



Canadian Heart Failure Society
Heart Failure Awareness Week
May 5-11, 2024

Campaign Overview Presented to HFA

The Canadian Heart Failure Society (CHFS) has just held its 6th annual Heart Failure Awareness Week from May 5-11, 2024. This report will provide some of the highlights from this year's campaign.

CAMPAIGN OBJECTIVES & PARTNERSHIPS

Heart failure awareness continues to gain attention across Canada as more than 100,000 Canadians are diagnosed each year and close to 800,000 Canadians are living with HF.

The goal of our campaign was to raise awareness by increasing public knowledge and educating health care providers about this chronic condition and the importance of early diagnosis to produce better health outcomes.

Specific Objectives:

- To raise awareness among healthcare providers, community stakeholders, patients and their families and the general public
- To empower HF patients and family members to actively engage in HF self-management;
- To stimulate research and investment in HF prevention, treatment and rehabilitation.
- To have Heart Failure Awareness Week (HFAW) officially proclaimed by government at both the national and provincial levels

Prior to 2019 in Canada, there had been no nationally coordinated effort to promote HF awareness. The CHFS is proud to have spearheaded this Canadian initiative in collaboration with the following partner organizations:

- Canadian Cardiovascular Society (CCS)
- Canadian Council of Cardiovascular Nurses (CCCN)
- Canadian Association of Cardiovascular Prevention and Rehabilitation (CACPR)
- Canadian Heart Function (CHF) Alliance
- Heart & Stroke
- HeartLife Foundation
- Ted Rogers Centre for Heart Research

2024 THEME - *It's Not Normal to be Breathless*

In addition to engaging and promoting HF awareness with health care providers, this year's campaign targeted the general public with the message: ***It's Not Normal to be Breathless***. Our campaign emphasized the importance of knowing the common risks and symptoms and encouraging people to take action with their health care providers.

CAMPAIGN TACTICS/INITIATIVES

TOOLS & RESOURCES DEVELOPMENT

We hired a new agency this year to give our campaign a fresh and new look! We updated our public and patient-facing pieces and added a new piece which was a fact sheet for health care providers. All tools were available for download on the CHFS website at heartfailure.ca as well as available for print mail-out to health care institutions across Canada. Here is a list of all tools and resources we produced and further below are snapshots of the various tools. These were:

- Poster - for general public awareness
- Leaflet/Handout – for general public awareness
- Fact Sheet for Health care providers (HCPs) – **NEW THIS YEAR!**
- Handout for persons LIVING WITH heart failure
- Event Kit - a guide for clinics and hospitals looking to plan events of their own (includes slide set, invitation template, evaluation form and a guide of how to set up a program)
- Social Media Toolkit including sample posts and graphics on twitter, Facebook, Instagram and LinkedIn
- Links to other helpful patient & HCP resources
- Webinars during HF Awareness Week

Snapshot of our Poster for General Public Awareness – Ideal for clinic walls or bulletin boards

It's not normal to be breathless

Know the Signs and Symptoms of Heart Failure. Act Now. Live Longer.

What are the common symptoms of heart failure?

- Shortness of breath
- Low energy
- Swelling in your feet, ankles, legs or stomach
- Persistent cough
- Weight gain

HEART FAILURE AWARENESS WEEK
May 5-11, 2024 #HeartFailureWeekCan

Get more information
Visit HeartFailure.ca or scan the QR code to learn more and access patient education and support resources.

Stay up to date by following us on social media.

- @CanadaHeartFailureSociety
- @CanHF Society
- @CanHF Society
- @CanadaHeartFailureSociety

SPECIAL THANKS:
This event is made possible through support from Abbott, Boehringer Ingelheim Lilly, Bristol Myers Squibb, Novo Nordisk and Pfizer.

HABIT Proud Creative Sponsor of HFAW - HabitHQ.ca

Snapshot of the tri-fold leaflet for the General Public (for clinic waiting rooms, handout by HCPs):
p.1

Tips to prepare for your healthcare visit

- ✔ Consider having someone you trust participate in the visit with you if possible.
- ✔ Come prepared with your health card, current medication list, pharmacy name, recent blood pressure readings and if applicable, glucose levels and weight records.
- ✔ Write down your list of concerns and questions and bring a pen and paper or electronic device to make notes.
- ✔ Ask your healthcare provider what each test check is for and how the results may impact your management.
- ✔ Ask about reliable online resources and applications to help you manage your risk or condition.
- ✔ Ask about warning signs to be aware of and when to go to the emergency room or call 9-1-1.

Get more information

Visit HeartFailure.ca or scan the QR code to learn more and access patient education and support resources.

Stay up to date by following us on social media.

[@CanadianHeartFailureSociety](#)
[@CanHFSociety](#)
[@CanHFSociety](#)
[@CanadianHeartFailureSociety](#)

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It's not normal to be breathless

HEART FAILURE AWARENESS WEEK

May 5-11, 2024

#HeartFailureWeekCan

Know the Signs and Symptoms of Heart Failure. Act Now. Live Longer.

Other side of tri-fold leaflet for General Public:

What is heart failure?

Heart failure is a chronic condition caused by the heart not functioning as it should, or by a problem with its structure. It can happen if the heart is too weak or too stiff, or both¹

What are the common symptoms of heart failure?

- Shortness of breath**
- Tired and low energy for daily activities**
- Increased swelling in your feet, ankles, legs or stomach**
- Persistent cough especially when lying down**
- Weight gain**
> 4 lbs (2kg) in ≥ 2 days or
 > 5 lbs (2.5kg) in 1 week

When should you go to the emergency department or call 9-1-1?

- You are struggling to breathe**
- Your shortness of breath does not go away while sitting still**
- You have a fast heartbeat that does not slow down when you rest**
- You have chest pain that does not go away with rest or with medicine**
- You are having trouble thinking clearly or are feeling confused**

What are the risk factors for heart failure?

Aging
 Coronary artery disease
 High blood pressure
 Diabetes

How is heart failure diagnosed?

- Review clinical history & risk factors
- Physical Exam
- Blood tests
- Chest x-ray
- Cardiac MRI
- Echocardiogram
- Electrocardiogram

Snapshot of our Social Media Toolkit containing sample posts and links to graphics so people can create their own content: Shared with partners and sponsors and available on CHFS website.

HEART FAILURE AWARENESS WEEK
May 5-11, 2024
 #HeartFailureWeekCan CHFS/SCIC

It's not normal to be breathless

Social Media Toolkit

Help raise awareness about heart failure

Looking for inspiration for your social media posts during Heart Failure Awareness Week (HFAW)? Explore our toolkit, which provides wording and visuals for your social media content.

Toolkit Tips

- Use the hashtag #HeartFailureWeekCan in all your posts.
- Stay updated and find inspiration for your activity by following HFAW's official social media channels:
 - @CanadianHeartFailureSociety
 - @CanHFSociety
 - @CanHFSociety
 - @CanadianHeartFailureSociety
- Be sure to follow HFAW's official partner organizations:
 - @SCC_CS
 - @HeartLifeCanada
 - @PHIRresearch
 - @CCCNurses
 - @CanHFSociety
 - @HeartandStroke
 - @CACPR_1
 - @trogersresearch

Graphics and Messaging

Pre-HFAW Week: April 22 - May 5

The countdown is on! Get involved.

Key messaging:

- Countdown to HFAW 2024 and how to get involved.
- CHFS pages to follow, how to access resources, or organize your own event.

Sample posts for: [Social media icons]

Option 1: The countdown to Heart Failure Awareness Week 2024 has begun! Get involved and learn more about how you can make a difference. Follow @CanadianHeartFailureSociety for updates and visit heartfailure.ca to access downloadable resources. #HeartFailureWeekCan

Sample posts for: [X icon]

Option 2: Only x days left until Heart Failure Awareness Week 2024! Join us in raising awareness and making a difference. Follow @CanHFSociety for updates and head to heartfailure.ca to learn more and access downloadable resources. #HeartFailureWeekCan

HFAW Week: Between May 5-11

Short of Breath, Get It Checked.

Key messaging:

- Announce the kick-off of HFAW 2024 and how to get involved.

Sample posts for: [Social media icons]

The wait is over! Heart Failure Awareness Week 2024 is finally here. Let's come together to raise awareness and support those affected by heart failure. Visit heartfailure.ca for more information and resources. #HeartFailureWeekCan

Sample posts for: [X icon]

It's here! #HeartFailureWeekCan has officially kicked off. Join us in spreading awareness and learning about heart failure. Visit heartfailure.ca for more information

What are the common symptoms of heart failure?

Key messaging:

- Risks, symptoms and how to get help.
- Learn the common symptoms of heart failure.

Sample posts for: [Social media icons]

Option 1: Knowledge is key to managing heart failure. Educate yourself about the symptoms and risks. Follow @CanadianHeartFailureSociety for valuable insights and visit heartfailure.ca to access resources and learn more. #HeartFailureWeekCan

Option 2: Do you know the signs of heart failure? Shortness of breath, fatigue, swelling in feet, ankles, legs and stomach and a persistent cough. It's important to recognize the symptoms early. Join us during Heart Failure Awareness Week 2024 to learn more. Be sure to follow @CanadianHeartFailureSociety for events and updates and visit heartfailure.ca to access downloadable resources. #HeartFailureWeekCan

Option 3: Take a stand for heart health during Heart Failure Awareness Week! Share this post to educate your friends and family about the importance of recognizing the signs of heart failure. Together, we can save lives.

Sample posts for: [X icon]

Option 1: Shortness of breath? Fatigue? Persistent cough? Swelling in feet, ankles, legs and stomach? Know the signs of heart failure and take action. Visit heartfailure.ca to learn more about symptoms and how to get help during #HeartFailureWeekCan.

Option 2: Join us in raising awareness for #HeartFailureWeekCan! Learn the signs, symptoms, and prevention strategies to live a heart-healthy life. It's time to act now for a longer, healthier future. Visit heartfailure.ca to learn more.

Did you know? Nearly 800,000 Canadians live with Heart Failure.

Key messaging:

- Key facts and statistics.

Sample posts for: [Social media icons]

Heart failure affects nearly 800,000 Canadians. Join us in spreading awareness and supporting the fight against heart failure. Visit heartfailure.ca to learn more. #HeartFailureWeekCan

Sample posts for: [X icon]

Did you know nearly 800,000 Canadians live with heart failure? Let's work together to spread awareness and improve outcomes. Join us during #HeartFailureWeekCan to make a difference. Visit heartfailure.ca to learn more.

Post HFAW Week: Between May 12th - 18th

Thank you for your support in raising awareness for heart failure!

Key messaging:

- How to keep the awareness going story bank, follow pages, access resources.

Sample posts for: [Social media icons]

Option 1: Let's continue the conversation beyond Heart Failure Awareness Week. Follow @CanadianHeartFailureSociety for ongoing updates. Visit heartfailure.ca to access resources and to stay informed and engaged. #HeartFailureWeekCan #CHFS

Option 2: Let's continue to raise awareness and promote heart health all year round. Follow @CanHFSociety for ongoing updates and visit heartfailure.ca to learn more and access downloadable resources. #HeartFailureWeekCan #CHFS

Sample posts for: [X icon]

Heart Failure awareness doesn't end with the week. Keep the momentum going by following @CanHFSociety and accessing valuable resources at heartfailure.ca. Together, we can make a lasting impact. #HeartFailureWeekCan #CHFS

Visit HeartFailure.ca or scan the QR code to download graphics and other resources to support your social media efforts.

Share these assets to amplify the message and engage your audience effectively.

Thank you for your support in raising awareness for heart failure during Heart Failure Awareness Week 2024!

Together, we can make a difference in the fight against heart failure.



SPECIAL THANKS:
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HEART FAILURE AWARENESS WEEK
May 5-11, 2024

PROMOTION

Social Media

1. Using twitter, Facebook, Instagram and LinkedIn, partners and sponsors were engaged by retweeting and creating their own social media posts on Twitter, Facebook and Instagram. We tagged key opinion leaders across Canada as well as health care institutions and key influencers.

Here is a sampling of some of our twitter posts including posted comments – Great to see how our messages made an impact!

All content, tools and handouts were produced in **ENGLISH and in FRENCH!**



The countdown begins! 🗓️
Just 7 days until Heart Failure Awareness Week 2024 kicks off. Let's spread awareness and advocate for heart health. Together, we can make a difference! For a list of resources, visit: heartfailure.ca
#HeartFailureWeekCan
//
Le compte à rebours commence! 🗓️
Plus que 7 jours avant le début de la Semaine de sensibilisation à l'insuffisance cardiaque 2024. Partageons la sensibilisation et défendons la santé cardiaque. Ensemble, nous pouvons faire la différence! Pour une liste de ressources, visitez : heartfailure.ca/fr

Not sure how to get involved in the upcoming heart failure awareness week?
Here are 5 ways you can make a change!

Pas sûr de comment vous impliquer dans la Semaine de sensibilisation à l'insuffisance cardiaque ?
Voici 5 façons de faire une différence !

- 1. Learn more about heart failure & do regular checkups. Apprenez-en davantage sur l'insuffisance cardiaque et faites des vérifications régulières.
- 2. Register for our upcoming events and webinars. Inscrivez-vous à nos événements et webinaires à venir.
- 3. Share your story and inspire someone. Partagez votre histoire et inspirez quelqu'un.
- 4. Become an advocate and spread awareness about heart failure. Devenez un défenseur et sensibilisez à l'insuffisance cardiaque.
- 5. Host your own events. Organisez vos propres événements.

Make your mark during Heart Failure Awareness Week! Learn, share, advocate, and empower others with these 5 ways to get involved. 🌟 #HeartFailureWeekCan

Faites une différence lors de la Semaine de sensibilisation à l'insuffisance cardiaque! Apprenez, partagez, militez et inspirez les autres avec ces 5 façons de vous impliquer. 🌟

We are not just lighting up hearts, we are lighting up towers.
Nous illuminons non seulement les cœurs, mais aussi les tours.

Don't miss Ottawa's Byward Market, Northern Lights Display at BC Place Stadium, CN Tower, and Montreal's Olympic Tower. May 6, 2024.
Ne manquez pas l'illumination de la Marché Byward d'Ottawa, Northern Lights Display au BC Place Stadium, Tour CN et La Tour de Montréal (Parc olympique) 6 mai 2024.

HEART FAILURE AWARENESS WEEK
May 8-11, 2024

What are the common symptoms of heart failure?

- Shortness of breath
- Persistent cough especially when lying down
- Tired and low energy for daily activities
- Weight gain > 4 lbs (2kg) in 2 days or > 9 lbs (2.5kg) in 1 week
- Increased swelling in your feet, ankles, legs or stomach

Learn more at heartfailure.ca

Every year, thousands of Canadians are diagnosed with heart failure. By raising awareness, we can help individuals recognize the symptoms early and seek timely treatment. Share this post to make a difference!
📍 #HeartFailureWeekCan

Don't drop your guard.
it's not normal to be breathless.
Keep spreading awareness. Learn more.

Ne baissez pas la garde
ce n'est pas normal d'être essoufflé.
Continuez à sensibiliser. Apprenez-en plus.

CHFS/SCIC

Keep the momentum going! Heart failure awareness is a year-round effort. Stay informed, spread awareness, and make a difference. Together, we can improve outcomes and save lives.

Media Outreach – TV & Radio

Canadian HF Experts and Lived Experience persons from across the country were featured in TV interviews on prominent Canadian networks. Here are some of the interviews:



Shown Here: Marc Bains, Co-founder of Heartlife Foundation. Marc developed heart failure in his 20's.

Here below are the results of the TV and Radio portion of our outreach:

DATE	OUTLET	URL	ENGAGEMENT
May 4	Global Morning BC	https://globalnews.ca/video/10469694/health-matters-heart-failure-awareness	<ul style="list-style-type: none"> Viewers: 192,600 Unique Visitors: 11,833,291
May 5	Global Morning BC	https://globalnews.ca/video/10475778/ask-an-expert-heart-failure-awareness/	<ul style="list-style-type: none"> Viewers: 192,600 Unique Visitors: 11,833,291
May 6	CTV Toronto	https://toronto.ctvnews.ca/video/c2917293-educating-people-about-identifying-heart-failure	<ul style="list-style-type: none"> Viewers: 5,834,000 Unique Visitors: 3,910,000
	CBC St. John's _Morning Show with Krissy Holmes	https://www.cbc.ca/listen/live-radio/1-56-st-johns-morning-show/clip/16064319-shortness-breath-fatigue-swelling-legs...-well-learn-signs	<ul style="list-style-type: none"> Listeners: 7,500

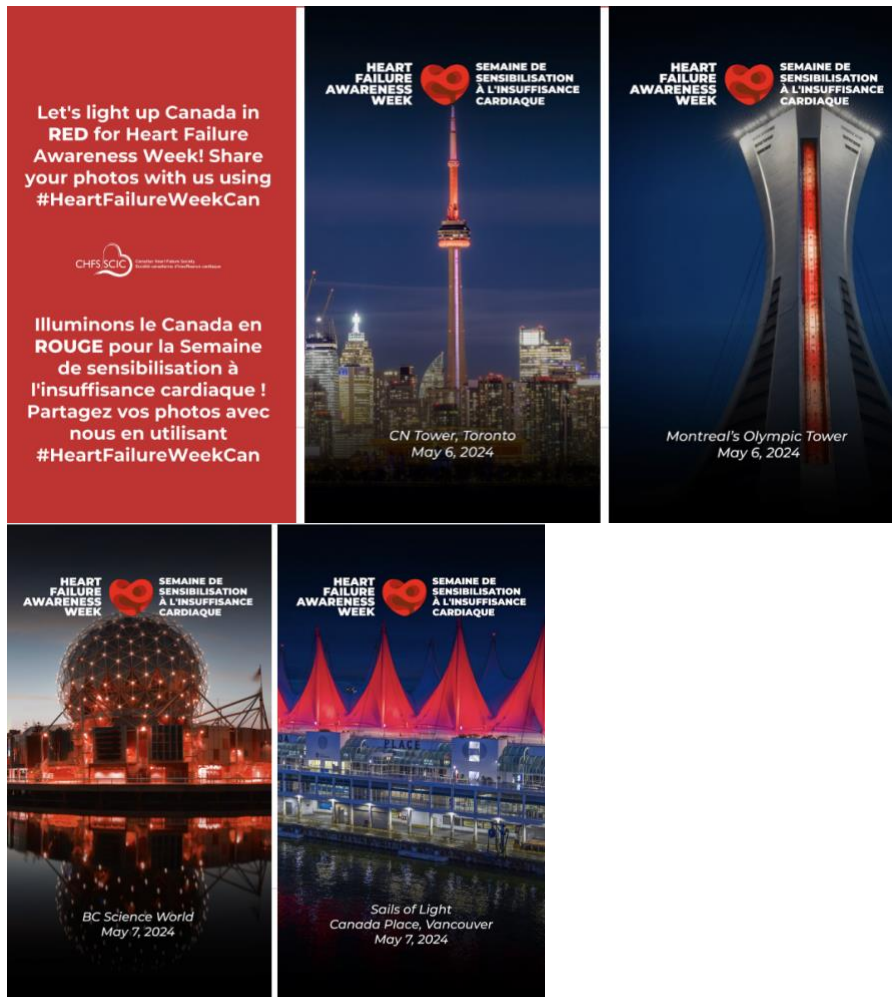
National Landmark Light Ups

CHFS added a new strategy this year – we lit up national landmarks across the county in RED to kick off Heart Failure Awareness Week.

A total of 6 landmarks we lit up across Canada on May 6-7. These were:

- Toronto CN Tower (tallest structure in the city)
- Montreal Olympic Tower
- Ottawa ByWard Market sign
- Vancouver BC Place Stadium
- Vancouver Sails
- Vancouver Science Centre

And we promoted them on social media. Take a look:



National and Provincial Advocacy:

1. At the national level, and for the 2nd year in a row, we secured **recognition by the Government of Canada** to establish HF Awareness Week as an important health initiative! Check it out at <https://www.canada.ca/en/health-canada/services/calendar-health-promotion-days.html#m05>
2. At the provincial level, we have successfully secured proclamations for HFAW within many of our provinces. Take a look!

The Government of Manitoba officially proclaims May 5-11, 2024 as HF Awareness Week.



National Webinars

HeartLife & Heart & Stroke co-hosted 1 English and 1 French Webinar during HFAW. **693 registrants** for the English event!

PARTNER & SPONSOR SUPPORT:

Amazing engagement from our partners and our sponsors who helped raise awareness through social media and tools dissemination and educational events.

 **HeartLife Fou...** · 2024-05-10 ...

Nearly 800,000 Canadians live with [#HeartFailure](#), underlining the need for awareness and better outcomes. [#HeartLife](#), Canada's 1st patient-led heart failure organization, advocates for change. Join us for [#HeartFailureWeekCan](#), visit heartfailure.ca for resources.

**Did you know?
Nearly 800,000
Canadians live
with Heart Failure.**

Learn more during [#HeartFailureWeekCan](#)

 **HEART FAILURE AWARENESS WEEK**
May 5-11, 2024

THANK YOU SPONSORS 

MERCI À NOS COMMANDITAIRES

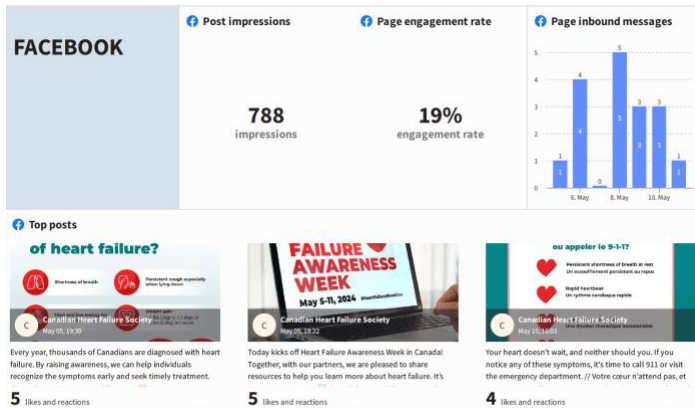
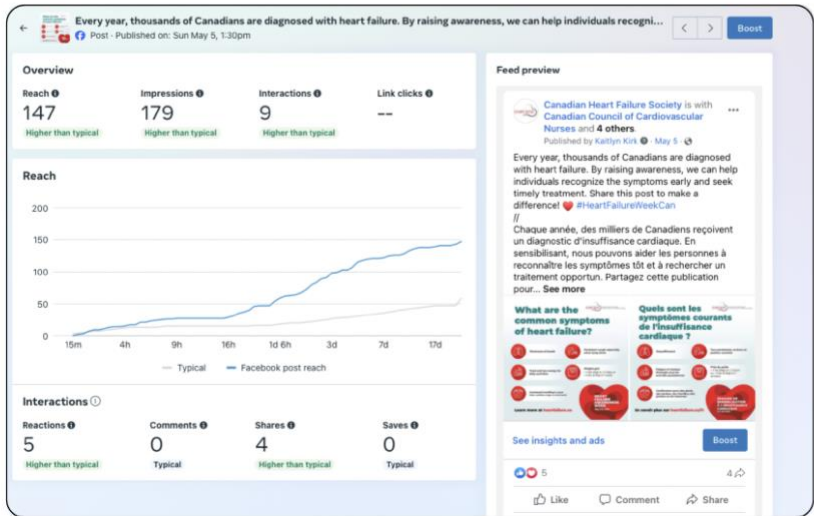
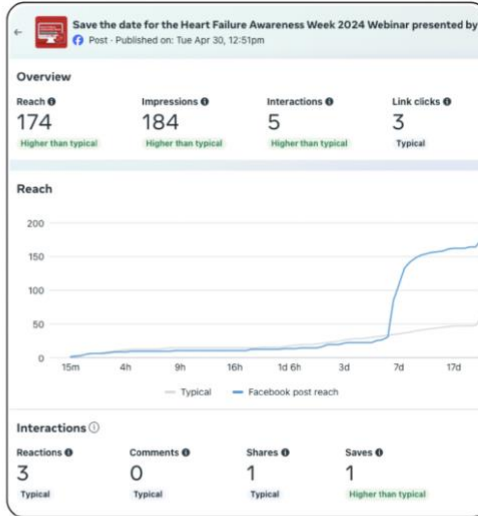
HEART FAILURE AWARENESS WEEK May 5-11, 2024

SEMAINE DE SENSIBILISATION À L'INSUFFISANCE CARDIAQUE 5-11 mai 2024



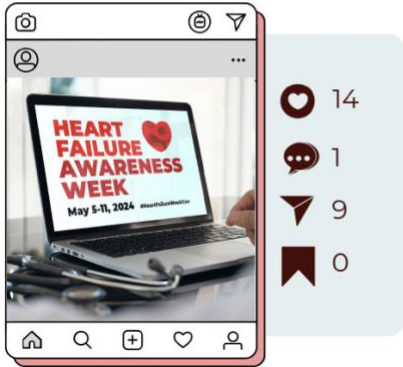
ANALYTICS AND ENGAGEMENT DATA

Top Facebook Posts

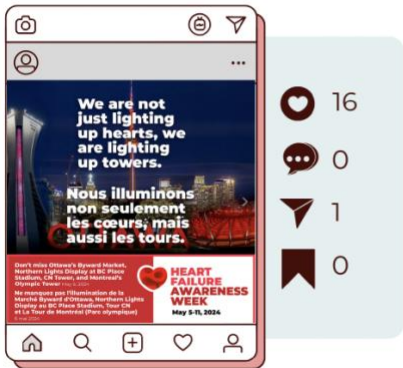


Top Instagram Posts

Today kicks off Heart Failure Awareness Week in Canada!
 Post - Published on: Sun May 5, 12:27pm



Join us as Canada lights up for Heart Failure Awareness Week!
 Post - Published on: Sat May 4, 9:00am



INSTAGRAM	Post reach > Post type	Post impressions	Inbound messages	
	Story	391	817 impressions	9 messages
	Carousel album	239		
Photo post	125			

Top posts



Today kicks off Heart Failure Awareness Week in Canada! Together, with our partners, we are pleased to share resources to help you learn more about heart failure. It's

14 likes



Marc's journey with heart failure is a testament to strength and resilience. As we celebrate Heart Failure Awareness Week, let's honor his courage and share his story to raise

12 likes



Exciting news! Heart Failure Awareness Week has been officially recognized in Alberta, Saskatchewan, and Newfoundland and Labrador! A heartfelt thank you to all

12 likes

Top X Posts

CHFS
@CanHFSociety

#HeartFailureWeekCan is May 5-11 and now is the time to inspire people to take action on this complex condition. Check out our handouts, fact sheet, poster and event planning kit to help you organize your own events.
heartfailure.ca

12:35 PM · Apr 26, 2024 · 255 Views

View post engagements

3 retweets, 10 likes

Impressions	Engagements	Engagement rate
255	31	12.2%

CHFS
@CanHFSociety

Thank you @MarcBains & @HeartLifeCanada! Missed it? Watch the full video and join the conversation using #HeartFailureWeekCan.
bit.ly/3yjZPN

Marc Bains @MarcBains · May 5
Excited to kick off #HeartFailureAwarenessWeek on @GlobalBC, discussing the signs and symptoms of #heartfailure. Thanks, @JoanPalmGlobal, for hosting @HeartLife! Learn more at heartlife.ca and heartfailure.ca

1 retweet, 11 likes, 1 reply

Post your reply

Paula Henderson @PaulaHe45886028 · May 8
@MarcBains !! A tremendous description of heart failure and the awareness needed! So well done! Thank you so very much! ❤️

2 retweets, 16 likes

Impressions	Engagements	Engagement rate
385	34	8.8%

X (TWITTER)

- Post key interactions > T... **4,836** impressions
- Post impressions **4,836** impressions
- Inbound messages **58** messages

Likes	108
Retweets	45
Replies	6
Quote tweets	2

Top tweets

@CanHFSociety
May 07, 18:12

Thank you @MarcBains & @HeartLifeCanada! Missed it? Watch the full video and join the conversation using #HeartFailureWeekCan. <https://bit.ly/3yjZPN>
<https://twitter.com/MarcBains/status/1787165592203768078>

9.02% engagement rate

@CanHFSociety
May 09, 2024

Heart Failure Awareness Week has been officially recognized in Alberta, Saskatchewan, and Newfoundland and Labrador! A heartfelt thank you to all involved for their support in

8.16% engagement rate

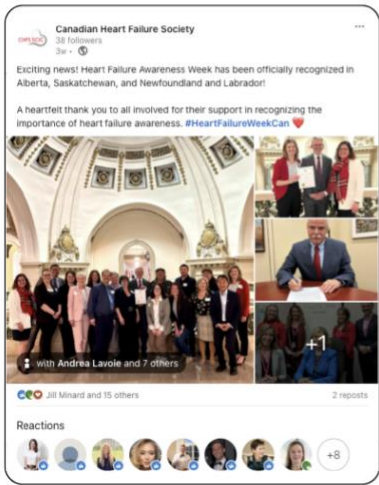
What are the risk factors for heart failure?
Quels sont les facteurs de risque d'insuffisance cardiaque?

@CanHFSociety
May 08, 17:05

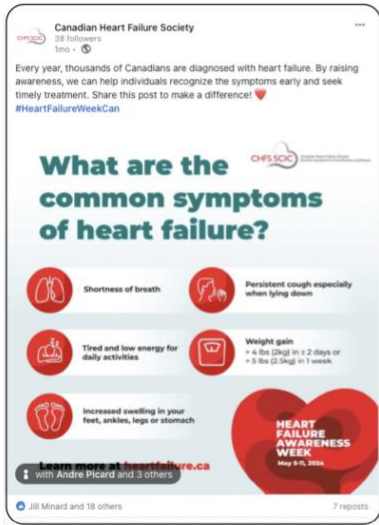
Stay ahead of heart failure by knowing the risks. Stay informed, stay heart smart. // Restez en avance sur l'insuffisance cardiaque en connaissant les risques. Restez

7.73% engagement rate

Top LinkedIn Posts



Organic discovery	
459 Impressions	272 Unique Impressions
This post doesn't qualify for boosting. Learn more	
Organic engagement	
121 Engagements	26.4% Engagement rate
Clicks	103
Click-through rate	22.4%
Reactions	16 →
Comments	0
Reposts	2 →



Organic discovery	
817 Impressions	586 Unique Impressions
Engage with your target audience by boosting this post	
Organic engagement	
46 Engagements	5.6% Engagement rate
Clicks	20
Click-through rate	2.4%
Reactions	19 →
Comments	0
Reposts	7 →

LINKEDIN	Post impressions	Page engagement > Type	Page clicks	
	2,186 impressions	Reactions	56	88 clicks
		Shares	3	
		Comments	0	

Top posts

of heart failure?

19 reactions

Exciting news! Heart Failure Awareness Week has been officially recognized in Alberta, Saskatchewan, and Newfoundland and Labrador! A heartfelt thank you to all

16 reactions

Empower your patients with knowledge. Recognizing risk factors like aging, coronary artery disease, high blood pressure, and diabetes can lead to early intervention and

11 reactions