Heart Failure Awareness Days 2025

Activities report post HFAD

Country: Poland

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Programme and events (summary)



Poland was once again involved in Heart Failure Awareness Days 2025 due to the activity of the Heart Failure Association of the Polish Cardiology Society and national partners.

In line with the main theme of this year's campaign, the Polish initiative focused on showing the positive and empowering perspective of living with heart failure. The key message was that heart failure, although serious and progressive, does not have to limit a patient's life – with proper care, education and support, it is possible to live longer in good quality.

Campaign's activities aimed at empowering patients, supporting family doctors in disease management, and building awareness in society about the importance of early detection and consistent outpatient care.

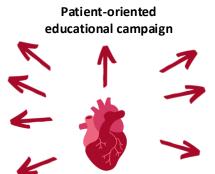
This year's slogan: "Heart failure doesn't stop us. Detect and treat heart failure."

Educational posts, publications

Real-life patient stories highlighting successful disease management

Promotion of the "Kardiolinia" (CardioLine) – a dedicated national Patient Education and Support Centre with HF-trained nurses offering individual counselling

Endorsement by 2025 Campaign Ambassador, Tomasz Kozłowski – mountain rescuer, psychologist, skydiver and motivational speaker



Public debate with the national authorities/politicians

Survey on the management of patients with heart failure and coexisting mental health disorders among doctors and patients

Press conference and media coverage raising awareness on heart failure in Poland

Key Features of HFAD Poland



Heart Failure Awareness Days - multidirectional activities in Poland



1. Patient-centred launch

The 2025 campaign was inaugurated with a testimonial video featuring a heart failure patient who successfully returned to physical activity and now supports others living with the disease. Throughout the week, personal stories of patients living with HF – including those diagnosed over a decade ago – were shared on social media, emphasizing that life does not end with the diagnosis of HF.

- 2. Video series with patient's testimonials and campaign ambassador
 - This year's campaign focused on storytelling with videos featuring patients and the national campaign ambassador, Tomasz Kozłowski (mountain rescuer, psychologist and motivational speaker), who shared motivational messages to show that a diagnosis of HF is not the end of one's life.
- 3. Designing, printing and distributing the 2025 HFAD posters

 This year's campaign slogan "Heart failure doesn't stop us" was featured on printed and digital posters. The posters were distributed to heart failure clinics and primary care centers cooperating with cardiology units across the country.
- 4. Engagement of cardiology and primary care communities

 Heart Failure Awareness Days messages were shared in clinics across Poland, with support from cardiologists, HF nurses and general practitioners, reinforcing early symptom recognition and outpatient care.
- 5. Expert debate on heart failure and patient-centred care

 Campaign messages were shared with decision-makers during an expert debate that included representatives of Polish Parliament. The debate focused on key elements of patient care and HF management that contribute to better quality of life.



Heart Failure Awareness Days - multidirectional activities in Poland



5. Media coverage

Heart failure and the goals of the 2025 campaign were featured in many publications and on the national TV (TVP) – experts discussing how to fight the heart failure epidemic and improve patients' quality of life in Poland.

- 6. Promotion of the "Cardioline" HF Patient Support Centre
 - Launched in 2024, the *Kardiolinia* (CardioLine) continued its mission in 2025, offering free-of-charge educational consultations by HF-certified nurses, available 5 days a week. It was widely promoted during HFAD across all campaign channels.
- 7. Educational infographics

Sharing educational infographics on social media platforms focused on HF management and quality of life.

- 8. Survey on heart failure and mental health
 - Ahead of the debate, a national survey was conducted among heart failure patients and doctors (cardiologists, general physicians) on the management of HF with coexisting mental health disorders. Based on its findings, the Heart Failure Association of the Polish Cardiac Society and the Polish Psychiatric Society published a joint expert opinion, providing recommendations on the care of patients with HF and selected mental conditions such as depression and anxiety. The document aims to support clinical decisions and promote interdisciplinary collaboration.
- 9. Partnerships
 - The campaign was coordinated by the Heart Failure Association of the Polish Cardiac Society with support of Polish Cardiology Society in collaboration with the Polish Family Medicine Society and National Medical Chamber.
- 10. Information about HFAD 2025 was widely disseminated among medical communities through newsletters and publications on the societies' websites and social media channels of Heart Failure Association of the Polish Cardiac Society, Polish Cardiology Society, Polish Family Medicine Society and National Medical Chamber.

Patient Engagement



The 2025 campaign began with a powerful testimonial video featuring a heart failure patient who successfully returned to active life and now supports others. Throughout the week, we shared inspiring stories of patients living with HF – some for over a decade – to show that life goes on after diagnosis. The videos also featured our campaign ambassador, Tomasz Kozłowski – mountain rescuer, psychologist and motivational speaker – who reinforced the message: "Heart failure doesn't stop us." Testimonials were shared on social media: Facebook, X, YouTube.





Campaign Ambassador





Tomasz Kozłowski – mountain rescuer, parachutist, psychologist and motivational speaker.

His message is the heart of the campaign: Struggling with illness does not make us weaker – quite the opposite – it makes us brave. If your heart needs support – do not hesitate - act.

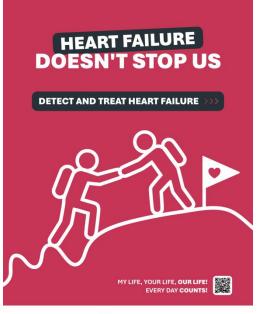
https://www.youtube.com/shorts/YIgdH4ny6wA



2025 HFAD posters







Main posters and slogan:

"Heart failure doesn't stop us. Detect and treat heart failure"

Online versions Printed versions























Posters in HF & Family Medicine Clinics across the country – doctors & nurses promoting knowledge about HF















Survey among physicians and patients







- Initiated by the Polish Cardiac Society and the Polish Psychiatric Society, a nationwide survey was conducted to explore the needs of heart failure patients regarding mental health care, including the recognition and treatment of coexisting psychiatric disorders.
- The preliminary results based on responses from both cardiologists and patients – were presented during the expert debate held on May 6 as part of the 2025 Heart Failure Awareness Days.







The survey was a follow-up of expert opinion on heart failure and mental health



• The Heart Failure Association of the Polish Cardiac Society and the Polish Psychiatric Society jointly published an expert opinion on the management of patients with heart failure and coexisting mental health conditions such as depression and anxiety. The document provides practical clinical guidance and highlights the need for stronger collaboration between cardiology and psychiatry to improve patient outcomes and quality of life. The new survey makes it possible to understand what care for patients with heart failure and mental health disorders looks like in practice and to plan actions that will equip physicians with the knowledge and practical skills to help their patients with HF.





Public Event/Expert debate: "Heart failure doesn't stop us"



- As part of the 2025 Heart Failure Awareness Days, an online expert debate was held to discuss the key challenges in heart failure care in Poland. The discussion focused on the need for earlier diagnosis, effective outpatient management, mental health support, and better coordination between levels of care.
- Participants od debate included representatives of the Polish Parliament The Chair of Parliamentary Cardiology
 Committee, senator Agnieszka Gorgoń-Komor, representatives of Polish Family Medicine Society and Polish Psychiatric
 Society, board members of Polish HFA, HF nurses and patients.
- The debate emphasized that despite the growing scale of heart failure, appropriate HF managent and systemic collaboration can improve outcomes and quality of life for patients.







Public Event: Heart Failure Awareness Day



- Heart Failure Awareness Day in Krościenko beside Dunajec river.
- During the meeting, leading representatives of cardiology and related disciplines will familiarize the participants of the event with the most important problems related to heart failure.
- The causes, treatment and prevention of this condition will be discussed, among others. Presentations of individual issues will take the form of short speeches and discussion panels. The program of the event also included the participation of famous Krakow artists and journalists, who will make the meeting more attractive with original performances.
- Participants could undergo free medical tests and consultations.









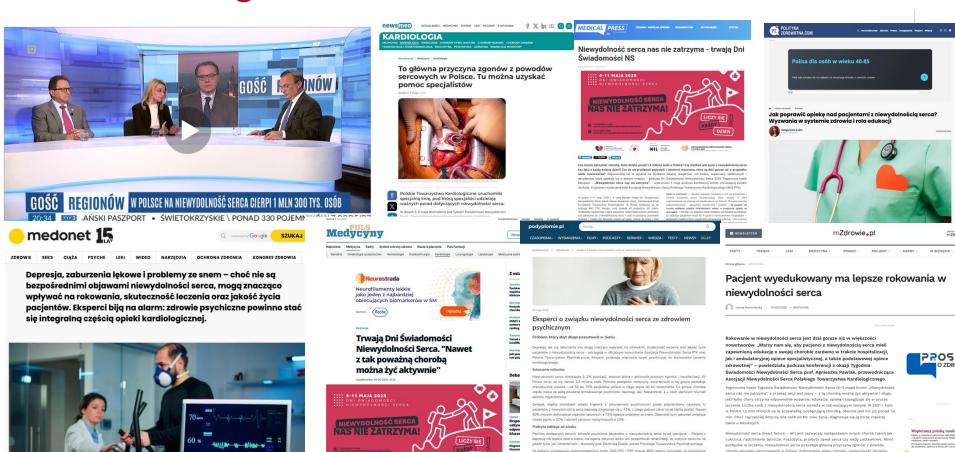


Press coverage: TV and online articles



szpitalnego istotnie wpływają na rokowanie. Każda hospitalizacją związaną z zaostrzeniem

niewydolności serca skraca życie chorego. Jeżeli przeszedł cztery takie hospitalizacje, media

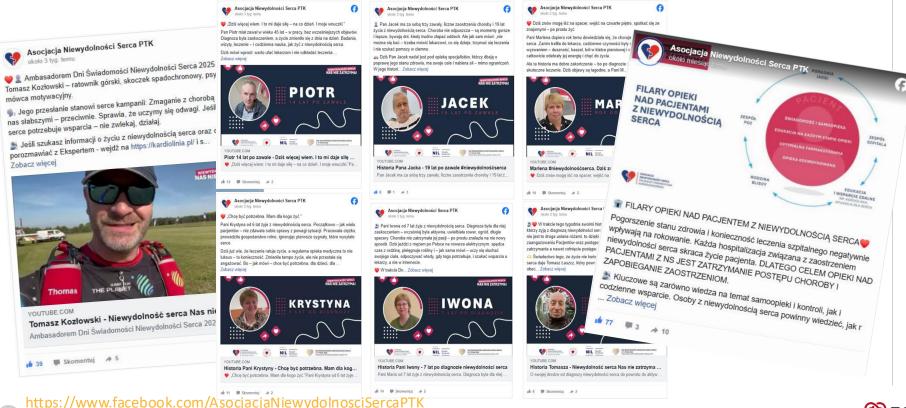


leczy ponad 10 pacjentów z niewydolnością serca, a polowa z nich - ponad 20. Mimo to, tylko 21% lekarzy

regularnie grzegrowadza wywiad w kierunku zaburzeń psychicznych u wszystkich pacientów

Social media coverage: Polish HFA channels







Social media coverage: Partner channels



Polish Cardiology Society



Polish Family Medicine Society

Polskie Towarzystwo Medycyny Rodzinnei



National Medical Chamber – education center



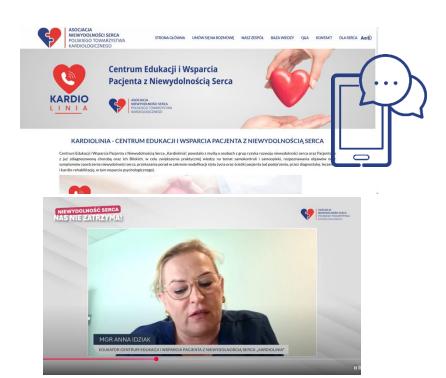


"Cardioline"

HFA Heart Failure Association

Heart Failure Patient Support Centre

- Launched during HF Awareness Days 2024, Cardioline –
 a nationwide Patient Education and Support Centre –
 continued its activities throughout 2025, offering free of-charge educational phone consultations conducted
 by heart failure-trained nurses.
- During this year's awareness days, Cardioline was actively promoted through social and traditional media, educational content, and patient testimonials, encouraging individuals living with HF and their caregivers to seek guidance on symptom monitoring, treatment adjustment, and self-care strategies.
- Importantly, one of the Cardioline nurse educators
 participated as an expert in the national debate on
 heart failure, sharing real-world insights from patient
 interactions and emphasizing the role of education and
 early intervention in preventing hospitalizations.





Patient Engagement: Cardioline – Educational & Support Center for HF Patients – key elements



Cardioline users:

80% Patients, 20% Caregivers



Duration of one educational consultation: **30 min.**

















5 days





Patient Engagement: Cardioline – Educational & Support Center for HF Patients – key elements





over 250

educational consultations for

patients with risk factors of heart failure, after diagnosis of HF, during treatment and/or after hospitalization



kardiolinia.pl



Patient Engagement: Cardioline – Educational & Support Center for HF Patients – key elements







Educational platform with online appointment system



Educational materials and recommended resources



Consultations with Heart Failure Nurse Educators



Frequently Asked Questions (FAQ)



HFAD Poland 2024 - numbers



- Total number of people involved in preparation of HFAD 2024: 20
- Number of media publications and TV/radio broadcasts: 45
- Number of meetings(working groups, officialmeetings with experts& politicians/decision makers): 10
- Number of video recordings: 10
- Number of original Facebook/X posts created by HFAD Poland 30
- Facebook/X post reach: 200 000
- Total publications reach: over 2 000 000



HFAD Poland 2024 - numbers



For the development and implementation of the campaign "Heart Failure Awareness Days 2025", we would like to thank all involved, especially the working group consisting of:

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