



Heart Failure Awareness Week 2023

Activities report post HFAW



Country: UK

Name of reporters: Lynn Mackay-Thomas



HFA
Heart Failure
Association

 European Society of Cardiology



Heart Failure Awareness Week

1-7 May

DETECT THE UNDETECTED

Save 10,000 lives a year

FIGHTING FOR BREATH
FATIGUED
FLUID RETENTION

IF YOU HAVE THESE SYMPTOMS,
PLEASE SEE YOUR GP AND ASK
IF IT COULD BE HEART FAILURE

HEART FAILURE IS TREATABLE

Download the
Poster

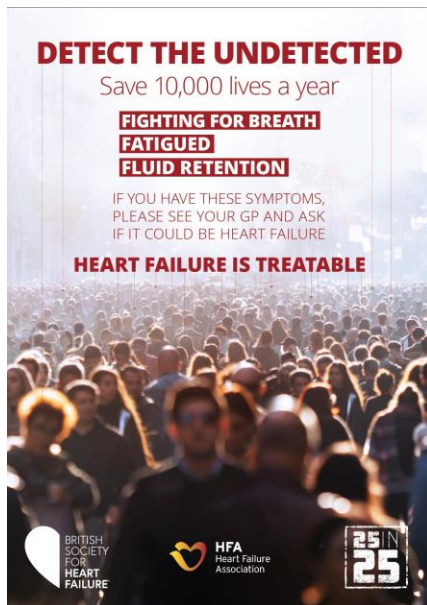
This year [HFA Awareness Days](#) will take place from **1 to 7 May 2023**.

The theme is "**Detect the undetected**"*: those, yet undiagnosed patients and intervene early, when you know we can make the biggest difference to people's lives and outcomes. The **25in25** initiative aims to reduce the mortality from heart failure in the first year after diagnosis by **25% in the next 25 years**.

SAVE 10,000 lives a year

Share your activities and see what others are doing!

#HeartFailureAwarenessDays #25in25



Programme and events (summary)

‘Detect the Undetected’ ~400,000 in the UK

2023 sees the start of the 25in25 initiative, 48 organisations from across the world collaborating to change the trajectory of heart failure by reducing the heart failure deaths by 25% over the next 25 years. This year we start to identify earlier those with existing heart failure.

Collaboration with compelling content is the key to success:

- Conference
- QI Academy inaugural meeting
- Films with 25in25 stakeholders
- Posters
- Local/regional events
- Tailored and targeting social media
- Tutorials
- Media outreach
- Political engagement
- Publications
- Member newsletters
- And much more.....

Film – the 25in25 collaboration

- <https://vimeo.com/822149175?share=copy>



**Thank you to
our 25in25
collaborators
for contributing
to this film**

Public Event/Open clinic - National

- **MDT Training meeting Glasgow May 4-5 – 150 HCPs**
- **Career Café evening May 4**



Launch of inaugural BSH QI Academy



BSH Nurse Forum

@BSHNurseForum

...

What an apt week to kick off the inaugural BSH QI Academy

[#HFAW2023](#)

Fantastic group of HFSN full of ideas and hope for the future! [#25in25](#)

[#Freedomfromfailure](#) @EqeSteve @PoppyBrooks1 @DelythRucarean

@BeckyHyland3 @AnnaMadrigal3



12:56 PM · May 4, 2023 · 1,840 Views

NHS Personalised Care channel: Blog

Poppy Brooks
Chair, BSH Nurse Forum



NHS 75

Managing Heart Failure @home
Blog

Helping patients to live well with heart failure



Poppy Brooks
Lead Nurse for Cardiac Support Services at
Royal Devon University Healthcare NHS
Foundation Trust (Northern services)



Public Event – Mid and South Essex Regional



Morgan Stanley (International bank)

- Videos, posters, articles and messages
- Articles released daily to employees via MS Wellness portal
- Wellbeing Influencer programme



Competition



BSH NURSE FORUM
HEART FAILURE AWARENESS WEEK
COMPETITION

 BRITISH SOCIETY FOR HEART FAILURE NURSE FORUM

WIN ONLINE TICKETS FOR THE 2023 BSH ANNUAL AUTUMN MEETING

A fantastic opportunity to showcase your service and efforts during Heart Failure Awareness Week 1-7 May 2023

Share your activities to promote the BSH Campaign:
'25IN25 - DETECTING THE UNDETECTED'

For more information scan the QR code below



Email: info@bsh.org.uk with evidence, photos and testimonials of your efforts and have fun doing it!

Closing date:
30 June 2023



DETECT THE UNDETECTED

Regional events – BSH members

Oxford University Hospitals



North Mid in the Community (Enfield)

Southern Health and Social Care Trust in Northern Ireland



Competitions entries still coming in, closing June 30th

Press coverage: Radio and Newspapers

SOUNDS

Menu



Join Ben Fryer for stories to make you smile, mid-morning updates and music.

- **BBC Radio Essex**
- **Newspapers**
- <https://www.echo-news.co.uk/news/23495581.rayleigh-man-supports-heart-failure-awareness-week/>

Digital advertising campaign



**SAVE
10,000 LIVES
A YEAR**



**BRITISH
SOCIETY
FOR
HEART
FAILURE**

DONATE NOW

**RECOGNISE THE
SYMPTOMS**

- FIGHTING FOR BREATH
- FATIGUED
- FLUID RETENTION


AND SEEK HELP

- **Digital ads to run for 4 weeks during May to general public**
 - Wide network of sites including Daily Mail, Mirror, Sky News, Telegraph, Daily Express, local news sites e.g. Manchester evening news
- **Total impressions: 7 million**
- **Highest Click Through Rate: 0.15%**
 - Benchmark for this type of campaign 0.07-0.2%
 - Campaign to be adapted for final two weeks to focus on sites and formats which will optimise CTR

Press coverage: Online articles

- **EJHF**
- **British Journal Cardiac Nursing**
- **Journal of General Practice Nursing**
- **Primary Care Issues and Answers**
- **Nursing Times**

Social media coverage: Twitter

 **Analytics** Home Tweets More ▾

BSH ▾  ▾ Go to Ads

28 day summary with change over previous period



May 2023 · 8 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 10.1K impressions

Key to early detection of [#heartfailure](#) is a simple blood test NT-proBNP. How can we support earlier detection of HF in primary care? [#25in25](#) [#detecttheundetected](#) [@PCCS_UK](#) [@pcpa_org](#) [@rcgp](#) [#HFAW2023](#) [#Freedomfromfailure](#) [bsh.org.uk/25in25](#) [pic.twitter.com/LbtUrod84V](#)



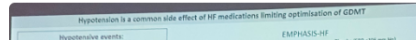
Top mention earned 691 engagements



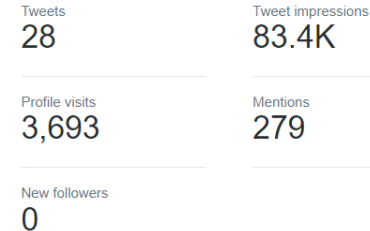
Top Ten slides from day 1 of the [@BSHeartFailure](#) meeting [@JubileeHospital](#) conference centre in Glasgow. A 📺 for all in the [#HF](#) MDT

1) Hypotension with HF meds- less than you might think- mean SBP 📉 at 6m 1-2mmHg with eplerenone & 2mmHg with SGLT2i

Slide shown by [@_antocannata](#) [pic.twitter.com/Apf0wJSUNZ](#)



MAY 2023 SUMMARY



Social media coverage: LinkedIn



British Society for Heart Failure

Super admin view

All Pages ▾

Content ▾

Analytics ▾

Activity **37**

Content analytics ⓘ

Apr 9, 2023 - May 8, 2023 ▾

Highlights

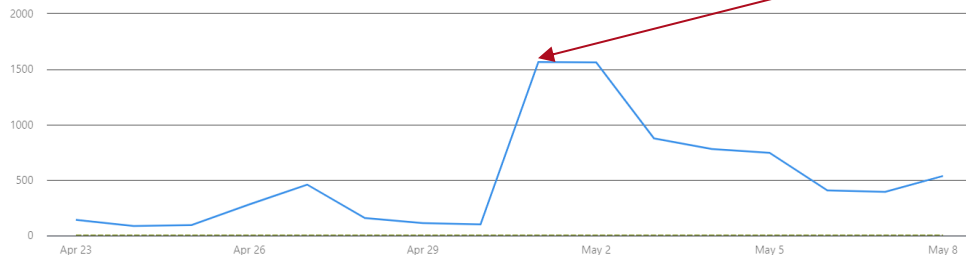
Data for 4/23/2023 - 5/8/2023

245
Reactions
▲226.7%

7
Comments
▲600%

57
Reposts
▲338.5%

Impressions ▾



✓ Organic

8,295

✓ Sponsored

0

May 1

Social media coverage: Facebook

AUDIENCE GROWTH RATE DURING HFAW 1-7 MAY 2023

INDUSTRY BENCHMARKING

PERCENTAGE IN GREEN = ABOVE THE
INDUSTRY AVERAGE (INDUSTRY-
NON-PROFITS)

Audience growth rate

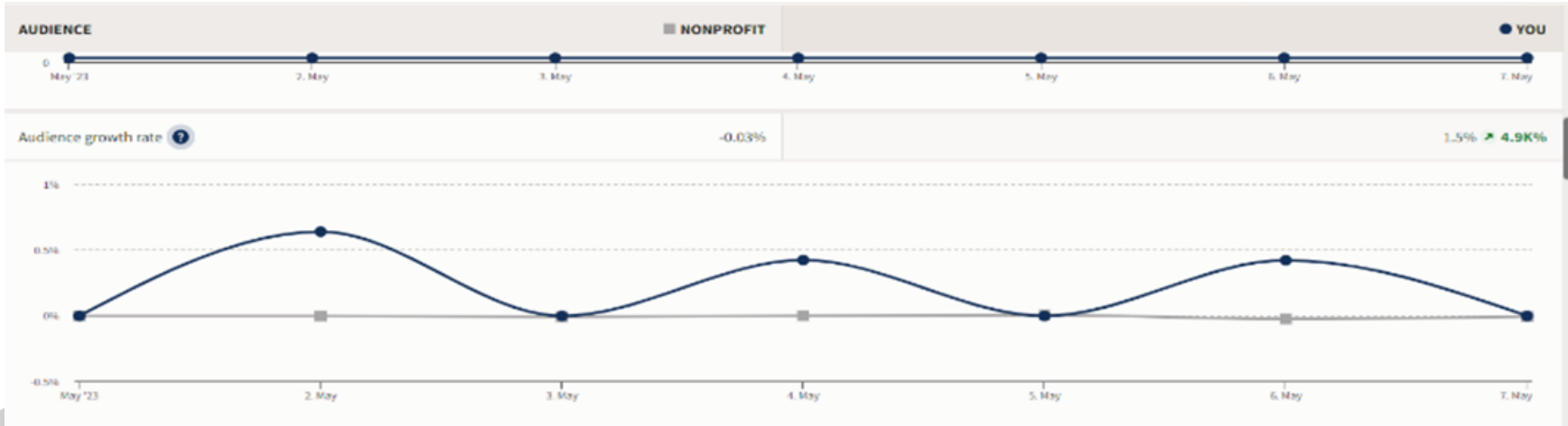
The number of fans you've gained during the selected date range as a percentage of the number of fans your Pages have

Metric type

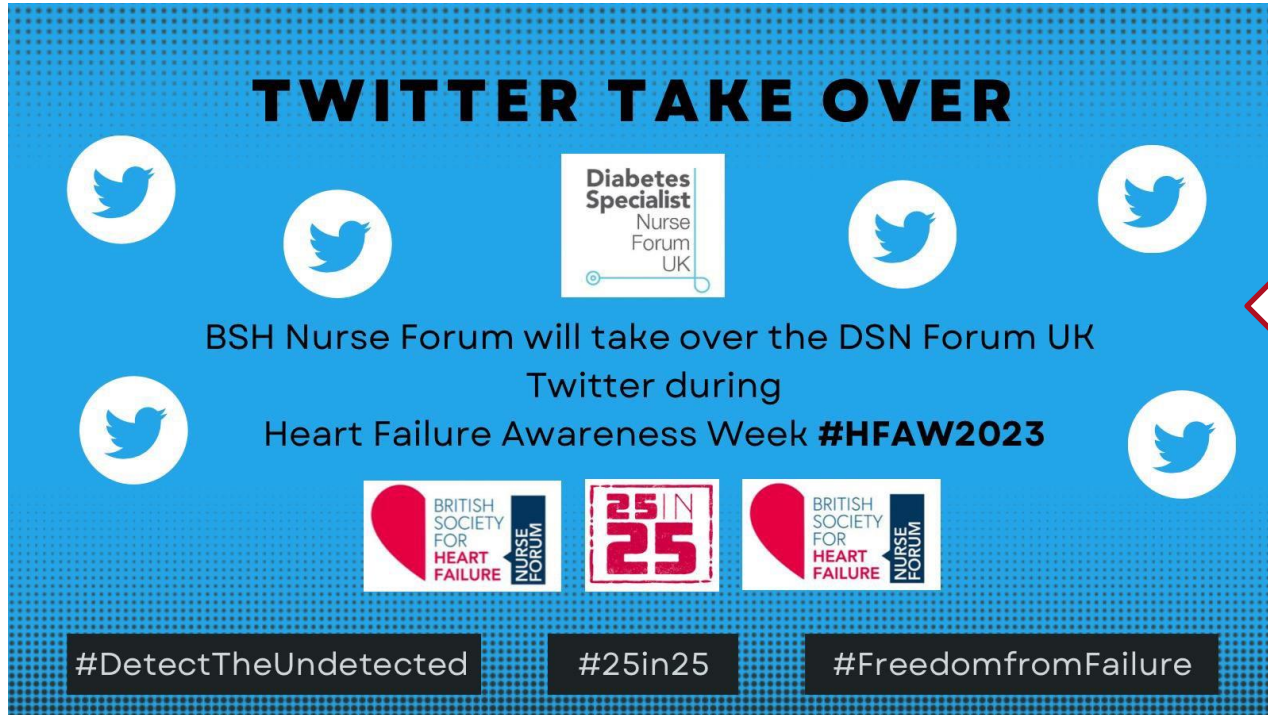
Page-level metric that shows results for the entire page during the date range.

Social network






Facebook Pages








Twitter take over – Diabetes Nurse Forum



TWITTER TAKE OVER

BSH Nurse Forum will take over the DSN Forum UK
Twitter during
Heart Failure Awareness Week **#HFAW2023**

#DetectTheUndetected **#25in25** **#FreedomfromFailure**

‘Detecting the undetected’
Tweetorial

6286 engagements retweeted 28 times

Daily quotes from nurses from other specialities highlighting the value in 25in25, eg:

DETECT THE UNDETECTED

'As a Diabetes Specialist Nurse, I know that diabetes and heart failure independently increase the risk of each other. The prevalence of heart failure in those with diabetes is 4 times that of the general population. This is why it is so important to be aware of the symptoms of Heart Failure amongst the people I support. Working closely with our Heart Failure nurse specialist teams is integral to early identification, excellent multidisciplinary care and evidenced based management of both diabetes and heart failure.'



**Bethany Kelly, Lead Diabetes Specialist Nurse,
Wiltshire Health and Care**
DSN Forum



Printed material

- 800 poster packs sent to every cardiology service in the UK



DETECT THE UNDETECTED

Save 10,000 lives a year

FIGHTING FOR BREATH

FATIGUED

FLUID RETENTION

IF YOU HAVE THESE SYMPTOMS,
PLEASE SEE YOUR GP AND ASK
IF IT COULD BE HEART FAILURE

HEART FAILURE IS TREATABLE



BRITISH SOCIETY FOR HEART FAILURE



HFA
Heart Failure Association



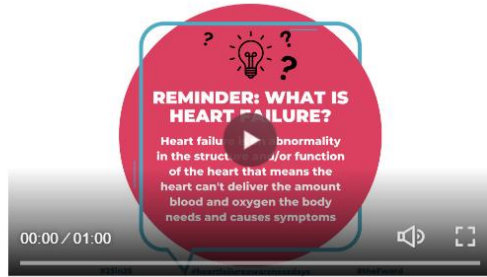
HFA
Heart Failure Association



ESC

Infographics

<https://www.bsh.org.uk/infographics>



Political Engagement

- **Rt Hon Greg Hands, MP, Chelsea & Westminster and Conservative Party Chairman**
- **Sir Edward Timpson, Cheshire**
- **Invitation to consult with Major Conditions Strategy team, May 10**
- **Submission to opposition (Labour Party) manifesto**
- **Submission to Welsh Government Chronic Conditions Consultation**
- **Meeting May 3 - Scottish Alliance for Cardiac Action Plan**

Thank you for contacting me about Heart Failure Awareness Week.

The British Society for Heart Failure does important work to raise awareness of the causes of heart failure. It is important that healthcare professionals make use of the guidance available from NHS England on identifying the symptoms of heart failure, including an e-learning programme targeted at clinicians in primary and community care settings.

In addition, the Government is expanding the roll-out of Community Diagnostic Centres, which are supporting Primary Care Networks with earlier diagnosis and identification of heart failure and allow patients to benefit from diagnostic tests closer to home.

The Government recognises that tackling the causes of ill-health – including those causes that can lead to heart failure - provides an opportunity to improve the lives of millions of people. That is why a Major Conditions Strategy will be developed and published over the next year to outline how outcomes in six major condition areas will be improved, including reducing deaths caused by heart failure.

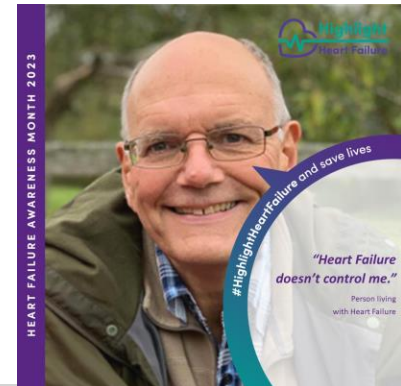
Thank you again for taking the time to contact me.

Kind regards,
Greg Hands

The Rt Hon Greg Hands MP
Member of Parliament for Chelsea and Fulham | Chairman of the Conservative Party
House of Commons, London, SW1A 0AA |

Patient Engagement

- Regional events with direct public/patient outreach
- BSH Patient Advisor letters to local MPs and distribution of posters in communities
- Supporting Global Heart Hub HF Awareness Month
<https://www.bsh.org.uk/global-heart-hub-may-2023>



Partner copy

Emails sent from multiple allied organisations to their memberships, eg:



From: PCCS President
Sent: Friday, April 28, 2023 12:32 PM
Subject: Heart Failure Awareness Week 1-7 May 2023



DETECT THE UNDETECTED

Help us find the ~400,000 people in the UK that have heart failure but are not yet diagnosed

BCS tweet for 12.30 pm on Monday 1st May: based on a quote from our VP comms Prof Amitava Banerjee:

In Heart Failure Awareness Week @BritishCardioSo proudly supports the #25in25 initiative. HF affects over 900,000 people in the UK and almost all cardiovascular diseases and risk factors (eg diabetes) are associated with or can lead to HF.

Extra pictures/videos

- <https://twitter.com/savodoc/status/1653750718644334595?s=20>
- <https://twitter.com/savodoc/status/1653751955372625920?s=20>