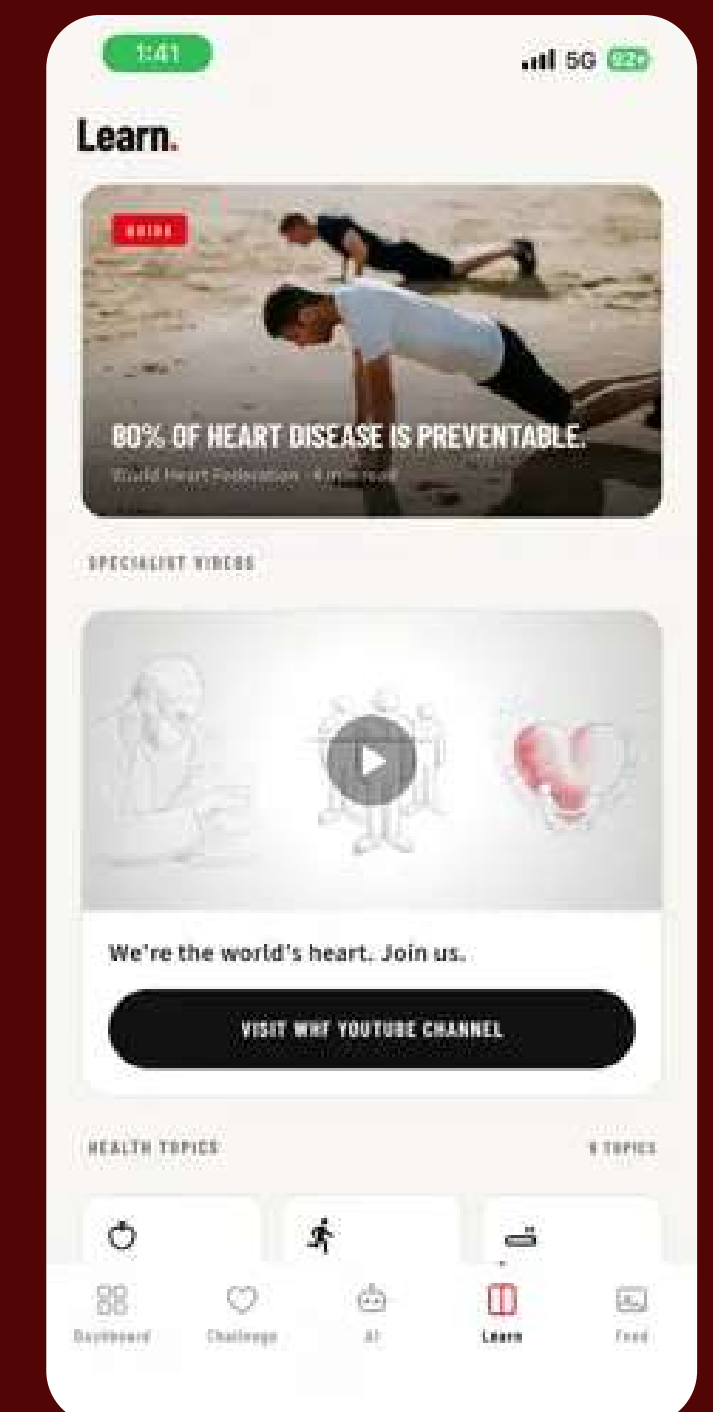
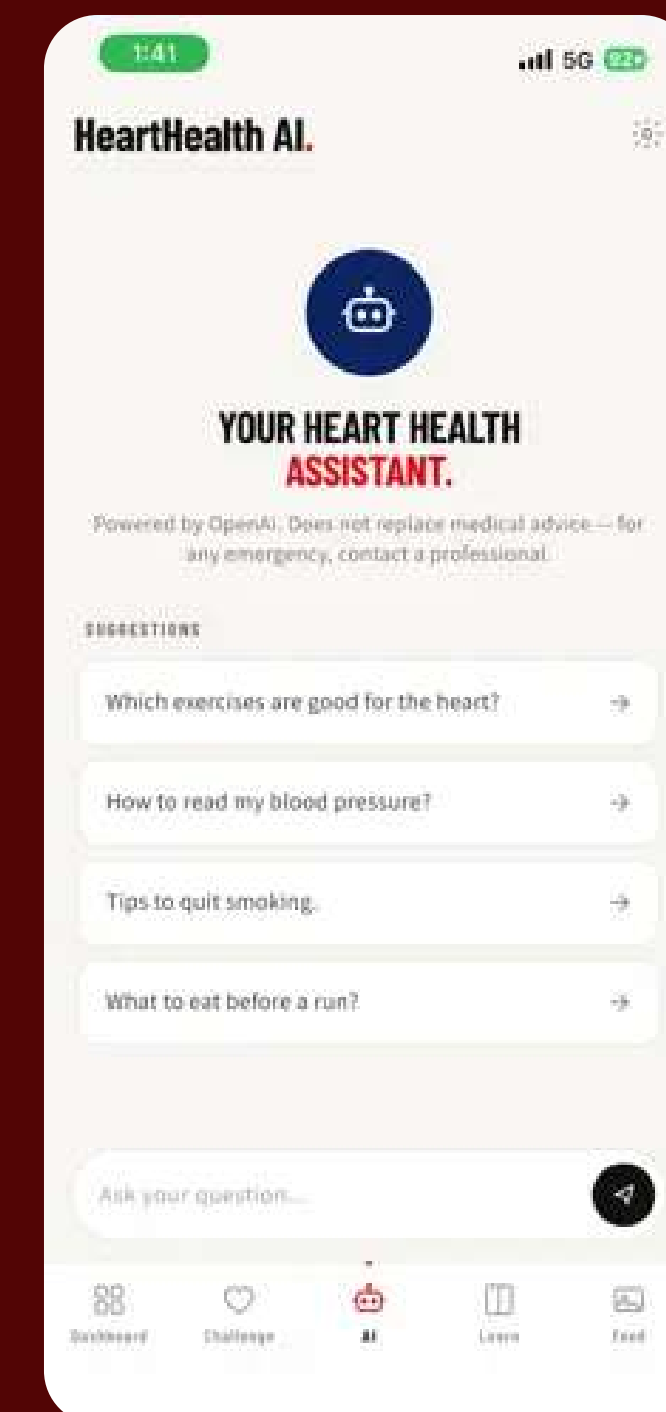
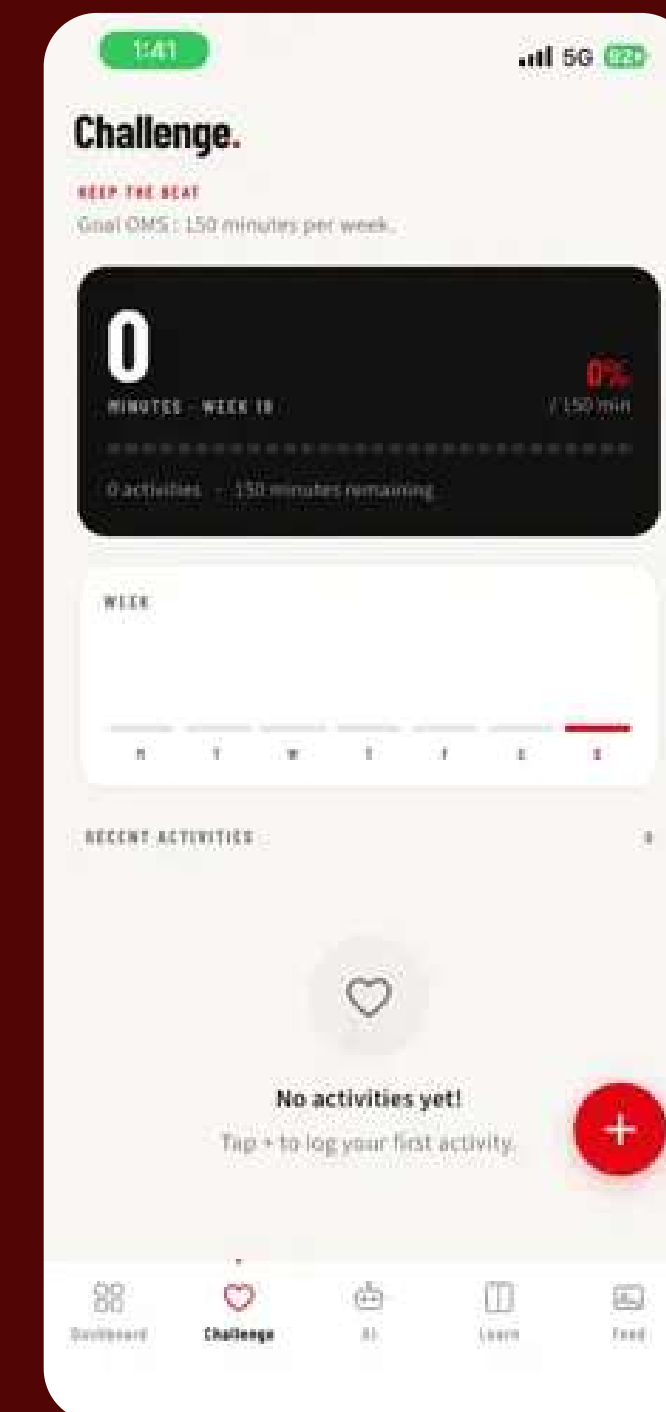
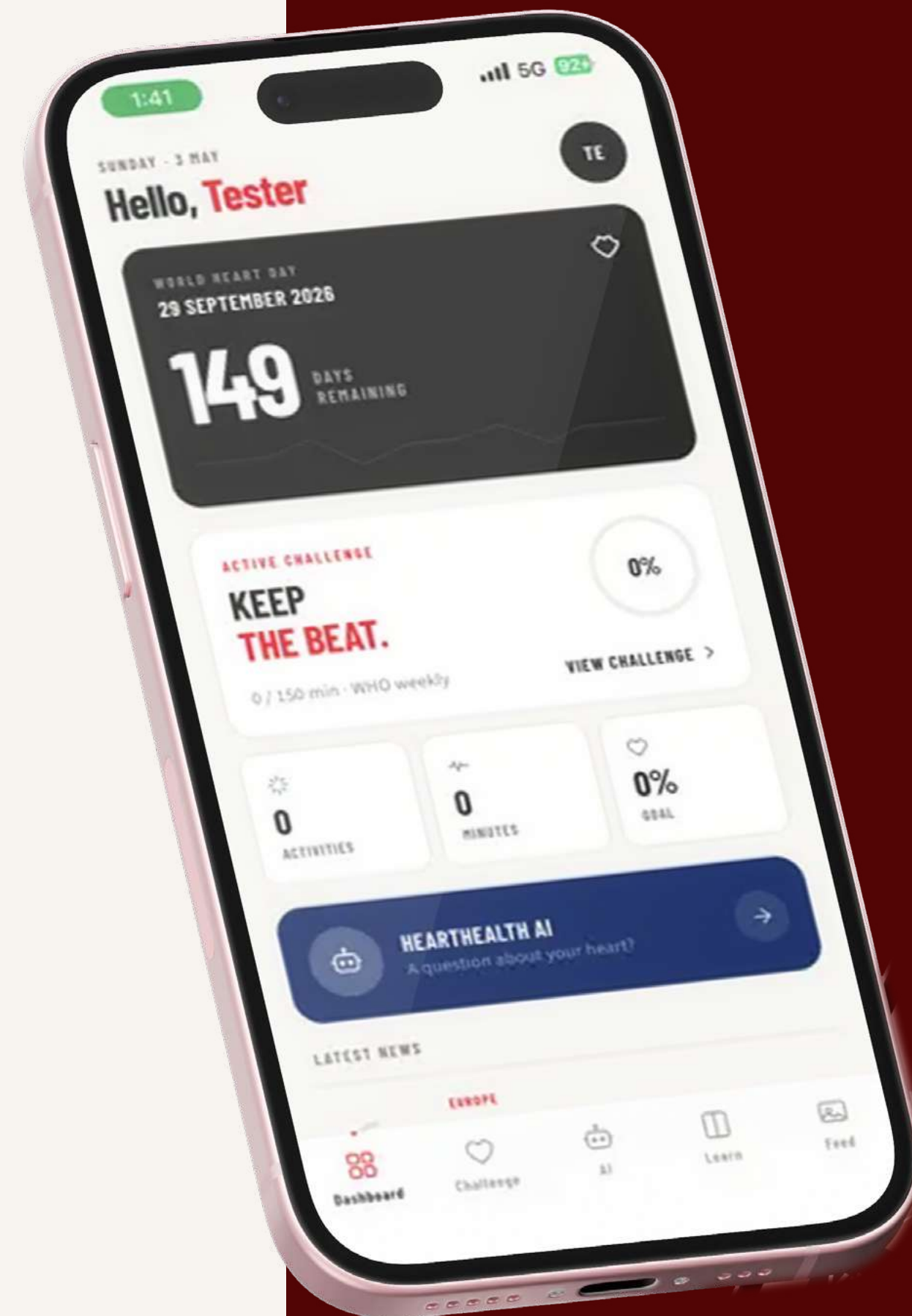
World Heart Day 2026 marks the launch of the official World Heart Day app!

Download the app to discover all the ways you can get involved in World Heart Day. Track your Keep the Beat Challenge progress, access heart-healthy lifestyle tips, stay up to date with the latest heart health news and more, all in one place.

The app is available to download on the Apple and Google app stores.



Scan the QR code to download the app



5. CAMPAIGN RESOURCES & LOGO USAGE



5.1. HOW TO USE THE RESOURCES

World Heart Day aims to coordinate global, national and local efforts in the fight against CVD, including heart disease and stroke.

To support this, a suite of resources has been developed for individuals or organisations interested in joining the campaign.

Click here to access the resources



5.2. NOT-FOR-PROFIT ORGANISATIONS AND HOSPITALS

Not-for-profit organisations and hospitals can use World Heart Day resources and the World Heart Day logo.

We would appreciate if you could report your activities to worldheartday@worldheart.org

DISSEMINATION AND TRANSLATION

Our campaign resources are in English and will be available for download in Spanish, LatAm Spanish, Portuguese, Arabic, French, Japanese, and Chinese from August. These can be adapted to each community based on its audience's specific needs.

Not-for-profits are encouraged to download and share these materials within their organisation. Resources can be uploaded to websites and social media channels. You may also print these leaflets and posters to distribute during the World Heart Day activities you have planned.

GLOBAL AND LOCAL PARTNERS

World Heart Day has four global partners: Amgen, Pfizer, Boehringer Ingelheim and Standard Foods, and we remain incredibly grateful for their continued support. If you have additional local partners, we would like to remind you to please ensure the logos of our global partners are also included in your materials, as well as the WHF logo.

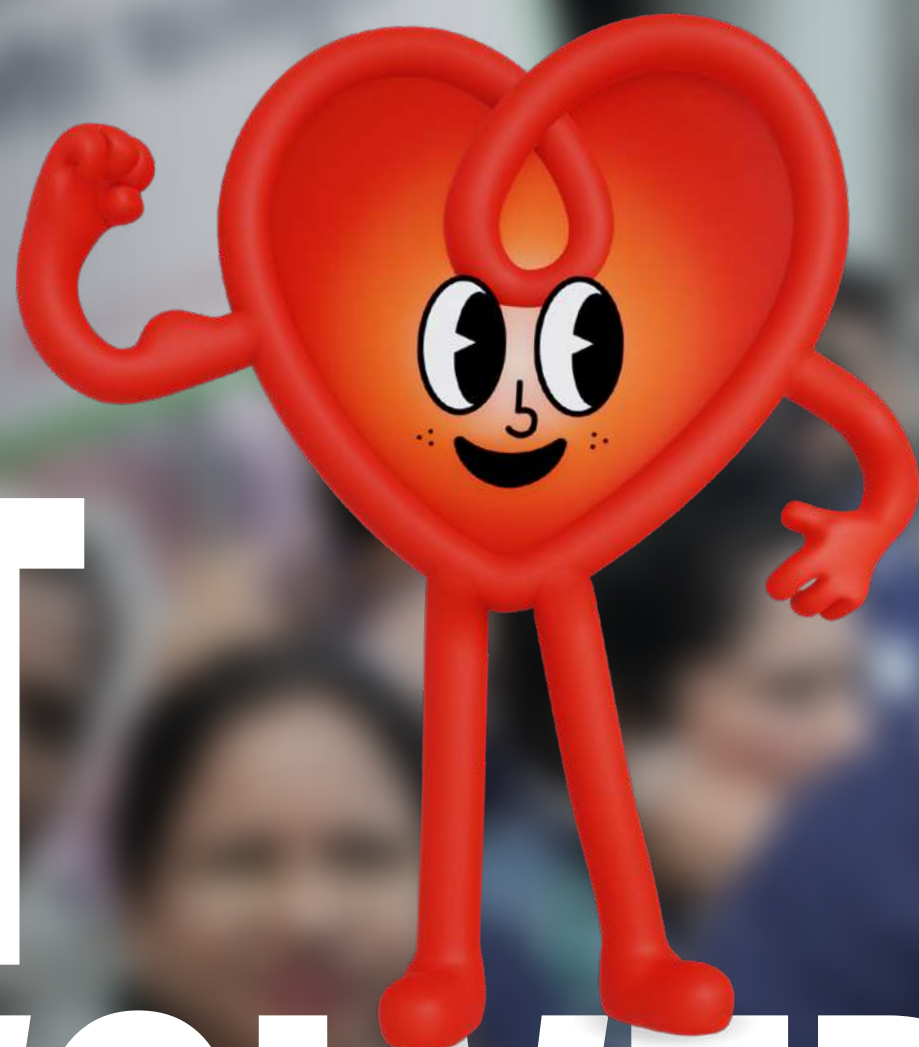
5.3. FOR PROFIT ORGANISATIONS

World Heart Day resources, logos and branding may not be used by for-profit organisations without a formal partnership with the World Heart Federation.

If you are interested in partnering, please contact sponsorship@worldheart.org.



6. GET INVOLVED



6.1. SOCIAL MEDIA ENGAGEMENT

USE THE RIGHT CHANNELS FOR THE RIGHT AUDIENCE

Fitness and wellness enthusiasts, medical professionals and heart health experts



Young people



Those personally affected by heart disease



DON'T MISS A BEAT

Symptoms. Solutions. Systems

Be sure to mention our 2026 theme and call-to-action in all your content and posts.

TAG WHF

Always tag WHF in your posts
to amplify reach

-  @worldheart
-  @worldheartfederation
-  @worldheartfed
-  @worldheartfederation
-  @worldheartfederation

Don't forget to include the hashtags
with your posts:

#WorldHeartDay
#DontMissABeat

TELL POWERFUL STORIES DO

- Use high-quality photos and videos that drive emotion and action
- Use #WorldHeartDay and #DontMissABeat hashtags and tag @WorldHeartFederation in your posts
- Use the right channels for the right audiences
- Use World Heart Day branding, logos and assets available on our website
- Encourage participation by including a clear call to action
- Ensure any health information and statistics shared are accurate
- Include Cardi V where possible
- Share stories, experiences and positive actions that support heart health

DON'T

- Use low-quality or blurry imagery on social media
- Alter World Heart Day logos or branding beyond text translation
- Include too much jargon or complex medical language in your content

6.2.
PROTECT YOUR HEART

**INSPIRE ACTION.
SAVE LIVES.**



KEEP THE BEAT CHALLENGE

This year, the Keep the Beat challenge is back! Throughout September, everyone is encouraged to Keep the Beat by pledging to take small steps that make a big difference to heart health.

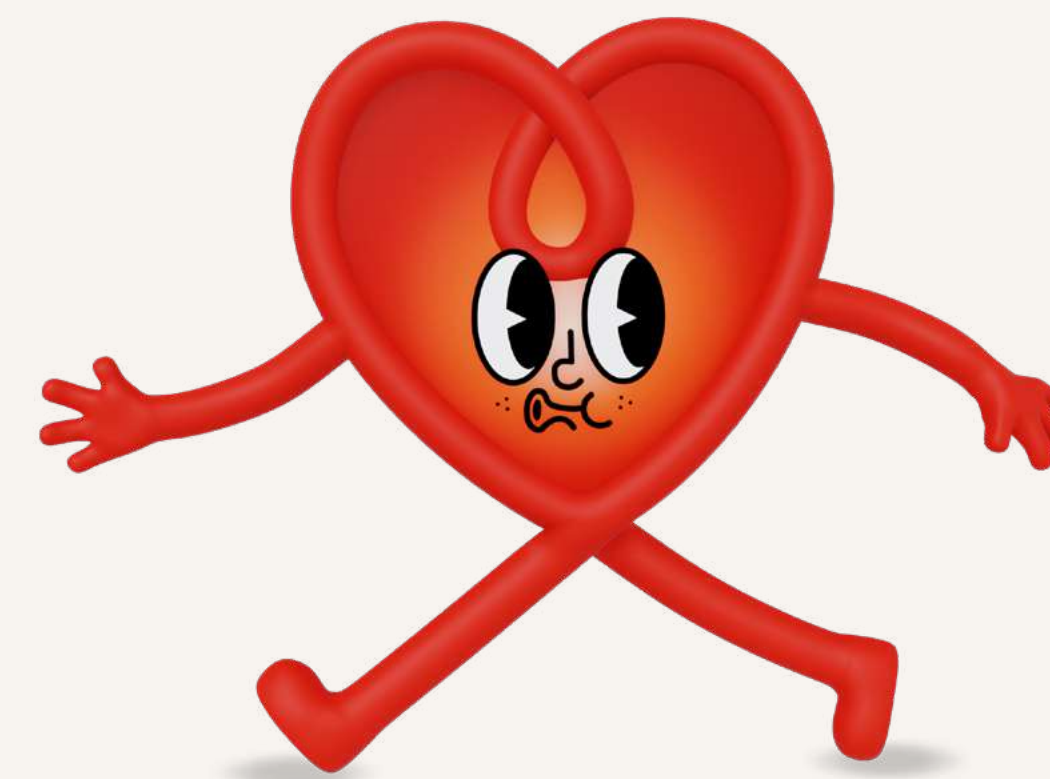
Whether it's taking a short walk, cycling to work, dancing with friends, or making a heart-healthy switch at dinnertime, every step can make a difference.

Track your progress through the World Heart Day app, join forces with friends, colleagues or community groups, and help show the world how small actions can add up to a healthier future. You can also submit your Keep the Beat Pledges on the World Heart Day website.

HOW TO JOIN IN:

- Download the World Heart Day app
- Make your pledge and choose an activity that works for you
- Track your progress and complete your challenge through the app
- Share your journey on social media using **#DontMissABeat** and tag **@WorldHeartFederation**
- Add your pledge to the global World Heart Day website map
- Encourage others to join you!

WALK MORE, LIVE MORE



Increasing movement, even if small, is one of the easiest ways to make a big difference to heart health.

This World Heart Day, help inspire everyday movement with content which suggests things like taking the stairs instead of the lift, reminding people to take a walking break while at work or even suggesting they get off the bus a stop earlier and walk the rest of the way home.

If people are inspired by Walk More, Live More, they are welcome to go a step further and sign up to the Keep the Beat Challenge to make sustained changes throughout the month.

HOW TO JOIN IN:

- Encourage people to take part
- Ask them to share pictures or videos of the changes they've made on social channels using **#DontMissABeat** and tag **@WorldHeartFederation**
- Tell them they can scan the QR code to download the World Heart Day app and join the Keep the Beat Challenge if they want to make a pledge



HEART HEALTH CHECK

This World Heart Day, help those in your community take the simple but powerful step of getting their blood pressure and heart health checked. Early prevention saves lives.



HOW TO GET INVOLVED:

Partner up

Team up with local health centres, medical schools, pharmacies or clinics to organise free heart health check drives in your area, offering blood pressure and other heart health screenings.

Be prepared

Make sure you have the right information and tools to guide people to the right place for these checks and to the next steps, ensuring they're getting the right direction.

Keep it going

Support regular heart health checks and share easy tips to keep hearts healthy beyond World Heart Day.

DEMAND ACTION

CVD is the world's most urgent health crisis, but it is often overlooked by leaders.

Gaps in care stop health systems from finding, treating, and preventing it. Children are dying from CHD, women's symptoms aren't taken seriously, and hypertension is a major, yet often-hidden, risk factor.

Without national Cardiovascular Health action plans and universal access to health prevention, treatment and care, the number of CVD deaths will keep rising. Governments must act.

Less than 20 countries have a standalone national plan to tackle CVD. This must change.

JOIN US TO CALL ON YOUR GOVERNMENTS TO:

- **Fully integrate CVD prevention, diagnosis, treatment and rehabilitation across the continuum of care**
- **Develop and activate national heart plans in every country**
- **Expand Universal Health Coverage to ensure full-life care**



Together, we can inspire action by using our voices for change.

See the signs. Protect your heart. Demand action.

6.3. SYMPTOMS: SEE THE SIGNS

HEART STORIES

**CVD touches millions of lives,
and every heart has a story to tell.**

Introducing 'Heart Stories'

Share your heart story and help raise awareness of the impact of CVD, including personal experiences of the symptoms or signs that often go unnoticed. We encourage everyone to share a photograph of a loved one, offer a tribute, or reflect on their personal journey with CVD on social media this World Heart Day.

You can also submit your heart story to the World Heart Day website to be featured in our 'dedicated heart stories' hub.

We hope to inspire people around the world to post on World Heart Day, raising awareness and attention for the millions of people affected by CVD, whether it's your own story or that of a loved one.

HOW TO JOIN IN:

- Post on social media using **#DontMissABeat** and tag **@WorldHeartFederation**
- Submit your story and photo to the World Heart Day heart stories website hub
- Share your story using the 'add yours' feature on Instagram by heading to WHF's Instagram highlights
- Invite others to participate!

**Click here to download
the World Heart Day
2026 logos**



6.3.
SYMPTOMS: SEE THE SIGNS

HEART SMART QUIZ

Test your heart health knowledge with the Heart Smart quiz.

Not knowing the signs, symptoms and risk factors for CVD can lead to missed opportunities for treatment as well as late diagnosis.

The quiz helps people learn more about heart health by highlighting common myths, warning signs and risk factors they may not recognise.

HOW TO JOIN IN:

- Take the Heart Smart quiz on the World Heart Day website or app
- Share your results on social media using **#DontMissABeat** and tag **@WorldHeartFederation**
- Challenge others to test their knowledge

6.4. READY TO GET INVOLVED?

LOCAL ACTIVATION IDEAS

World Heart Day is the perfect opportunity to raise funds for your organisation, with a range of activities that invite people to get involved and raise awareness of CVD. Here are some ideas to inspire you.

- Work with local schools, clubs or workplaces to host a day of fun activities like dancing, jumping rope, or simple exercises. Participants get sponsored to join.
- Create and sell greeting cards featuring heart health facts or inspirational messages. Collaborate with local schools or artists to design the cards.
- Organise a community heart and soul music night showcasing local bands and talent with ticket sales.
- Create a community display in a local space featuring heart-shaped notes or plaques where people can pay a small donation to share messages, stories or pledges to raise awareness about heart health.
- Arrange community heart health check-ups paired with educational sessions and interactive activities to attract supporters and raise funds.
- Collaborate with local influencers to create engaging campaigns such as social media challenges, live Q&A sessions about heart health or storytelling series that encourage their followers to donate.
- Organise a raffle or auction featuring prizes donated by local businesses, sports clubs, artists or community partners that promote heart health and healthy living. Supporters can purchase tickets or place bids to raise funds.
- Host a community walk, run or cycle challenge where people can donate or raise money to enter.
- Organise a heart-healthy fundraising bake sale, encouraging supporters to donate and sell baked goods with heart-healthy ingredients or simple, healthier swaps.
- Shine for World Heart Day! Light your landmarks and monuments red on 29 September to raise awareness of cardiovascular disease. Submit the details for the landmark to be featured on our website map and share photos on social media.

6.4.
READY TO GET INVOLVED?

**DON'T
MISS
A BEAT.**
HALF
OF BABIES
WITH
A HEART
DEFECT GO
UNDIAGNOSED
AT BIRTH.



WORLD
HEART
DAY 29 SEP

#DontMissABeat

#WorldHeartDay

AMGEN

Pfizer

WORLDHEARTDAY.ORG

Boehringer
Ingelheim



BRINGING DON'T MISS A BEAT TO LIFE

Turn our digital campaigns into real-world ads, such as billboards, posters, and murals, in schools, health centres, workplaces, and public spaces. These real-life moments and eye-catching displays will help raise awareness, create a buzz and provide great social media content.



#DontMissABeat

#WorldHeartDay

WORLDHEARTDAY.ORG

AMGEN



Boehringer
Ingelheim