



Canadian Heart Failure Society
Heart Failure Awareness Week
May 1-7, 2023

Campaign Overview presented to HFA

The Canadian Heart Failure Society (CHFS) has just held its 5th annual Heart Failure Awareness Week from May 1-7, 2023. 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 over 750,000 Canadians are living with HF.

The goal of our campaign was to raise awareness by increasing public knowledge, emphasize the importance of early diagnosis and provide a better understanding about this chronic condition.

Specific Objectives:

- To raise awareness among healthcare providers, community stakeholders, patients and their families and, for the first time, we specifically targeted 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
- Société Québécoise d'Insuffisance Cardiaque (SQIC)
- Ted Rogers Centre for Heart Research

CHFS brought on 2 new partners this year: the Canadian Heart Function Alliance and Ted Rogers Centre for Heart Research. CHFS is grateful for the active involvement and support from our partnerships with the following organizations.

2023 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.

2023 CAMPAIGN INITIATIVES

TOOLS & RESOURCES

We created many tools and made these available to the general public and HCPs on the [CHFS website](#). Please also see snapshots further below in this document. These were:

- Poster - for patients & general public
- Handout - for patients & general public
- 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 for twitter, Facebook, Instagram and LinkedIn
- Links to patient & HCP resources
- Upcoming Webinars to take place during HF Awareness Week

Snapshot of our Poster

CHFS SCIC Canadian Heart Failure Society
Société canadienne d'insuffisance cardiaque

#HeartFailureWeekCan

presents

HEART FAILURE

AWARENESS WEEK • MAY 1-7, 2023

IT'S NOT NORMAL TO BE BREATHLESS

in partnership with

KNOW SIGNS AND SYMPTOMS OF HEART FAILURE. ACT NOW AND LIVE LONGER.

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 both.

COMMON SYMPTOMS

- Shortness of breath
- Fatigue & lack of energy
- Swelling in legs or abdomen

KNOW COMMON RISK FACTORS

- Coronary artery disease
- High blood pressure
- Diabetes

DEVELOP YOUR SELF-MANAGEMENT SKILLS

- Understand your heart failure condition
- Take your medications as prescribed
- Care for your mental wellbeing
- See your health provider regularly
- Monitor blood pressure, heart rate & weight
- Have vaccinations up to date
- Involve your caregivers and peers
- Keep a healthy lifestyle

750,000 Canadians live with heart failure.

"People living with heart failure require support, resources, knowledge and skills to build their confidence and self-advocacy as leaders of their heart failure care"
- Person living with heart failure

1 in 3 Canadians has been touched by heart failure.

HEART FAILURE RESOURCES
heartlife.ca
heartandstroke.ca/heartfailure

A Healthcare Checklist will help you actively engage with your healthcare providers virtually.
heartandstroke.ca/visualizekit

The HeartLife Academy is available to help you understand the heart failure experience.
heartlife.ca/resources

Patient and caregiver support is available through My HeartLife App and Heart & Stroke online Peer Communities.
heartandstroke.ca/online

SPECIAL THANKS: This event is made possible through the support from Abbott, AstraZeneca, Bayer Inc., Boehringer Ingelheim - Lilly Canada, Novartis Canada, Servier Canada, Pfizer Canada. The materials for this event have been independently researched, written and reviewed by the event organizers. Event supporters have no direct influence over any aspect of the materials and activities associated with the National Heart Failure Awareness Week.
*The heart and / loop on its own and the heart and / loop followed by another loop or words are trademarks of the Heart and Stroke Foundation of Canada.
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Snapshot of our Handout:

p.1

CHFS SCIC Canadian Heart Failure Society Société canadienne d'insuffisance cardiaque

presents

HEART FAILURE

AWARENESS WEEK • MAY 1-7, 2023
IT'S NOT NORMAL TO BE BREATHLESS

in partnership with

IT'S NOT NORMAL TO BE BREATHLESS: Know the signs & symptoms of heart failure
Common symptoms include: shortness of breath, lack of energy (fatigue), and swelling in the legs or abdomen.

750,000 Canadians live with **heart failure.**

1 in 3 Canadians has been **touched** by **heart failure.**

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 both. This can lead to fatigue, swelling in the legs and abdomen, and shortness of breath which can be from fluid in the lungs. There are many reasons why someone may develop heart failure. The most common causes of heart failure include coronary artery disease and high blood pressure.¹

Self-care and self-management

Follow these tips to reduce your risk of developing heart failure or to manage your existing heart failure.

- Understand your risk or chronic condition, know your symptoms and ask your healthcare provider (HCP)
- Follow up regularly with your HCP
- Advocate for your own care
- Involve caregivers and peer support
- Monitor your blood pressure and heart rate
- If you have heart failure, monitor your weight
- Take your medications as prescribed
- Ask for support to quit smoking
- Seek support for your mental health issues
- Attend recommended rehabilitation programs
- Increase your daily activity
- Have your vaccinations up to date

p.2

Become an advocate for your care: Act now and live longer

- Learn about the symptoms of heart failure, write down your questions and ask your healthcare team what you can do to help prevent heart failure or your heart failure symptoms from getting worse.
- Be patient with yourself, share your feelings and talk about your concerns with your healthcare team.
- Join support groups and share your experience. Talking with your peers can help relieve some of the stress, pressure, and anxiety.

Tips to prepare for a healthcare visit

- Consider having someone participate in the visit with you if possible (e.g., family member, caregiver, trusted friend).
- Have your health card, current medication list, pharmacy name, recent blood pressure readings and if applicable, glucose levels ready.
- Write down your list of concerns and questions, and bring a pen and paper to make notes.
- Ask about reliable online resources and applications to help you manage your risk or condition.

For more information and a guide to virtual healthcare sessions visit: www.heartandstroke.ca/virtualchecklist

PATIENT EDUCATION AND SUPPORT RESOURCES

- [Canadian Heart Failure Society](#)
- [Heart & Stroke](#)
- [HeartLife](#)
- [Canadian HF Alliance](#)
- [Quebec Heart Failure Society](#)
- [The Heart Hub – Learn, Connect, & Empower](#)

Snapshot of our Social Media Toolkit containing sample posts and links to graphics and GIFs so people can create their own content:

presents **HEART FAILURE**
AWARENESS WEEK • MAY 1-7, 2023
IT'S NOT NORMAL TO BE BREATHLESS

in partnership with



SOCIAL MEDIA TOOLKIT

Help raise awareness about heart failure

Join the conversation during the fifth annual **Canadian Heart Failure Awareness Week May 1-7, 2023**. Your social media platforms are the perfect tool to reach a large audience and educate people about heart failure. This toolkit will provide you with tips and tools to use in your social and digital documentation (Facebook, Twitter, Instagram, LinkedIn).

Official Canadian Heart Failure Awareness Week Hashtag:

Use hashtag **#HeartFailureWeekCan** to spread the word.

Sample Posts for Social Media

Reach your followers and raise awareness by using any of the following ready-to-use post or customize them to fit your own voice or your organization's goals.

Platform	Draft Post	Link	Suggested Graphic
THEME: General Promo			
	Save the Date		
Twitter	The 5th annual Heart Failure Awareness Week is May 1-7, 2023 and this year's theme is "It's not normal to be breathless". Join the conversation by using #HeartFailureWeekCan .	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
Other Platforms	Save the Date The 5th annual Heart Failure Awareness Week is May 1-7, 2023 and this year's theme is "It's not normal to be breathless". Join the conversation on Twitter by using #HeartFailureWeekCan .	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo



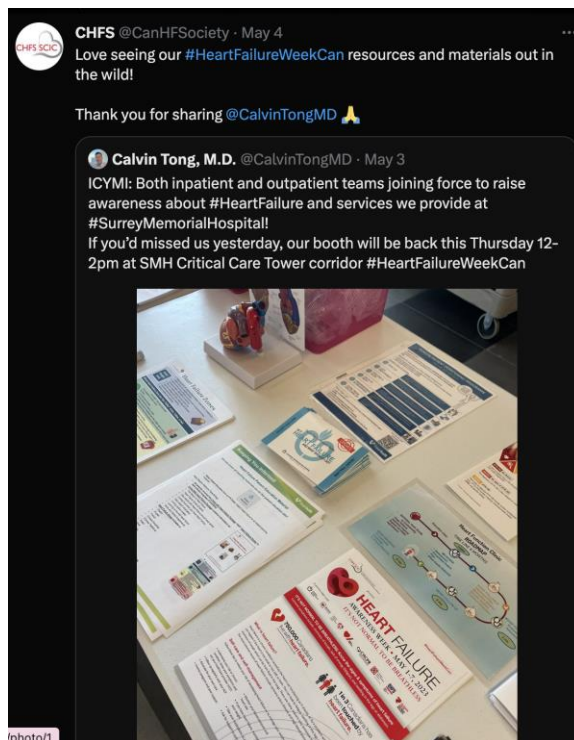
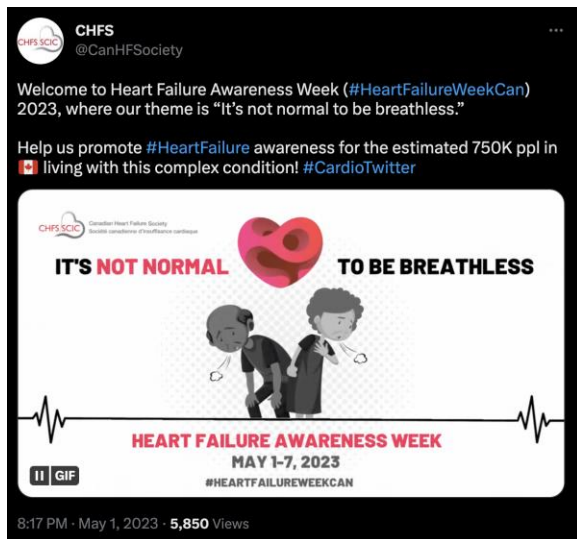
Platform	Draft Post	Link	Suggested Graphic
THEME: For Medical Professionals			
	BDK that #HeartFailure is on the rise in Canada & around the world?		
Twitter	It's now more important than ever to raise awareness among patients/families. That's what we'll be tackling with @CanHF Society this #HeartFailureWeekCan . Join us May 1-7th to take action on heart failure.	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
Other Platforms	Did you know that heart failure is on the rise in Canada and around the world? It's now more important than ever to raise awareness among patients and their families. That's what we'll be tackling this Heart Failure Awareness Week with the Canadian Heart Failure Society. Join us from May 1st through 7th to take action on heart failure.	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
THEME: Government Recognition			
	It's official: The Government of Canada recognizes May 1-7th as #HeartFailureWeekCan to raise awareness of #heartfailure , which is on the rise in CA .		
Twitter	You can help by sharing our message: It's not normal to be breathless! The 750K Canadians living with #heartfailure will thank you	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
Other Platforms	It's official: the Government of Canada has recognized May 1-7th, 2023 as Heart Failure Awareness Week to raise awareness of heart failure, which is on the rise in Canada. You can help by sharing our message: It's not normal to be breathless! The 750,000 Canadians living with heart failure (and their loved ones) will thank you	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
THEME: Toolkits/Promos			
	It's NOT normal to be breathless! #HeartFailureWeekCan is May 1-7 & now's the time to inspire people to take action on this complex condition.		
Twitter	Check out @CanHF Society's handout, poster + an event planning kit to help you organize your own events. Visit heartfailure.ca .	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo
Other Platforms	It's NOT normal to be breathless! Heart Failure Awareness Week is coming up from May 1-7th 2023 and now is the time to educate and inspire people to take action on this complex condition. Visit heartfailure.ca to download the handout, poster, and event planning kit and help spread the word about heart failure!	https://heartfailure.ca/education/national-heart-failure-awareness-week	General Promo

Promotional Tactics:

1. **Social media campaign** using twitter, facebook, Instagram. Partner and sponsors were engaged by retweeting and creating their own social media posts on Twitter, Facebook and Instagram.

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

Some HFAW Tweets



General Engagements:

Dr Anastasia Mihalidou FAHA FCSANZ · May 3
It happened to my mother & did lead to heart failure 😞

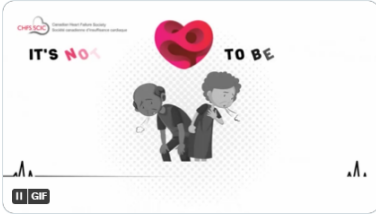
American Heart Association · May 2
What is #AorticStenosis? It's a common and serious heart valve disease that affects mainly people over age 65. If it goes undiagnosed, it can become severe and potentially lead to heart failure and death. spr.ly/6015OM6UD

CHFS @CanHFSociety · May 3
We're so sorry this happened to your mother. We need to do more to raise awareness of HVD & conditions leading to HF; they are becoming more treatable if detected early. In 2040 🇩🇪 will have an estimated 1.5 million people over 65 with HVD. #HeartFailureWeekCan

Dr Anastasia Mihalidou FAHA FCSANZ FESC · May 3
agree with you @CanHFSociety & pleased that there is this awareness campaign by @American_Heart & all our #CardioTwitter Societies to prevent #HeartFailure developing 😊

10:16 PM · May 3, 2023 · 22 Views

CHFS @CanHFSociety · May 1
Welcome to Heart Failure Awareness Week (#HeartFailureWeekCan) 2023, where our theme is "It's not normal to be breathless."
Help us promote #HeartFailure awareness for the estimated 750K ppl in 🇩🇪 living with this complex condition! #CardioTwitter




Bernice @BeNice111
Wish I knew that 5 years ago. I just thought I was out of shape, it wasn't until I could no longer breathe lying down that I figured something was up. I was diagnosed at 54 with congestive heart failure.

3:33 PM · May 1, 2023 · 42 Views

CHFS @CanHFSociety · May 1
Thank you so much for sharing your story with us, Bernice - and for helping others by raising awareness of what breathlessness can mean. It's so important to get diagnosed early.

CHFS @CanHFSociety · May 7
A final, warm, and heartfelt THANK YOU to our sponsors for their generous contribution to #HeartFailureWeekCan! You've helped us empower patients, increase awareness, and reduce the impact of heart failure in Canada!



Daniel Cockton @DanielCockton
It's been an active week for #HeartFailureWeekCan and around the world, as a recently diagnosed HF patient, I would be very interested to understand how success for the campaigns are measured?

5:22 PM · May 7, 2023 from North West, England · 67 Views

CHFS @CanHFSociety · May 7
Great question! Daniel, we have a variety of metrics that are being measured but the largest would be increased exposure and awareness among the general public to ensure earlier diagnosis and better understanding of #heartfailure.

Media Engagements:

Mena g @MyNameIsMena · May 3
Thank you @Cityline @thetracymore for having me during #HeartFailureAwarenessWeekCan! There are over 750,000 Canadians living with heart failure and over 106,000 new diagnoses annually. We hope to raise awareness - provide education to improve outcomes for our patients 🇩🇪 @UHN

Ted Rogers Centre for Heart Research @trogersresearch · May 3
It's #HeartFailureAwarenessWeekCan! We're having important conversations about living well with #heartfailure. Watch Dr. Mena Gavargues (@MyNameIsMena) join @thetracymore on @Cityline this morning to discuss this complex but treatable condition: cityline.tv/video/a-cardio... ❤️❤️❤️



CHFS @CanHFSociety · May 3
You did a fantastic job! We're so grateful to you for discussing #HeartFailure, its symptoms, treatments and how to manage it during #HeartFailureWeekCan! 🇩🇪🇩🇪🇩🇪

Mena g @MyNameIsMena
Thank you so much!! Really glad it can help people understand the various ways heart failure can manifest and how to treat it 🇩🇪🇩🇪


6:58 PM · May 3, 2023 · 91 Views

Rodolfo Pike @PIKRO11
Colleague Angela Bartlett interviewing with @59OVOCM about heart failure awareness week. Theme: it's not normal to be breathless. Overview of causes of heart failure and signs and symptoms. @EasternHealthNL @CanHFSociety



CHFS @CanHFSociety · May 4
Thank you for letting us know! So glad this is happening!

CHFS @CanHFSociety · May 7
"Listen to your body": Advocates in St. John's share their stories for Heart Failure Awareness Week (CBC News). It's not normal to be breathless. @CanHFSociety @HeartandStroke @EasternHealthNL



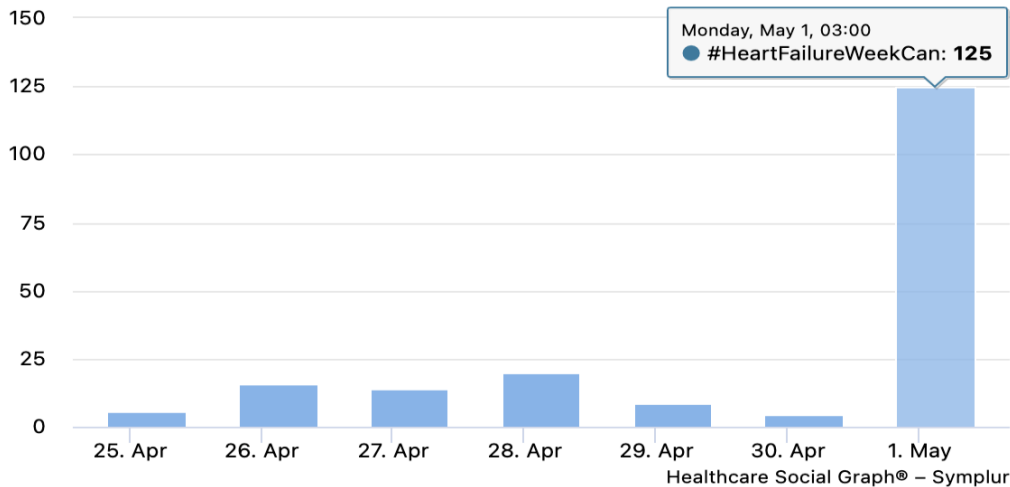
CHFS @CanHFSociety · May 7
Thank you, Rodolfo, for sharing your knowledge of the challenges of getting diagnosed and treated quickly for #HeartFailure — & for ALL your help promoting #HeartFailureWeekCan with us!

Analytics Data

How did we do on Social Media? Here's a look at Day 1- May 1st

We had some really great engagement happening (our phones were dinging from notifications all day). The hashtag #HeartFailureWeekCan was used 125 times today alone and garnered over 405K impressions - these are incredible numbers for day one. I've attached some screenshots from key engagements as well.

Tweet Activity of #HeartFailureWeekCan



The Numbers

405.288K Impressions

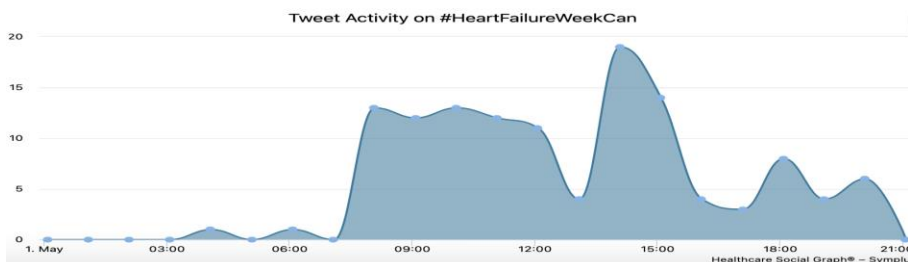
125 Tweets

60 Participants

6 Avg Tweets/Hour

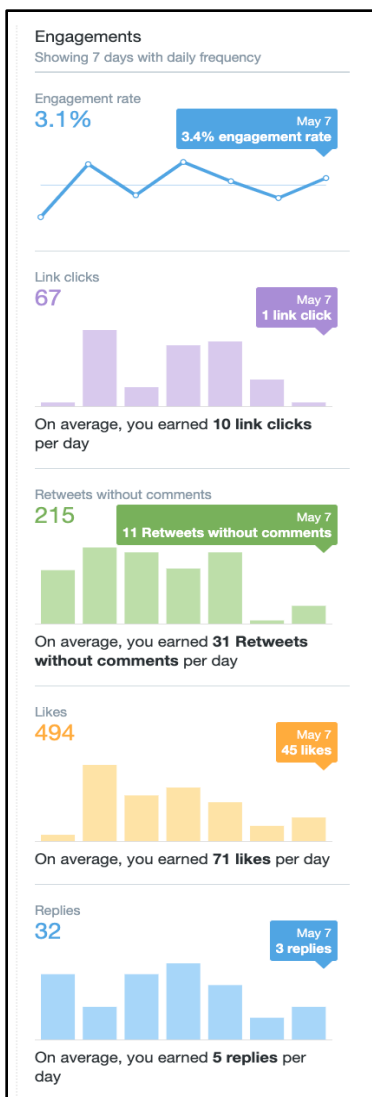
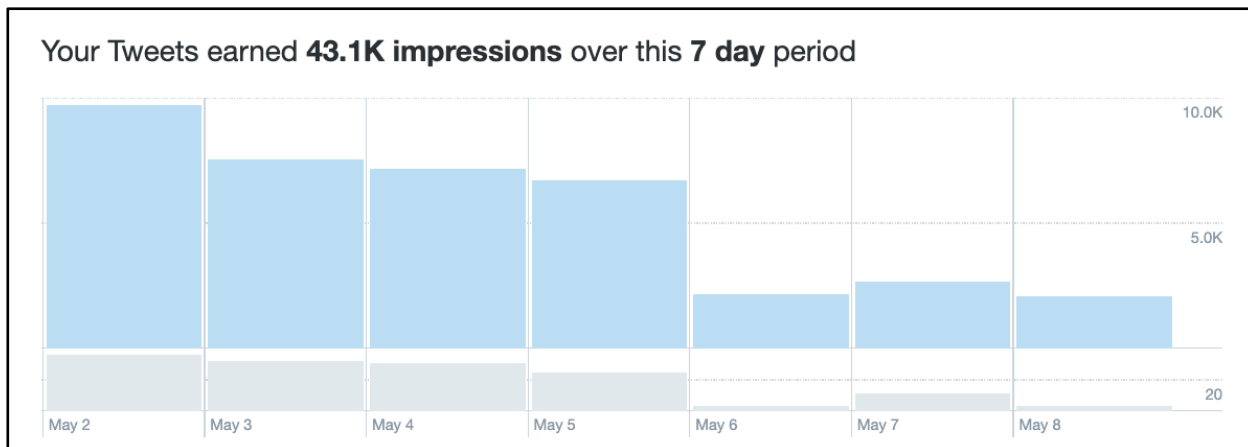
2 Avg Tweets/Participant

[Tweet](#)



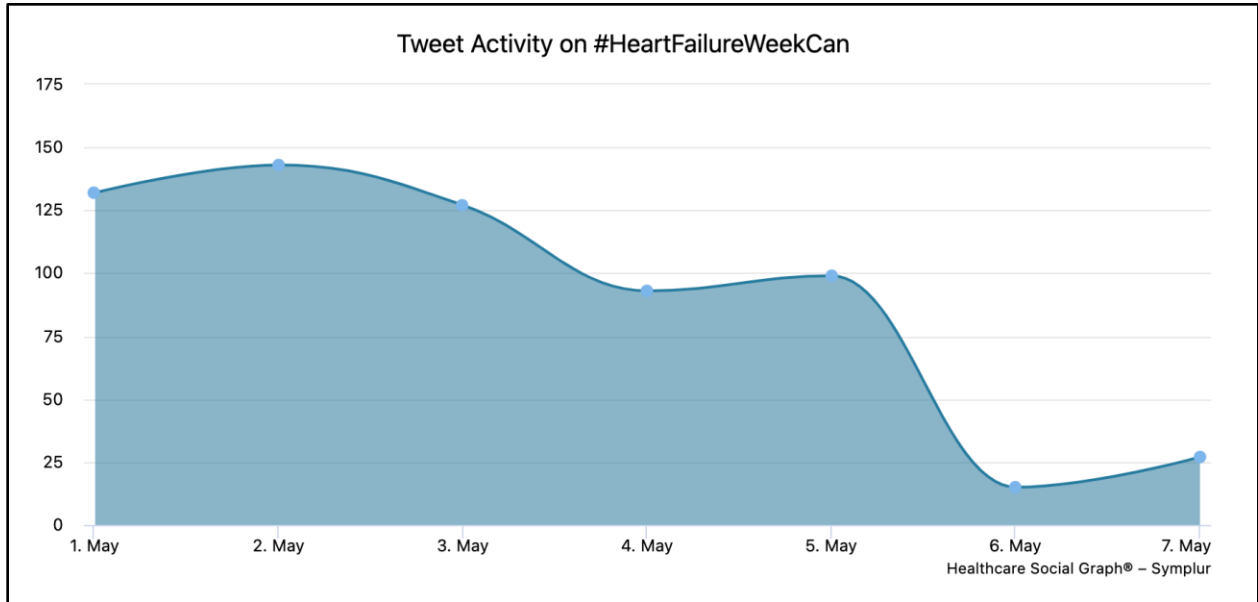
Twitter data from the #HeartFailureWeekCan hashtag from Mon, May 1st 2023, 12:05AM to Mon, May 1st 2023, 9:10PM (America/Toronto) – Symplur.

Week at a Glance on @CanHFSociety Twitter Account



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
CHFS	@CanHFSociety · May 1	5,857	171	2.9%	<p>Welcome to Heart Failure Awareness Week (#HeartFailureWeekCan) 2023, where our theme is "It's not normal to be breathless."</p> <p>Help us promote #HeartFailure awareness for the estimated 750K ppl in 🇨🇦 living with this complex condition! #CardioTwitter pic.twitter.com/n9DpYGOJuj</p> <p>View Tweet activity</p>	
CHFS	@CanHFSociety · May 1	2,683	62	2.3%	<p>Did you know that every year 100,000 Canadians are diagnosed with #HeartFailure? Let's change that during Heart Failure Awareness Week (#HeartFailureWeekCan) by spreading awareness, promoting early diagnosis, and empowering patients. #CardioTwitter pic.twitter.com/WLtelDAVsO</p> <p>View Tweet activity</p>	
CHFS	@CanHFSociety · May 2	1,589	66	4.2%	<p>You're not alone if you're living with #HeartFailure. In Canada, an estimated 750,000 people are living with this complex (but manageable!) condition that's on the rise. #heartfailureweekcan pic.twitter.com/7Y3O6GKKeT</p> <p>View Tweet activity</p>	
CHFS	@CanHFSociety · May 1	1,187	27	2.3%	<p>What is #HeartFailure? HF is a chronic condition that means the heart: <ul style="list-style-type: none"> ➡ Isn't functioning as it should ➡ May be too weak, too stiff, or both ➡ May have a problem with its structure #HeartFailureWeekCan @SCC_CCS @HeartLifeCanada @trogersresearch @HFSa @escardio @HFA_President</p> <p>View Tweet activity</p>	
CHFS	@CanHFSociety · May 7	1,149	42	3.7%	<p>A final, warm, and heartfelt THANK YOU to our sponsors for their generous contribution to #HeartFailureWeekCan! You've helped us empower patients, increase awareness, and reduce the impact of heart failure in Canada! pic.twitter.com/tDBpWUeRgC</p> <p>View Tweet activity</p>	

#HeartFailureWeekCan



The Numbers

1.710M Impressions

636 Tweets











170 Participants

4 Avg Tweets/Hour











4 Avg Tweets/Participant

The #HeartFailureWeekCan Influencers











Top 10 Influential

-  [@HeartLifeCanada](#) 100
-  [@CanHFSociety](#) 93
-  [@TransformHF](#) 73
-  [@HeartandStroke](#) 71
-  [@AudreyGordonMB](#) 59
-  [@trogersresearch](#) 51
-  [@chfalliance](#) 46
-  [@HeartSisters](#) 45
-  [@robmentz](#) 45
-  [@jillianec](#) 44

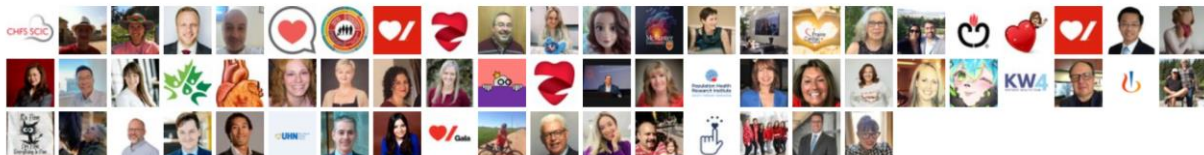
Prolific Tweeters

-  [@CanHFSociety](#) 148
-  [@HaythamSharar](#) 45
-  [@kimandersonsh1](#) 22
-  [@GordFogg](#) 22
-  [@QicenoJorge](#) 15
-  [@HeartLifeCanada](#) 12
-  [@chfalliance](#) 11
-  [@HeartandStroke](#) 11
-  [@trogersresearch](#) 11
-  [@PikeRodolfo](#) 10

Highest Impressions

-  [@HeartandStroke](#) 517.1K
-  [@CanHFSociety](#) 278.8K
-  [@Hragy](#) 123.9K
-  [@CIHR_IRSC](#) 70.2K
-  [@coeuretavc](#) 61.2K
-  [@DrMarthaGulati](#) 53.0K
-  [@UHN](#) 50.7K
-  [@ShelleyZieroth](#) 46.8K
-  [@jillianec](#) 35.9K
-  [@HealthNS](#) 34.8K

#HeartFailureWeekCan Participants



100,000 people are diagnosed with **HEART FAILURE** every year

750,000 Canadians Live With **HEART FAILURE**

DID YOU KNOW...? **HEART FAILURE** is more **deadly** than the majority of cancers

4 in 1 Canadians do not understand **HEART FAILURE**

1 in 3 Canadians has been **touch**ed by **HEART FAILURE**

Who Gets HEART FAILURE? The most common causes of **Heart Failure** are **Coronary Artery Disease, High Blood Pressure** and **Diabetes**

Heart Failure will soon cost Canada more than **\$2.8 Billion** a year

2 in 3 Canadians do not know there is **no cure** for **HEART FAILURE**

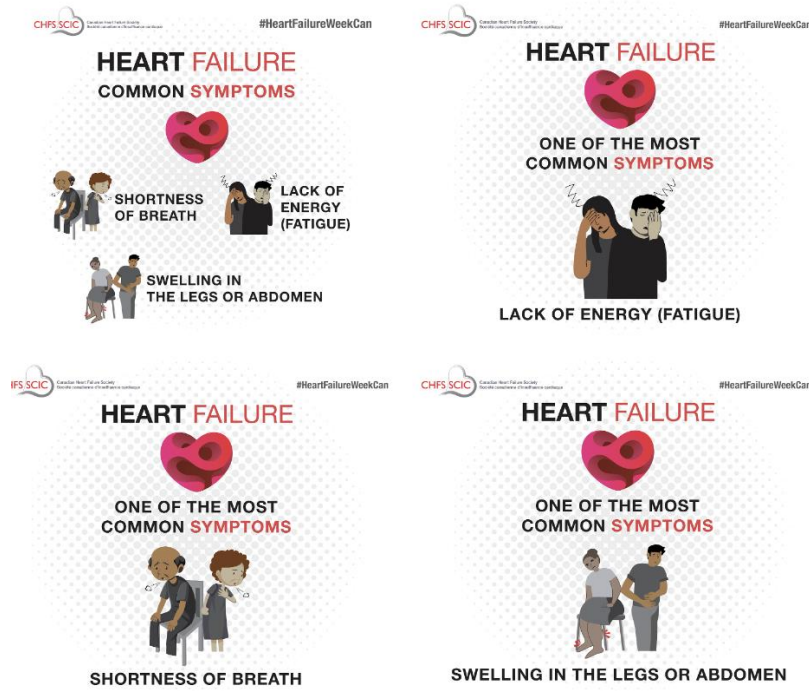
HEART FAILURE Does **NOT** Mean... Your **Heart** has **Stopped** working Your **Heart** is about to stop **Working** You have had a **Heart Attack**

Heart Failure is one of the **Most Common** reasons why people in Canada end up in **Hospital**

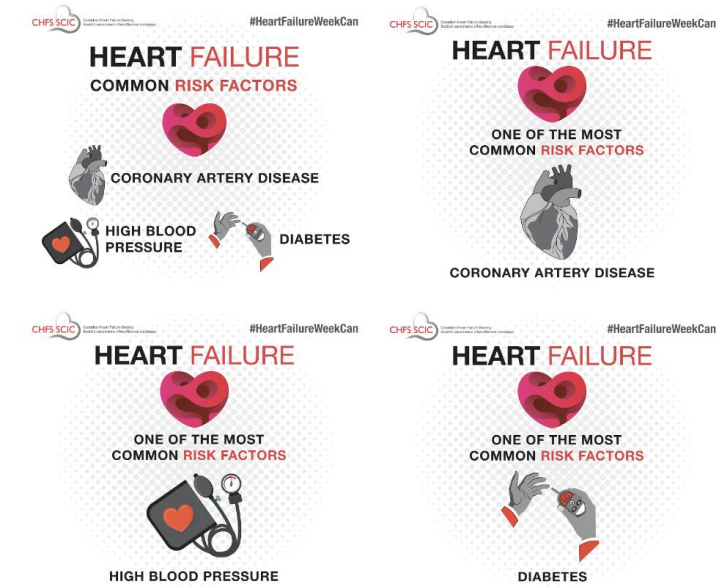
HEART FAILURE in Canada is **Growing** due to
Younger People Being Diagnosed Aging Population Heart Damage from COVID-19

Following a hospitalization for **HEART FAILURE** **1 in 5** people will be readmitted **Within a Month**

Graphics developed showing HF Symptoms



Graphics showing HF Risks



2. Media Outreach:

An exciting new initiate for our 2023 campaign! We engaged a media relations agency to develop a press release for print and also pitch speaking opportunities/interviews with radio, TV featuring spokespersons from CHFS Executive
Here are just a few - Feel free to watch and listen:

⇒ Global News Toronto, Canada featuring CHFS past president Dr. Anique Ducharme
<https://globalnews.ca/video/rd/d046e690-e939-11ed-8c09-0242ac110004/?jwsourc=cl>

⇒ CBC interview with Dr. Ducharme
<https://www.cbc.ca/listen/live-radio/1-206-midday-cafe/clip/15982111-heart-institute-wants-yukoners-get-checked>

3. Partner & sponsor support:

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



Caroline Feeley @cardiacarro · 6h

...

Today marks the first day of **#HeartFailureWeekCan!**

With **#HeartFailure** on the rise, it's important to raise awareness among patients & families. That's what we'll be tackling with **@CanHFSociety** this week.

Visit heartfailure.ca to learn more.

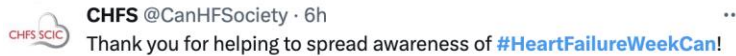
@AbbottCardio

The graphic is a teal-colored rectangular box with rounded corners. At the top left is the Abbott logo. Below it, the text reads 'CANADA HEART FAILURE AWARENESS WEEK 2023' in white, followed by 'MESSAGE OF THE DAY' in large, bold, yellow letters. Underneath, it says 'HEART FAILURE IS ON THE RISE IN CANADA.' in white. To the left of the next line is a white icon of a heart with an ECG line. To the right of the icon, the text reads '750,000 CANADIANS ARE LIVING WITH HEART FAILURE WITH > 100,000 CANADIANS DIAGNOSED EACH YEAR.' in white. At the bottom, it says 'JOIN THE CONVERSATION BY USING #HEARTFAILUREWEEKCAN' in white. At the very bottom, there is a small line of fine print in white.

You and Abbott Cardiovascular

4. National and Provincial Advocacy:

1. At the national level, and For the FIRST TIME EVER 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 and we promoted these on twitter. Take a look!



Rodolfo Pike @PikeRodolfo · 6h

@CityofStJohns proclaims Heart Failure Awareness week May 1-7, 2023. @PikeRodolfo speaking to city council about this years theme. It's not normal to be breathless. @CanHFSociety @HeartandStroke

