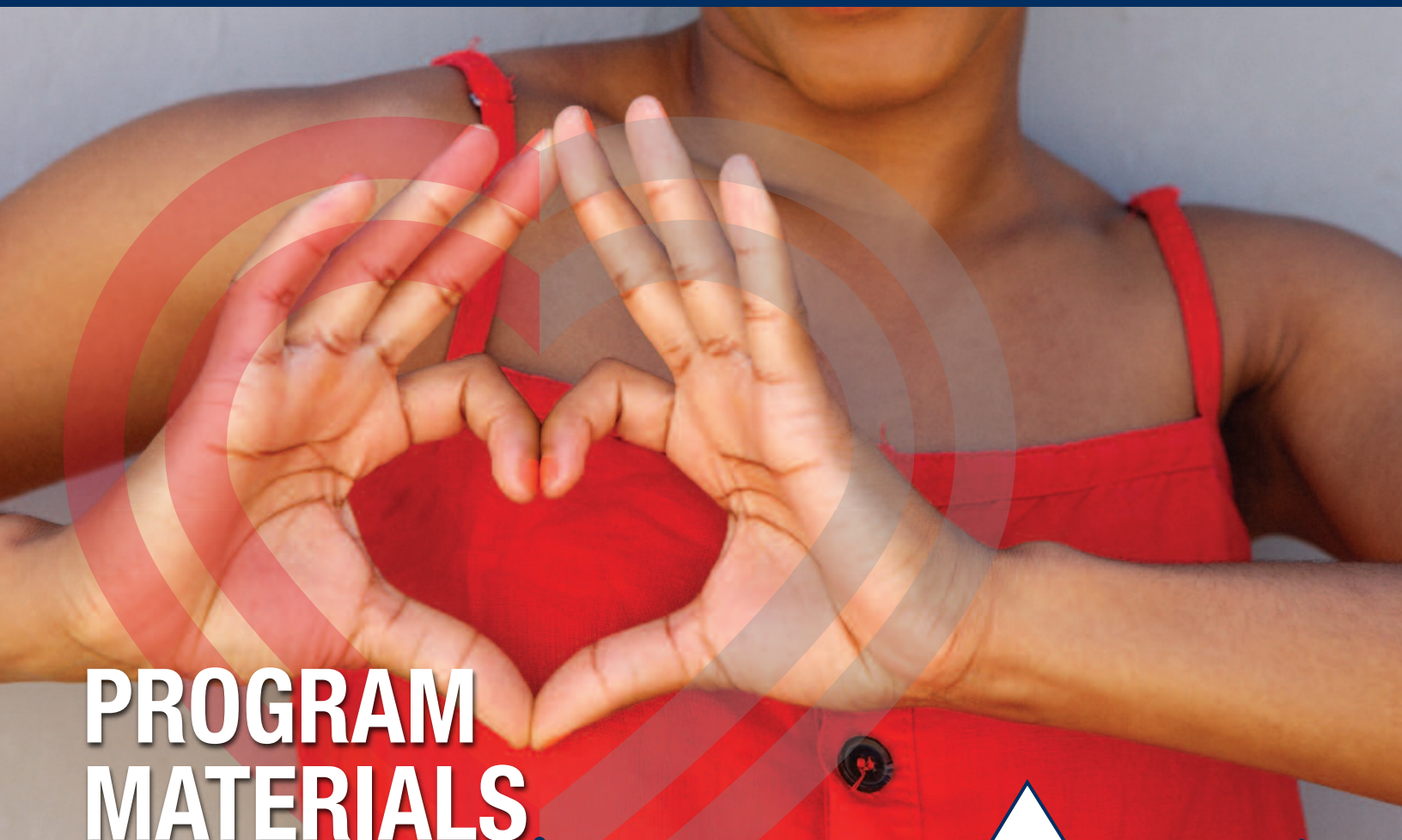


2021
heart failure
awareness week



Do your part, know your heart!

••• FEBRUARY 14-20, 2021 •••



**PROGRAM
MATERIALS**



2021 Heart Failure Awareness Week • www.hfsa.org



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Introduction

The mission of the Heart Failure Society of America (HFSA) is to build awareness of the symptoms and risks of heart failure – a distinct disease that affects people in epidemic proportions around the world. The goal for the coming year is to educate primary care physicians, patients, their families and individuals at risk about this silent epidemic and at the same time open the doors to new treatments. Most people are not aware that heart failure affects more than 5 million Americans and that 400,000 to 700,000 are diagnosed every year.

To increase national awareness about the severity of this disease, HFSA was instrumental in having the week of Valentine’s Day declared as National Heart Failure Awareness Week by the U.S. Senate in 2000. In the 20 years since its inception, the number of facilities holding events during Heart Failure Awareness Week has been steadily increasing. As we face another massive health crisis with the COVID-19 pandemic, it’s more important than ever that we teach people about the risks and signs of heart failure, so they can seek proper care and maintain their health during the pandemic. However, this year’s recognition of Heart Failure Awareness Week might look a little different. Rather than planning in-person events within your institution and community, we hope you will help promote heart failure awareness through social media, virtual events, and the sharing of information that can be easily passed along in an email.

Virtual events and online activities can still have an incredible impact, and we hope that you will take this into account when preparing for Heart Failure Awareness Week 2021.

HFSA has developed this kit to assist you in conducting your own Awareness Day program to educate members of your local community about heart failure, including the risks and symptoms for heart failure and the importance of early diagnosis and treatment.

Be prepared to offer physician referrals to attendees, if requested.

Materials for the program should include:

- Sign-in sheet
- Patient education materials: Use materials your facility has developed or the following materials may be purchased from the HFSA.
 - Educational modules
- Patient App
- Evaluation form (see Templates section of this kit, page 14)



Introduction (continued)

Do Your Part, Know Your Heart

The *Do Your Part, Know Your Heart* campaign is a community-focused heart failure awareness initiative that encourages individuals to take an active role in maintaining their heart health. The campaign aims to promote self-health awareness by encouraging regular checkups, educating about the signs and symptoms of heart failure, providing information on diet and exercise, and stressing the importance of regular screenings. *Do Your Part, Know Your Heart* seeks to make living with heart failure less of a challenge, and arms patients with the information and resources they need to take control of their heart health.





Preparing for Your Program

Activities

Tell People About Heart Failure

GOALS:

- Raise awareness
- Increase public knowledge and understanding
- Encourage interest and enthusiasm
- Encourage people to think, take action, volunteer or donate

ACTION ITEMS:

- Organize a virtual talk or presentation by someone who has been impacted by Heart Failure.
- Hold a virtual event in conjunction with a workplace event or a social/community happening that is being organized by others in your workplace or community. Or simply organize a small virtual team meeting with your staff to mark the week, let them know how they might spread the word to patients, and help create interest.
- Write an article for a newspaper, website, blog, eNewsletter, or other publication distributed at your facility or among your patients. If libraries or other public places are open within your community, share information they may display or distribute to patrons.

Encourage debate or discussion

GOALS:

- Raise awareness
- Encourage people to get involved in local problems and how to solve them
- Encourage people to think, speak out, take action, volunteer or donate

ACTION ITEMS:

- Organize a virtual debate, forum or hypothetical about a local HF issues, and include for example local community leaders and, heads of community groups and local media.
- Organize a virtual workshop, seminar or conference on particular HF issues. It could be designed mainly for people who are directly affected by HF, clinicians, and concerned individuals.

Call For Action

GOALS:

- Raise awareness
- Generate community sentiment and support
- Encourage people to think, speak out and express concern
- Encourage government action or policy change

ACTION ITEMS:

- Organize a submission or petition which highlights key problems and makes specific proposals for action to address them. It could be delivered by a delegation or mail to your local council members or to the state or federal government.
- Organize a virtual walk or rally in your local area to raise awareness about an issue or to call for government action.
- For more impact, organize a virtual series of these kinds of activities with other groups during the week.

Encourage people to express their views

GOALS:

- Raise awareness
- Encourage people to think, speak out, take action and express concern
- Encourage government action or policy change
- Encourage people to write to their local and state representatives about a particular issue. This could include providing pro forma letters or setting up a stall to help people write individual letters to politicians, public servants or other people who may be able to help address their problems.

ACTION ITEMS:

- Convene a question session with a panel of local representatives or community and business leaders.

Organize a Fundraiser

ACTION ITEMS:

- Raise awareness
- Raise money for research
- Combine almost any of the other ideas in this section with raising money (eg, through admission fees, ticket sales, raffles or auctions).



Preparing for Your Program (continued)

Preparing

There are four basic steps in preparing for your Heart Failure education program.

STEP 1

Familiarize yourself with the information provided in this kit

Materials offered in this kit include:

- Information and materials for promoting and publicizing the program
 - Inviting community members
 - » Sample invitation and flyer
 - Using the media to publicize your event
 - » Sample media materials
 - Digital marketing campaign guide to help you publicize through social media and email
 - » Sample social media posts
 - » Digital graphic sizing information
- Patient education materials available from HFSA. You may visit the HFSA website at hfsa.org for ordering and pricing information.
 - FACES of Heart Failure (symptoms card)
 - Educational modules
- Evaluation form

STEP 2

Begin advanced planning to ensure success of your program

You will need to select and confirm a date, time, and location for your heart failure program. To maintain safety protocols in 2021, select a virtual platform such as Zoom or GoTo Webinar as a “location” and determine if you want to host an event live or if you want to share a pre-recorded webinar with no livestreamed speakers. Ideally, select a date that will allow you about 4 to 5 weeks to prepare for and publicize your program. To maximize attendance, it is usually best to hold heart failure educational programs between 11:00 a.m. and 2:00 p.m. However, the ideal time may vary from center to center so it is important to take into account local demographics and habits of likely attendees when determining the timing of your program.

For virtual programs, you may need to select a variety of platforms to address ticket sales, streamed speakers/content, donations, fundraising, silent auctions, and more. Many platforms integrate with Zoom, so using Zoom to showcase livestreamed speakers might be beneficial. While HFSA cannot provide specific recommendations on the best platform to use, there are many guides to hosting a virtual community event available online, including this one developed by Eventbrite <https://www.eventbrite.com/l/virtual-events-platform/>.

It can be helpful to meet with the people who will be involved in various aspects of the program to discuss plans and assign specific tasks and responsibilities (e.g., securing the platform(s), making sure any necessary audiovisual equipment is available, compiling handouts and handling the local newspaper, television, and radio station publicity).

Following are a suggested timeline and checklist to help simplify the coordination of your program.



Preparing for Your Program (continued)

STEP 3

Recruit a cardiology health professional to lead the program

The program outlined in this kit is designed to be presented by a physician (cardiologist or other appropriate specialist) or other health professional well versed in the field of cardiology/heart failure such as a nurse, nurse practitioner, or physician's assistant.

The professional you choose to lead the program will need to know the date, time, and location of your program, the nature of the audience, and the specific role he or she will play. It is also advisable to share the program materials, particularly the slide kit and suggested discussion points with the leader well in advance of the meeting.

Make sure that your program leader provides you with information on his or her educational and professional experience so that you can briefly and accurately introduce the leader to the audience at the beginning of the program.

STEP 4

Publicize the program to all interested parties

You need to inform your prospective attendees about the event you're hosting. It's important to define your audience and set goals around attendance numbers. Find a focus for audience promotion, such as fellow providers, community leaders, patients, caregivers, members of the general public, etc. You may go broad, but it's helpful to understand your focus before you move forward. This kit contains a sample invitation, flyer and digital guide to help you develop promotional materials. These should be mailed to your prospective attendees, or posted virtually on your organization's website, community websites/virtual bulletin boards, etc. by 3 to 4 weeks prior to your event.

Other online announcements can also be released. If your group has a Facebook or Twitter account, consider posting it as a Facebook event with occasional reminder posts. Your Twitter account can also serve as a reminder and update area.

The section of this kit called the "How-to Guide" outlines logistics and timing for the various publicity options for promoting your program through local newspapers, television, and radio stations. For greatest success in working with the media to publicize the event to the general public, you will need to begin your promotional efforts at least 4 weeks prior to your program.



Preparing for Your Program (continued)

Event checklist

WEEK 5

- Begin planning
- Hold a brainstorming session to consider dates, sites, time, co-sponsors, and possible healthcare professionals to serve as program leader (do this even further in advance if possible)
- Contact possible co-sponsors, such as local hospitals, civic organizations, and local associations
- Confirm date, time
- Check calendar-of-events deadline (do this even further in advance if possible)*
- Select virtual platform(s) and begin setup or platform development if needed
- Secure program leader and provide him or her with suggested content outline or slides
- Develop graphics and content calendar for social and email campaigns
- Choose a media spokesperson
- Build and publish an event webpage including all relevant information as it is confirmed. This may be a page on your organization's calendar, a Facebook event, or other depending on your what is available to you

WEEK 4

- Develop a list of local media outlets
- Localize and produce flyers and/or invitations
- Obtain list of potential participants and community residents
- Localize and produce press materials
- Localize and produce media alert
- Launch email and social media marketing

WEEK 3

- Send flyers or other event information to community groups, other hospitals, etc. asking them to post on their websites/online calendars/social media
- Send promotional program materials to local media
- Mail flyers and/or invitations to attendees
- Begin contacting reporters, particularly radio and newspaper

WEEK 2

- Reconfirm program leader
- Ask someone to take pictures during your event, if being held in-person

WEEK 1

- Contact reporters at TV stations
- Distribute HFSA press release
- Continue phone follow-up with radio and newspaper reporters
- Reconfirm selected site
- Ensure all logistics for your live event are finalized and that your team is trained to run your event
- Email attendees instructions on logging in or accessing your event

DAY BEFORE

- Conduct heavy media follow-up with TV, radio, and newspaper outlets
- Send Last Call email and social media posts

DAY OF EVENT

- Conduct last minute media follow-up with reporters, especially TV
- Email evaluations to all attendees in "Thank you for attending" email

WEEK AFTER EVENT

- Review evaluation forms and analytics across various platforms; summarize feedback to assist in planning next year's event
- Share photos with HFSA via email or on social media platforms (@HFSA)
- Thank those who contributed to the success of your event
- Email attendees resources, information for follow-up, and anything else you'd like them to have

* *Calendar-of-events editors may need to receive materials earlier, depending on their schedules.*



How-to Guide

Get Started

Promoting and publicizing your program

Inviting prospective attendees

An easy and relatively inexpensive way to publicize your heart failure event is distributing information digitally through email, social media, and websites. Sample flyers and social media posts are included in the Templates section of this kit. Once you have edited the template(s) to your organization's tone of voice, you can turn it into a PDF and attach it to emails distributed to colleagues, patients, community members, or others in your institution's database. If your facility routinely issues mailings to people in the community, the person in charge may have a more comprehensive mailing list of local residents.

The social media posts can be edited to produce a campaign spread over a month or more before your event.

Organizers may also share flyers digitally with businesses in the community, asking them to promote the event on their websites, online calendars, or in eNewsletters. Finally, some organizers may opt to print one of the flyers on standard 8.5" x 11" paper and ask healthcare providers in the community to post it in their offices if they are actively seeing patients. You can also post it in public areas of your hospital or medical center, on bulletin boards in other hospitals and on community bulletin boards in churches, synagogues, libraries, schools, colleges, and other public places.

Launching a digital marketing campaign

Ideally, a digital marketing campaign would launch at least 4-5 weeks out from your event. While the frequency of posting on social media accounts depends greatly on your institution's account procedures, event organizers should plan on posting at least once a week across all platforms, increasing in frequency as the event draws near. Organizers might also consider weekly emails, before winding down with a "Last Call" email. There are many content calendar planners available online for digital marketing campaigns if you would like to use something more detailed.





How-To Guide: Digital Mktg. Campaign

A digital marketing campaign is an online marketing effort used to drive engagement and conversions – in this case, registrations or attendees to your event. They can consist of a variety of components, channels or platforms, such as digital advertising and search engine optimization, but more often center around components such as email marketing and social media – two ideal pathways to promoting your heart failure event.

Email Marketing

While email marketing is fairly standard these days and may seem overused, it's an excellent way to reach your audience. Access your institution's database, develop an email using the content provided in templates in this kit, and you're on your way to building your attendee list. Organizers should consider at least weekly emails, before winding down with a "Last Call" email.

Social Media Marketing

Social media marketing can be very effective as once your brand – individual or institution – is established, you have a group of followers who have already shown interest in what you have to offer. Now, you just need to draw them to your event with effective posts. As stated previously, while the frequency of posting on social media accounts depends greatly on your institution's account procedures, event organizers should plan on posting at least once a week across all platforms, increasing in frequency as the event draws near.


Livestreaming on Social Media

Some platforms allow users to "Go Live" to their audiences. It allows you to engage directly, with followers commenting on your stream, giving you a chance to reply in direct conversation with viewers. This is great to use for Q&A sessions about your event or heart failure – or may even be your entire event – a planned, scheduled, live stream Q&A on social media.

Using a Tweet Chat to Promote

You may also consider using a Tweet Chat to promote your event, which engages other individuals, organizations, etc. in a discussion, often utilizing a Q&A format in which participants can answer questions put out by the organizer. These are pre-scheduled and promoted in advance.

Emoji Use

While emojis may seem too cute for medical-related content, they are actually a great way to increase engagement with your social posts. Emojis can make a brand seem relatable and more personal. Not to mention that the anatomical heart emoji was added to the Emoji dictionary in late 2020! -- 

Hashtag use

Hashtags can help get your posts in front of a larger audience by boosting your organic reach. They help to categorize your content so that it appears for the intended audience. It's important to find the right hashtags, use them strategically, and do not use too many (a general rule is to keep it to three or fewer, and be careful of the length, as hashtags take up precious character count). If you're unsure of which hashtags to use, check out what others in your field are using. HFSA encourages #HFWeek2021 for Heart Failure Awareness Week posts.

Pre-Scheduling Posts

Some platforms, like Twitter and Facebook, allow users to pre-schedule posts to populate on a specific day and time. This can be helpful when planning a campaign over the course of a month or longer.

Social Media Templates

There are several templates that may be used for social posts in the Templates guide of this kit. Feel free to edit to sound more like you or your institution.



Digital marketing campaign timetable

You should set aside 4-5 weeks to carry out digital marketing for your heart failure event, but if staff time is limited, you may need to begin earlier. Below is a checklist of activities:

At least 5 weeks before the event

- Create a list of prospective attendees, ideally accessing your institution's patient database.
- Develop a content calendar, specifying the content you'll post on pre-determined dates
- Develop graphics to be used with social media posts
- Determine the hashtags you'll use in your social media posts (if any)
- Schedule time and date(s) for any social media activities like Twitter Chats or Livestreaming. If hosting a Q&A with a speaker, line up the speaker

5 to 4 weeks before the event

- Send launch email to attendee list and publish social media launch posts
- Send "One Month to Register" email and social media posts
- Send social media posts with time, date(s), and details on what's happening during the activity for live social media activities like Tweet Chat or Livestreaming, if applicable

4 to 3 weeks before the event

- Send email and social media posts with details on the educational content and key takeaways attendees can expect
- Develop social media content calendar for posts to share throughout and after your meeting. This may consist of 1-3 posts marking the start, middle, and conclusion of the meeting; or it may consist of 10+ posts as you share tidbits of information in live Tweets from the speakers. Pre-plan as much as you can but be prepared to post during the meeting if an impactful, shareable comment is made.

3 to 2 weeks before the event

- Send emails and social media posts promoting education content, takeaways, and days/weeks left to register
- Conduct live activity such as Tweet Chat or Livestreaming on social media

1 week to 1 day before the event

- Send "One Week Left to Register" email and social media posts
- Send "Last Call" email and social media posts
- Send information on logging in to the virtual platform, system requirements, etc. or directions, parking, etc. for in-person meetings to registered attendees
- Pre-schedule social media posts or prepare to post them live



How-to Guide: Media Relations

Working with the media to publicize your event

You can enlist the aid of newspapers, television, and radio stations in your community to help publicize your heart failure event in a highly cost-effective manner. Without having to buy advertising space, you can work with local newspapers, television, and radio stations to:

- Raise your community's awareness of heart failure
- Recruit attendees for your heart failure event
- Increase the visibility of your institution

Media relations timetable

You should set aside 4-5 weeks to carry out media relations for your heart failure event, but if staff time is limited, you may need to begin earlier. Below is a checklist of activities:

At least 5 weeks before the event

- Choose a designated media spokesperson for the event (see page 10) and be sure to keep him or her up-to-date on the details of the program.
- Adapt calendar-of-events media alert and distribute to outlets per deadlines (calendar-of-events listings may have earlier deadlines).

5 to 4 weeks before the event

- If your institution's public relations/communications department does not have an up-to-date media list, start researching the media outlets you will want to contact (see page 9). You can also start to compile your mailing list of patients and community residents to whom you will mail an invitation.
- Fill in the missing information on your press materials and, once the details are confirmed, make enough copies on your letterhead to mail to the names on your media list.

4 to 3 weeks before the event

- Finalize your media list and divide the media outlets by type (print, radio, television). You'll want to begin calling print and radio reporters several weeks before the event and contact TV stations starting 1 week before the day of the activity.
- Have labels or envelopes addressed.
- Mail the appropriate press materials to your contacts at the media outlets.

3 weeks to 1 day before the event

- Follow up your mailing with phone calls to all the editors and reporters on your media list to remind them of the event, answer questions, and arrange interviews for your spokesperson. Reporters may receive dozens of mailings like yours every day. Do not be discouraged if they do not remember your event and, if they do not have the information handy, offer to fax it to them.
- If you cannot reach your media contacts with one call, try again.
- Encourage reporters to print or air items and/or public service announcements on the upcoming event, as well as news reports or feature stories that highlight heart failure and its symptoms. This can help recruit attendees for your event.

If you have any questions about managing local newspapers, television, and radio stations, check with your institution's public relations/communications office.



How-to Guide: Media Relations

Developing a media list

A media list is valuable only if it is accurate and up-to-date. Journalists often transfer departments and change companies. Make sure the information on your media list was obtained or verified no more than 4 to 5 weeks before your event.

If your facility has a public relations or public affairs department, they may already have a list you can use – but again, verify that the information is up-to-date.

To create your own list, first determine which news outlets in your area you would like to target. Remember to include local television stations (broadcast and cable) and radio stations, as well as city, suburban, and neighborhood newspapers (dailies and weeklies).

Contact each news outlet, asking for names of reporters or editors who cover health and medicine, lifestyle topics, and community events or calendar-of-events listings.

Also, find out who handles public service advertisements and announcements (PSA's) – usually the advertising department for print outlets and the public affairs director at radio and television stations. Ask each outlet about its requirements for calendar-of-events listing and PSA's.

Media alert for calendar listings

To promote your program in the calendar-of-events sections of area newspapers, and on radio and television stations that broadcast such listings, you can send a media alert to the individuals responsible for compiling these calendars. You can also promote your program through local hospital newsletters or bulletins. Check deadlines for the listings at least five weeks in advance of your event, and be sure to meet the deadlines. Then follow up by phone with the people to whom the media alert is sent to make sure it was received and the listing will be included. You may even be able to secure listings for your event in multiple sequential listings of the same media outlet.

Press release

You can reinforce the need for your heart failure event by distributing a press release announcing the awareness week and underscoring the prevalence of heart failure in the United States, to local newspapers, television, and radio stations. Press releases should be distributed 1 to 2 weeks before your event and you should follow-up by phone with each reporter to whom it is sent.

Print public service advertisement

A public service advertisement (PSA) is an advertisement that a newspaper or magazine agrees to run at no cost, as a service to their readers – provided space is available. You can ask the various publications in your area whether they print public service ads and, if they do, what the specifications are (e.g., dimensions, file formats, and deadlines). Follow up by phone with each individual who receives your advertisement to determine if and when the advertisement will be published. Be sure to ask if they will be able to run the advertisement more than once.



How-to Guide: Media Relations

Choosing a media spokesperson

You will need to select someone to serve as a key contact for media inquiries for your heart failure event. As director of the event, you may want to serve as the spokesperson. Other possibilities are the person who will lead the program or someone from your heart failure department. Your spokesperson should be:

- Well-versed in heart failure
- Familiar with your institution and its programs
- Knowledgeable about your heart failure program
- Well-spoken
- Comfortable in front of a microphone or camera (experience in speaking with the media is a plus)
- Available for telephone, on-site, or in-studio interviews, especially during the week or two preceding the event

Dos and don'ts for media spokespersons

An interview can be an enjoyable experience, but your media spokesperson should be aware of both opportunities and the potential pitfalls. The following dos and don'ts will help your spokesperson prepare for and control the interview. And that is the goal – to control the interview – so that important information about heart failure and your event is communicated clearly

Do:

- Try to determine the reporter's objective before each interview. What key points does the reporter want to cover? What kinds of questions will the reporter be asking?
- Identify 3 to 5 message points (also known as pitch points – see page 10) Try to get each pitch point into your interview at least once. Reporters do not often ask questions leading directly to your pitch points, so look for openings and make connections that will get you to these points yourself.
- Explain why it is important for people with heart failure to be diagnosed and treated. A few statistics are fine, but if you spout too many numbers, they will not be remembered.
- Offer information on heart failure and available treatment options. You can refer to scientific data, but use simple lay terminology, especially in broadcast interviews. You can use the language provided in this kit as a guide.
- Describe heart failure symptoms using anecdotes and examples to make the information come to life. Spokespersons who are clinicians can draw

Don't:

- Allow any myths or misinformation about heart failure to slip by unchallenged; promptly correct any misconceptions that come up during an interview.
- Deviate from the science and your own experience, or make claims that cannot be supported.
- Answer questions about which you feel unprepared or uncomfortable. If you do not know the answer to a reporter's question, ask for the journalist's phone number and deadline and tell the reporter that you or someone else will call back with the answer. Then be sure to respect the reporter's deadline. In a live broadcast interview, simply say that you do not know the answer and, if appropriate, explain why. You should know the details about the event and the most important facts about heart failure, but you do not have to know every single statistic.



How-to Guide: Media Relations

Pitch points

The following pitch points are suggested message points you can use when “pitching” your story to the media. Because reporters are very busy, you may only get to talk to them for a very short time, or not at all and resort to leaving a message on their voice mail. It is, therefore, important to determine, in advance, what is most important to each reporter and his/her readers, and then start the conversation with that “pitch.” Try to be natural and not to sound scripted when you call reporters and you will likely see great results!

- Hello, my name is _____. I’m calling from _____ to tell you about the Heart Failure Society of America’s annual educational initiative to raise awareness about heart failure, a potentially life-threatening disease, and the importance of early diagnosis and treatment. Heart failure is a disease of epidemic proportion, affecting over 6.5 million Americans and causing or contributing to a quarter of a million deaths each year. In fact, [xx] people in [insert city] alone are affected by heart failure.
- In conjunction with Heart Failure Awareness Week (February 9-15, 2020), heart physicians all across the country are informing patients, their families, and individuals at risk about the severity of heart failure and the importance of early diagnosis and treatment. As part of National Heart Failure Awareness Week 2020, we are committed to helping raise awareness about this deadly disease by offering a free educational seminar. [Include local program information to localize this message.]

- We encourage you to attend and/or cover this important local event about heart failure in your community. [Insert name of media spokesperson] is available for interviews to underscore the significance of this unique local event and provide perspective on the overall approach to diagnosing and treating heart failure. [Insert event details.]

Other pitch points

- Heart failure is the only major cardiovascular disease on the rise and causes more hospitalizations than all forms of cancer combined. Unfortunately, millions of people are living with heart failure but are unaware of it because the symptoms are often mistaken for signs of “just getting older.” Common symptoms include shortness of breath, fatigue, ankle swelling, and chest congestion.
- Heart failure is not a heart attack, but a progressive condition in which the heart’s muscle becomes weakened after it is injured from something like a heart attack or high blood pressure and gradually loses its ability to pump enough blood to supply the body’s needs. While there is currently no known cure for heart failure, early diagnosis and proper treatment can offer patients a more normal life expectancy.
- If your readers/listeners/viewers have had a heart attack or experience shortness of breath and are unable to partake in their daily activities like they used to, I encourage them to see a physician and seek treatment. Early diagnosis and treatment can help to slow the progression of this devastating disease.



How-To Guide: Press Materials

Public Service Announcements – radio and social media

A radio PSA is an announcement that a radio station agrees to air at no cost as a service to the community. PSAs usually run 30 or 60 seconds and are read by station announcers. Your PSA should be mailed or e-mailed to the public affairs directors at local radio stations 3 to 4 weeks before your event (check with each station to determine deadlines), and you should follow up by phone with the media contacts to whom it is mailed. Typically, a radio station will air an accepted PSA several times within a given period, such as a week before the event.

You may also opt to record a short video on your smartphone to share across your social media channels. You may use the same general text as the template provided below. Simply make sure to have a well-lit background and place your phone (or other camera) on a study surface to keep the video free from movement. Make sure there is minimal background noise and record. You may then upload to YouTube or a social media site, but be sure to verify file types and sizes allowed for each social media site before you record.

Following is a sample 30-second radio PSA.

“Are you suffering from high blood pressure, high cholesterol, diabetes, or obesity?

Have you had a heart attack or damage to your heart valves?

You could be one of the 6.5 million people suffering from heart failure – a frighteningly common but underrecognized condition in which

the heart muscles weaken and gradually lose ability to pump enough blood to supply the body’s needs.

[Institution] will offer a free heart failure educational seminar on [Date] at [Time]. For more information,

Op-Ed (opinion/editorial)

An Op-Ed is printed in the editorial section of newspapers and is usually between 250 and 500 words, but can be shorter or longer. It is similar to an editorial in that it is in a letter form and allows the author to express his/her feelings on any given topic, but different because it is not written by an editor. This type of document provides an excellent opportunity to increase heart failure awareness as well as promote your program.

We strongly encourage you to author or work with the program leader, physician, or other heart failure professional to author an Op-Ed and submit it to newspapers in your area. The first 1 to 2 sentences of the Op-Ed should contain a brief bio of the author, highlighting his or her expertise in the field of heart failure.

As with other press materials, it is essential to follow up by phone with each individual to whom you send your Op-Ed to determine if and when it will be printed.



Templates Guide

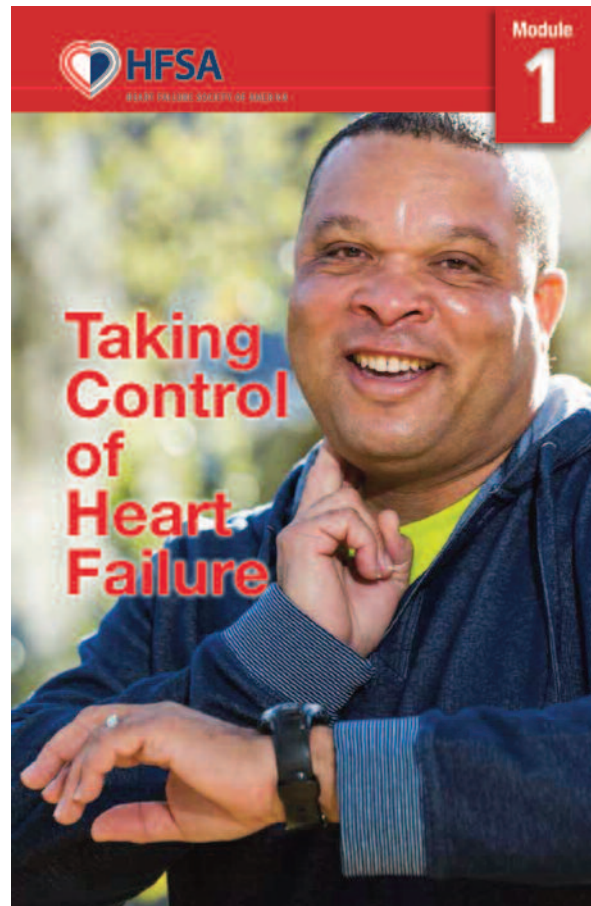
Handouts for program attendees

Information on heart failure should be shared with event attendees. Consider developing a “Resources” area on your webpage and/or in a follow-up email you can send during or after the event. Include materials that your facility has developed, as well as educational materials developed by HFSA (free and for purchase).

Visit hfsa.org/patient for ordering and pricing information on all HFSA patient education materials:

- What You Should Know about Heart Failure (brochure Infographic)
- Educational modules

If your local center has any information about the services it offers patients with heart failure, this should be available to attendees.





Calendar Listing



[Institution] Offers FREE [Virtual] Heart Failure Education Program

WHAT: [Institution] will host a [insert event] via [platform, such as Zoom or Facebook Live]...

WHEN: [Date]

WHERE: [URL and/or details on platform]"

WHY:

- Heart failure – a progressive condition in which the heart muscle weakens and gradually loses its ability to pump enough blood to supply the body’s needs – is frighteningly common, but underrecognized.
- Heart failure affects over 6.5 million Americans, and as more people are surviving heart attacks but being left with weakened hearts, heart failure is the only major cardiovascular disease on the rise. An estimated 400,000 to 700,000 new cases of heart failure are diagnosed each year and the number of deaths in the U.S. from this condition has more than doubled since 1979, averaging 250,000 annually. In comparison, the death rate from coronary heart disease has dropped by 49 percent over a similar time period. An estimated \$8-15 billion is spent each year on the costs of hospitalization due to heart failure, which is twice the amount spent for all forms of cancer.
- While there is currently no known cure for heart failure, recent scientific advances in treatment offer patients a more normal life expectancy.

CONTACT: [Name]
[Phone Number]



2021
heart failure
awareness week

Do your part, know your heart!

Heart Failure Awareness Week

Are you suffering from high blood pressure,
high cholesterol, diabetes, or obesity?

Have you had a heart attack or
damage to your heart valves?

You could be one of the 6.5 million people suffering from heart failure – a frighteningly common but underrecognized condition in which the heart muscles weaken and gradually lose ability to pump enough blood to supply the body's needs.

To find out more about heart failure, the only major cardiovascular disease on the rise, join Dr. [Name] of [Institution] for a free heart failure educational seminar [insert local program info]

Date:

Time:

URL and/or details on platform:

For further information and to register for the free program,
please call [Name] at [Phone number]



Flyer Template #2

2021 heart failure awareness week



Do your part, know your heart!

Are You or Someone You Know at Risk for Heart Failure?

If you or a family member have been affected by one of the following, you won't want to miss this seminar:

- High blood pressure
- Heart attack
- Coronary artery disease
- Damage to your heart valves
- Diabetes
- Obesity
- Heart failure – a progressive condition in which the heart muscle weakens and gradually loses its ability to pump enough blood to supply the body's needs – is frighteningly common, but underrecognized.
- Heart failure affects over 6.5 million Americans and, as more people are surviving heart attacks but being left with weakened hearts, it is the only major cardiovascular disease on the rise.
- While there is currently no known cure for heart failure, recent scientific advances in treatment offer patients a more normal life expectancy.

To find out, attend a **FREE** virtual educational [seminar] hosted by [Institution].

[Institution] will host a [insert event] to help people recognize the risk factors, signs and symptoms of heart failure. Hear from experts in the field who specialize in treating this condition.

WHEN [Date]

WHERE: [URL and details on platform]

CONTACT: [Name]

[Phone Number]

- YES**, I will attend the heart failure seminar.
- NO**, I cannot attend, but I would like to receive more information about heart failure and available services.

(name)

(address)

(phone)

Please mail to [insert local info], email to [insert email address] or call [insert phone number] to register.





Flyer Template #3

2021
heart failure
awareness week

Do your part, know your heart!

Are You or Someone You Know at Risk for **HEART FAILURE**?

If you or a family member have been affected by one of the following, you won't want to miss this seminar:

- High blood pressure
- Heart attack
- Coronary artery disease
- Damage to your heart valves
- Diabetes
- Obesity

To find out, attend a **FREE** virtual educational [seminar] hosted by [Institution]

[Institution] will host a [insert event] in [city] to help people recognize the risk factors, signs and symptoms of heart failure. Hear from experts in the field who specialize in treating this condition.

WHEN [Date]

WHERE: [URL and details on platform]

CONTACT: [Name]

[Phone Number]

- Heart failure – a progressive condition in which the heart muscle weakens and gradually loses its ability to pump enough blood to supply the body's needs – is frighteningly common, but underrecognized.
- Heart failure affects over 6.5 million Americans and, as more people are surviving heart attacks but being left with weakened hearts, it is the only major cardiovascular disease on the rise.
- While there is currently no known cure for heart failure, recent scientific advances in treatment offer patients a more normal life expectancy.





2021
heart failure
awareness week



Do your part, know your heart!

What you should know **ABOUT HEART FAILURE** *One of America's silent epidemics*

Don't miss the FREE virtual educational
[seminar] on Heart Failure

Heart failure affects over 6.5 million Americans and, as more people are surviving heart attacks but being left with weakened hearts, is the only major cardiovascular disease on the rise. While there is currently no known cure for heart failure, recent scientific advances in treatment offer patients a more normal life expectancy.

If you or a family member have been affected by one of the following, you won't want to miss this seminar:

- High blood pressure
- Heart attack
- Coronary artery disease
- Damage to your heart valves
- Diabetes
- Obesity

WHEN [Date]

WHERE: [URL and details on platform]

CONTACT: [Name]
[Phone Number]





Digital Templates

Below are sample posts that can be used on specific social media platforms. Organizers are encouraged to edit the content to use their individual voice or the voice of their organization. Across all platforms, be sure to use @ to tag institutions or individuals directly if you have approval to do so.



Facebook

Facebook posts allow 2,000 characters, but it's best to keep posts fairly brief and direct, to allow users to spot them as they scroll through their newsfeed (and avoid having to click to see more).

Facebook Post Sample 1

Are you or someone you know at risk for heart failure? To find out, attend a FREE [virtual] educational [seminar] hosted by [Institution – use @ to tag them directly] on [DATE] as part of Heart Failure Awareness Week 2021. Experts who specialize in treating heart failure will share information how to recognize risk factors, signs and symptoms of HF. Learn more and register at [URL]. #HFWeek2021

Facebook Post Sample 2

Have you had a heart attack or damage to your heart valves? Are you suffering from:

- High blood pressure
- High cholesterol
- Diabetes or
- Obesity?

You could be one of the 6.5 million people suffering from heart failure. To learn more about heart failure, the only major cardiovascular disease on the rise, join Dr. [Name] of [Institution – use @ to tag them directly] for a free virtual educational [seminar] on [date and time]. Register here [URL].

#HFWeek2021



Twitter

Tweets allow for 140 characters, but it's best to keep them brief and succinct to encourage followers to retweet and even add their own comments when retweeting.

Tweet Sample 1

Are you or someone you know at risk for heart failure? To find out, attend a FREE [virtual event] hosted by [Institution – use @ to tag them directly] on [date and time if you can fit]. You'll learn how to recognize risk factors, signs and symptoms of HF. Learn more and register hfsa.org/event. #HFWeek2021

Tweet Sample 2

Are you suffering from: High blood pressure, High cholesterol, Diabetes or Obesity? You could be at-risk for #heartfailure. Join us on [Date] at [time] for a FREE virtual event to learn more. Find info [URL]. #HFWeek2021



Instagram

Instagram relies on sharp visuals to draw users into content, using captions for storytelling and calls to action. Captions are limited to 2,200 characters, though they are truncated with an ellipsis after three lines of text, so use careful editing when writing your posts – or editing our samples for your use. Clickable links can only appear in your bio, so be sure to post the URL directly in your bio.

Instagram Post Sample 1

Have you had a heart attack or damage to your heart valves? Are you suffering from: High blood pressure High cholesterol Diabetes Obesity?

You could be suffering from or at-risk for #heartfailure. Join Dr. [Name] and the team at [Institution] on [Date and time] for a FREE virtual educational [seminar]. Link in bio.

#HFWeek2021 #Heartfailureawareness





Digital Templates — Graphics

It's important to include graphics with your social media posts to increase engagement. You might want to work with a graphic designer – or even a student from a nearby college – to design graphics that adhere to your institution's guidelines. Below are some guidelines for popular social media channels.

Graphic Sizing

- Facebook Shared Image – 1200 x 630
 - Recommended upload size of 1,200 x 630 pixels.
 - Will appear in feed at a max width of 470 pixels (will scale to a max of 1:1).
 - Will appear on page at a max width of 504 pixels (will scale to a max of 1:1).
- Facebook Event Image – 1920 x 1080 (Recommended)
 - Facebook will scale down to minimum dimensions: 470 x 174.
 - Shows in feed: 470 x 174
- Instagram Photos – 1080 x 1080
 - The size of Instagram images has been increased to 1080 x 1080 pixels.
 - Instagram still scales these photos down to 612 x 612 pixels.
 - Appear in feed at 510 x 510 pixels.
 - Square or rectangle photos: make sure to maintain an aspect ratio between 1.91:1 and 4:5 ratio.
- Twitter In-Stream Photos and Shared Links
 - Image from a Tweet with shared link: 1200 x 628 pixels
 - Tweet sharing a single image: 1200 x 675 pixels
 - Tweet sharing two images: 700 x 800 pixels (both images)
 - Tweet sharing three images:
 - Left image: 700 x 800 pixels
 - Right images: 1200 x 686 pixels
 - Tweet sharing four images: 1200 x 600 pixels (per image)
 - Four is the maximum number of images available on one Tweet
 - Recommended aspect ratio is 16:9.
 - Can edit images if tweeting from Twitter iOS or Android app.
 - Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.



Heart Failure Awareness Program

2020
heart failure
awareness week



Do your part, know your heart!

Evaluation Form

Heart Failure Education Program

[Institution] [Date]

1. How would you rate the presentation overall?
1 2 3 4 5 [Poor » » » Excellent]
2. Did you find the information presented helpful?

3. Based on what you learned today, do you think that you or someone you know might suffer from heart failure?

4. Is there anything else you would have liked the presentation to cover?

5. Did the time and location of the program make it easy for you to attend? If not, why?

[Add any other questions about individual centers that you would like answered]

Comments:



