

Heart Failure Awareness Week Report

A look at the highlights, from October 4 – 10, 2021



Global
Heart Hub

Heart Failure Awareness Week

The 2021 Heart Failure Awareness campaign aimed to raise awareness of heart failure and highlight what it is like to be living with heart failure.

The awareness campaign is led by the **Heart Failure Patient Council** of the Global Heart Hub.



Heart Failure Key Message

Don't let heart failure stop you.

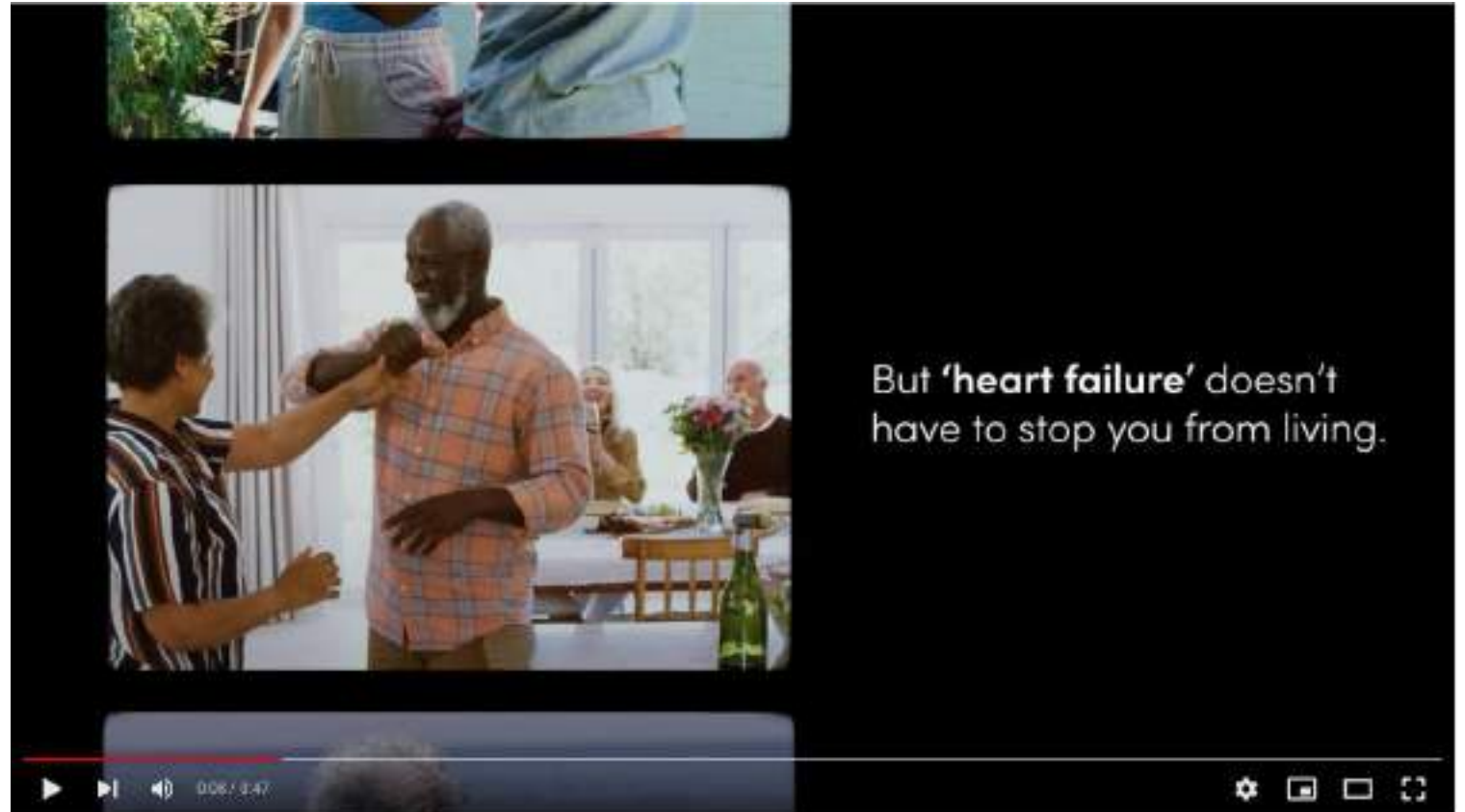
Heart failure is a serious chronic condition, but **it doesn't have to stop you from living.** 26 million people worldwide are living with heart failure, and with the right medication and lifestyle, it can be controlled.

Let's focus on living, because even with heart failure, you can still be you.



Opportunities to see our message

Over **4,088,600** opportunities to see the Heart Failure message across print, TV, radio, social and digital coverage.



Translated across 16 languages

Campaign video translated across **16** languages, including English, French, German, Hebrew, Italian, Mexican Spanish, Polish and Portuguese.



Global Reach

Driven by patient organisations and supporters **across 28 countries** including Australia, Brazil, Canada, France, Germany, Ireland, Italy, Israel, Mexico, Poland, Switzerland, UK, and USA.

New patient organisations this year included Israel and Poland!



Social Media Highlights

Campaign Message
shared by
**120+ organisations
and influencers**, with a
combined follower
total of **1,621,100+**
users across Twitter,
Facebook, Instagram
and LinkedIn.



Influencers

Shared by CVD influencers including:

- World Heart Federation
- European Society of Cardiology



Global Heart Hub Digital Highlights

Twitter

6,590+ impressions
330+ engagements

Facebook

521,685+ impressions
73,373+ engagements

LinkedIn

123,000+ impressions

Instagram

3,120+ impressions



Organisation Analytics



Global
Heart Hub

Slovenian Heart Foundation, Slovenia

Website page views

Page views	301
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Social Media

Facebook

Impressions	5,417
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Engagements	170
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Instagram

Impressions	1601
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Other

Special activity	RADIO shows with 592,000 listeners daily <ul style="list-style-type: none"> Number of different radio stations: 20 Number of radio shows and short radio add: 852
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Other promotions	Youtube: https://www.youtube.com/watch?v=rIxAXZmc7YA = 83 views
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	Youtube: https://www.youtube.com/watch?v=y3BKltwCC6U = 35 views
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	SUM = 118 views on Youtube
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Combined potential reach of up to 600,000

AVEC, France

Website page views

Page views	440
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Social Media

Twitter

Impressions	3106
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Engagements	148
-------------	-----

Video Views	188
-------------	-----

Facebook

Impressions	330
-------------	-----

Engagements	44
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Video	37
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LinkedIn

Impressions	123
-------------	-----

Instagram

Impressions	256
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AVEC @AVEC_fr · Oct 10
Ne laissez pas l'insuffisance cardiaque vous freiner.
❤️ #InsuffisanceCardiaque ❤️ @globalhearthub
Instagram <https://buff.ly/3DE2Bz3>
Facebook <https://buff.ly/3ILTAUh>
Twitter <https://buff.ly/3Do0RzR>
LinkedIn <https://buff.ly/3Fz01Uq>
buff.ly/2M0MIBz



Combined potential
reach of up to 4,672

Croí Heart & Stroke Charity, Ireland

Website page views

Page views	241
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Social Media

Twitter

Impressions	3,514
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Engagements	125
-------------	-----

Video Views	
-------------	--

Facebook

Impressions	839,888
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Engagements	89,178
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Video Views	876
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LinkedIn

Impressions	123,004
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Instagram

Impressions	3,121
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Croí Heart & Stroke Charity
October 9 at 8:30 AM · 🌐

26 million people worldwide are living with heart failure, and although it is a serious chronic condition, it can be controlled with the right medication and lifestyle. ❤️

If you are living with heart failure, there are lots of things that you can do to help manage your condition, including medical treatments, adjusting your lifestyle and self-management.

This #HeartFailureAwareness week, we're focusing on living. Because even with heart failure, you can still be you. ... See more

It's a phrase that might stop you in your tracks.

Click to

0:03 / 0:47

You and 6 others

Like

Write a comment...

Press Enter to post.



Combined potential reach of up to 1,059,947



The Egyptian Association for Care of HF Patients

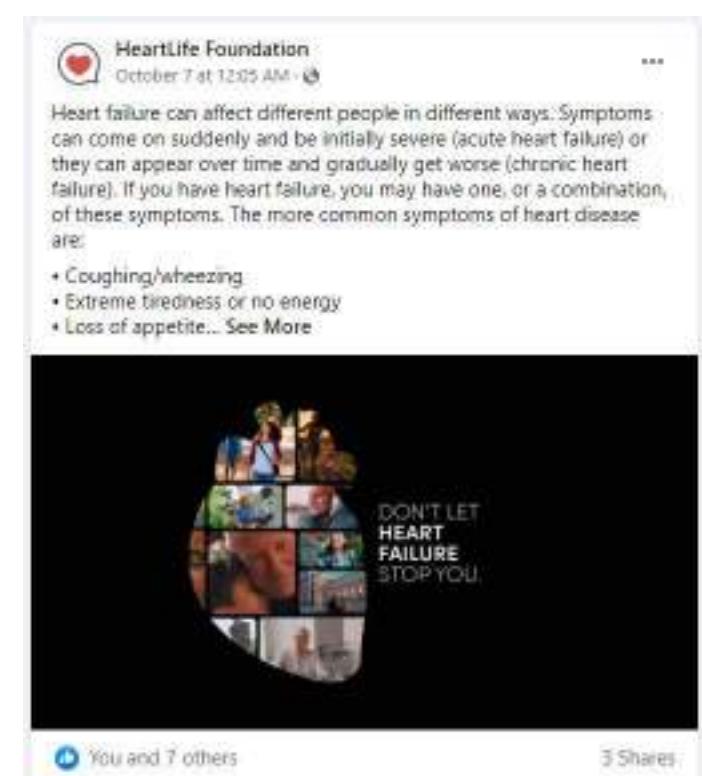
Social Media	
Twitter	
Impressions	212
Engagements	14
Video Views	36
Facebook	
Impressions	197
Engagements	18



Combined potential reach of up to 447

Heartlife Foundation, Canada

Social Media	
Twitter	
Impressions	1988 + 546 +1029 +158
Engagements	41+ 25 +39 +6
Video Views	133
Facebook	
Impressions	570
Engagements	46
Instagram	
Impressions	650



Combined potential reach of up to 5,231

FOKUS Patient, Sweden

Social Media

Twitter

Impressions	156
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Engagements	12
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Video Views	64
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Facebook

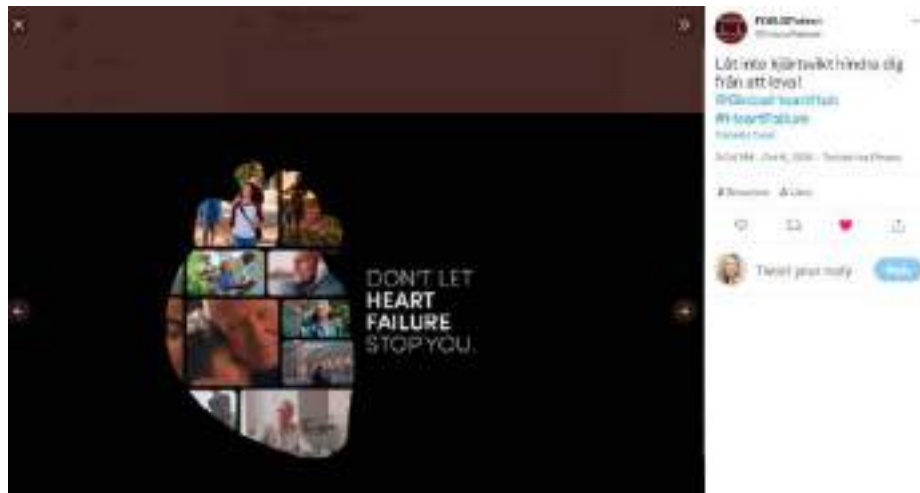
Impressions	42
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LinkedIn

Impressions	400
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Other

Promoted the campaign to people in companies working with HF



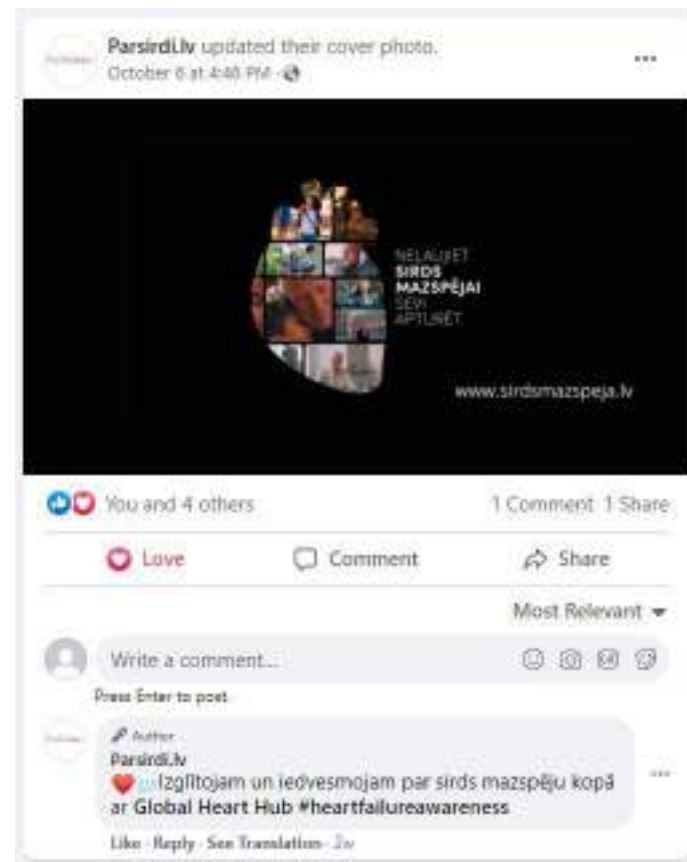
Combined potential reach of up to 674

Associazione Italiana Scompensati Cardiaci (AISC)



Combined potential
reach of up to 1,031

ParSirdi.lv, Latvia



HF Lebanon



Lithuanian Heart Failure Association – Lithuania

Website page views

Page views	68
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Social Media

Twitter

Impressions	501
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Engagements	30
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Video Views	2
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Facebook

Impressions	1366
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Engagements	74
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Instagram

Impressions	165
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Combined potential reach of up to 2,206

Her Heart

Social Media

Twitter

Impressions	719
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Engagements	46
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Facebook

Impressions	275
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Engagements	22
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LinkedIn

Impressions	106
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Instagram

Impressions	321
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 **Her Heart**
October 4 at 9:33 AM · 🌐

This week is Heart Failure Awareness Week, a campaign led by the Heart Failure Patient Council of the Global Heart Hub
[Global Heart Hub](#)

The campaign runs from October 4 - 10 and the message this year focuses on living, because even with heart failure, you can still be you. Don't let heart failure stop you.
[#HeartFailureAwareness](#)



 You and 4 others 4 Shares

 Love  Comment  Share




@heartfailure · Following
Heart failure is a long-term condition that can affect the heart's ability to pump blood around the body. It's a leading cause of death in the UK. But you can live well with heart failure. Here are some tips to help you manage your condition: [https://www.heartfailure.org.uk/](#)

Combined potential reach of up to 1,489

Israeli Heart Association

Social Media

Facebook

Impressions	11,000
Engagements	4,129



Combined potential
reach of up to 15,129

EcoSerce, Poland

Social Media

Twitter

Impressions

Engagements

Facebook

Impressions

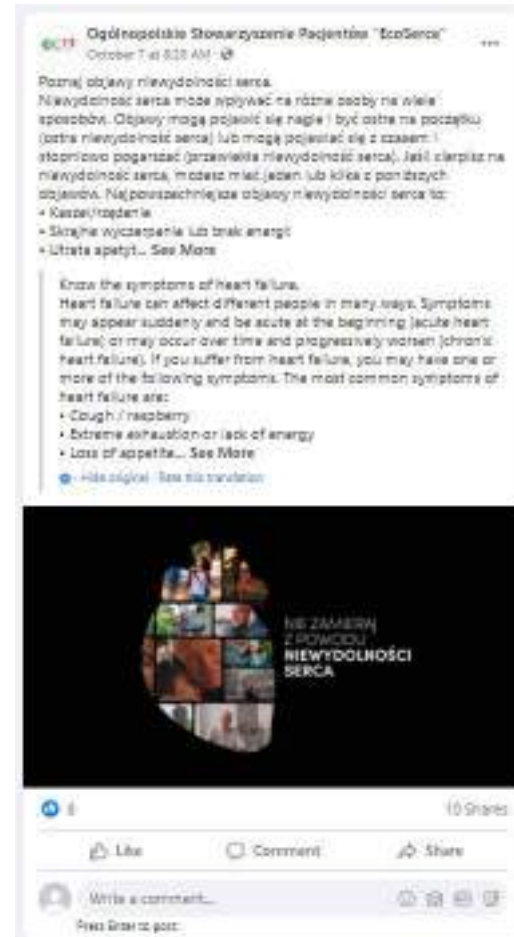
Engagements 108

LinkedIn

Impressions

Instagram

Impressions



Combined potential reach of up to 108

Heart Support, Australia

Website page views

Page views	163
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Social Media

Facebook

Impressions	1859
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Engagements	124
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Instagram

Impressions	170
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Other

We ran a special zoom meeting for our members in our Virtual Support Group with a fabulous speaker talking about Heart Failure. We had 19 attend that meeting with lots of questions after.



Combined potential reach of up to 2,316

Mended Hearts, USA

Website page views

Website page views	
Page views	

Social Media

Twitter

Impressions	1,031
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Engagements	67
-------------	----

Video Views	24
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Facebook

Impressions	1,808
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Engagements	49
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LinkedIn

Impressions	392
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Instagram

Impressions	281
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Post Details




The Mended Hearts, Inc.
October 5 · 🌐





Don't let heart failure stop you! If you are living with heart failure, there are lots of things that you can do to help manage your condition, including medical treatments, adjusting your lifestyle and self-management. #HeartFailureAwareness



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

330 People Reached **9** Engagements [Boost Post](#)

   4 2 Comments 1 Share

 Like  Comment  Share 



Combined potential reach of up to 3,652

PACO, Mexico

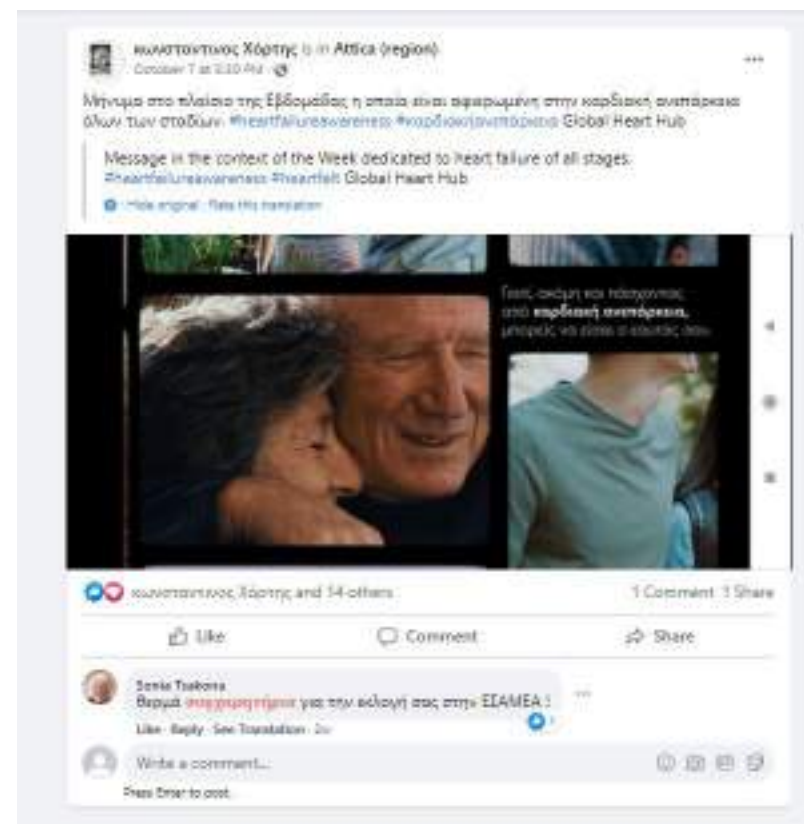
Website page views	
Page views	2,869
Social Media	
Twitter	
Impressions	1,867
Engagements	878
Video Views	867
Facebook	
Impressions	2,523
Engagements	3,495
LinkedIn	
Impressions	
Instagram	
Impressions	

Other	
National Society / Org Support	16 organizations support the campaign
Special activity	POSTERS IN THE MAIN STREETS (1,500 PEOPLE WATCHED IT THAT WEEK)

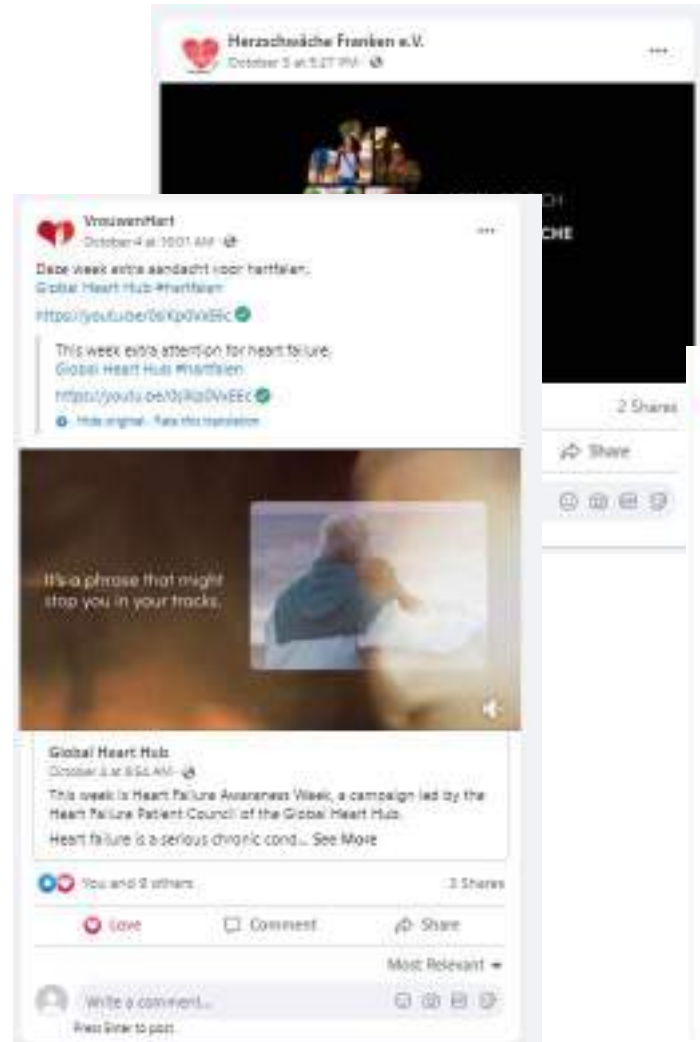
Combined potential reach of up to 12,499



Influencers



Other Patient Organisations



Industry Support:



Thank you



Global
Heart Hub