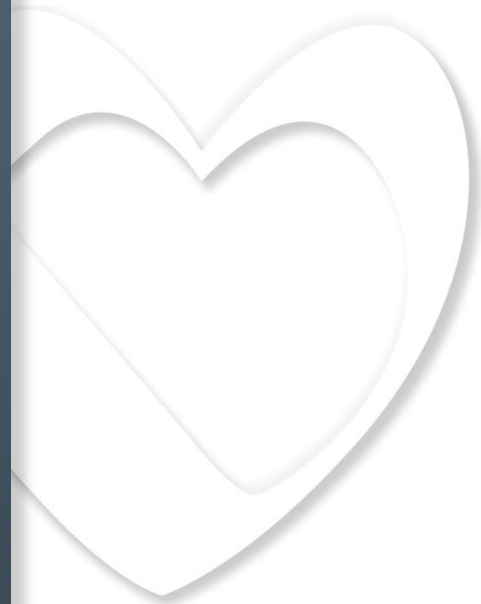


Heart Failure Awareness Day 2017

Report from: Denmark

Name of reporter: Mikael Kjær Poulsen, MD, PhD

Email address: mikael.kjaer.poulsen1@rsyd.dk



Information

Please fill in what you achieved during your Heart Failure Awareness Day event using the categories presented in the following slides:

- **Public Event/Open clinic**
- **TV & radio coverage**
- **Newspaper & website coverage**
- **Printed material for patients**
- **Political Engagement**
- **Patient Engagement** (patients had active role in the campaign)

Please add text, photos, links etc to the presentation.

We look forward to hearing from you!

www.escardio.org/HFA



Public event / open clinic

- **Three oral presentations on heart failure were presented for the public at the local department of the Danish Heart Foundation in the three largest cities of Denmark; Århus, Odense and Copenhagen as part of the Heart Failure Awareness Day, 2017.**
- **The events were taking place at;**
 - *Århus, May the 9th, 2017, from 4-6 pm by Brian Løgstrup, MD, PhD*
 - *Odense, May the 9th, 2017, from 4-6 pm by Mikael Kjær Poulsen, MD, PhD*
 - *Copenhagen, May the 17th, 2017 from 4-6 pm by Emil Wolsk, MD, PhD*
- **Each public event was fully booked with 60 participants at each site.**

Newspaper and website coverage

- **The Heart Failure Awareness Day, 2017 was posted on the website and Facebook site of the Danish Heart Foundation.**
- **May, the 4th, 2017, the Danish Heart Foundation posted a danish produced video (duration: 1.23 min.) on heart failure presentation, symptoms and signs.**
- **May, the 4th, 2017, the Danish Heart Foundation posted an article on heart failure with the headline « 1000-vis af danskere dør af hjertesvigt - hvis sygdommen ikke opdages » by Jens Haarder Højberg. The article was based on an interview with Ass. Prof., MD, PhD, DMSc, Finn Gustafsson from the Heart Center, Dept. of Cardiology, Rigshospitalet, Copenhagen, Denmark.**

Patient Engagement

- **Patients and participants were engaged at each public event at the local Danish Heart Foundation site as each presentation was presented so that patients and participants could ask questions and interact with personal experiences.**

Comments:

- **The public events were a great success at each site according to the feedback from the Danish Heart Fondation.**
- **The danish produced video on heart failure presentation, symptoms and signs has been viewed frequently.**