



HFA
Heart Failure
Association

Heart Failure Awareness Days 2018

Name of reporter: Israel Gotsman



ESC
European Society
of Cardiology

Heart Failure Awareness Week 7-13 May 2018



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In the Southern and Central District of Israel, numerous activities were performed on the occasion of the Heart Failure Awareness Week 2018

These activities included the following:

Public activities within the framework of the municipalities:

- March for health with heart failure patients and families in city center
- Illuminate prominent buildings with a picture of a heart

Activity in shopping centers to promote health by medical staff:

- Stalls with flyers on heart health, blood pressure and other risk factors.
- Spot blood sugar and blood pressure measurements tests

Lectures / Seminars for heart failure patients and families and the Public:

- Anatomy of the heart, heart disease and heart failure
- Lectures on nutrition, physical activity, patient's rights, national insurance.

Activities in schools in collaboration Ministry of Education & local authorities:

- Elementary schools - competition of heart paintings or slogans about heart health
- High schools - projects on heart health, heart disease.

Communication and advertising on heart failure and heart health:

- Newspapers: local and national
- Radio: Advertisements about events and interviews of patients, doctors.
- Facebook site of the municipality and hospitals
- Posters on the heart failure awareness week to Heart Institutes, heart failure centers and clinics of all the Health Medical Organizations

Public survey of heart failure: Filled in at stalls in shopping centers

Public activities within the framework of the municipalities

- A march for health with heart failure patients and families in city center
- A group of patients with heart failure together with the staff of the local heart failure Unit participated in a symbolic walk during a popular night race in Be'er Sheva.



Public activities within the framework of the municipalities

- **Illuminate prominent building with a picture of a heart**
 - In honor of the public heart failure walking event, a central shopping mall – the Azrieli Mall was illuminated with the slogan for the awareness week:
"Everything for your heart".
The slogan was screened at the mall throughout the week.



Activity in shopping centers to promote health by medical staff

- Stalls with flyers on heart health, blood pressure and other risk factors.
- At a central shopping center (the Grand Canyon) stalls with information on heart disease, heart failure and diseases leading to heart problems were opened during the week.



Activity in shopping centers to promote health by medical staff

- **Spot blood sugar, blood pressure, BMI, CO for smokers measurements were done.**
- BP, sugar, weight, height and BMI were measured and guidance was given on the importance of a healthy lifestyle, including proper nutrition and the importance of physical activity with demonstration by a physiotherapist and recommendation on the importance of continued follow-up at their local clinic.
- All those tested (~160) were given a card with the measurements to take to their general practitioner.
- 3 people were found to have diabetes, 7 with high BP, all previously undiagnosed!!!



Lectures / Seminars for heart failure patients and families and the public

- Lectures on the anatomy of the heart, heart disease and heart failure, nutrition, physical activity, patients' rights, national insurance.

Specifics:

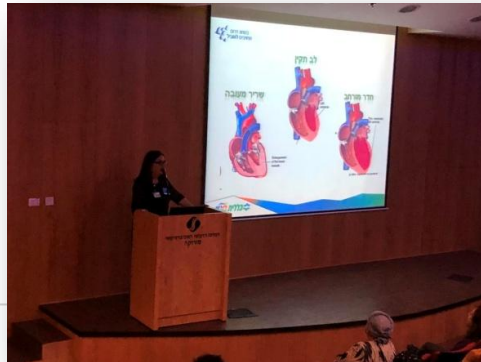
- A seminar was held for patients with heart failure and their families at a **clinic in the Bedouin town of Rahat**, including all the clinics in Rahat. About 50 attended.
- Lectures were given by a cardiologist, nurses, clinical pharmacist, and dietician, on the nursing aspect of heart failure, the important aspects of medication, and an overview of the importance of nutrition and its contribution to disease management.



Lectures / Seminars for heart failure patients and families and the public

Specifics:

- A seminar in **Soroka University Hospital** for patients with heart failure (from the community and Soroka) and their spouses. About 100 people participated in the seminar.
- Lectures were given by cardiologists on anatomy of the heart, heart disease and heart failure, cardiac rehabilitation and the importance of physical activity, heart failure nutrition by a dietitian, nursing aspects in heart failure by regional heart failure coordinator, and the rights of patients with heart failure by the director of social services in the district.



Lectures / Seminars for heart failure patients and families and the public:

Specifics:

- A **heart failure awareness day** with lectures on heart failure, its prevention and related topics to HF patients and the public was organized at **Hadassah University Hospital** with over a 100 patients and their families attending.
- The lectures included HF related educational subjects, drug therapy, nutrition, physical activity, psychological guidance and patient rights. In addition, a guided physical activity work-out session by physiotherapists for the public to increase a healthier life style and physical activity



 **יום המודעות לאי ספיקת לב**
מערך חלל - חיסור עין סוף

יום המודעות לאי ספיקת לב
סדנאות ופעילויות בשיתוף הלב
יום חמישי, 17 במאי 2018
אולם כנמור, הכניסה הראשית,
ב"ח הדסה עין-כרם



התכנית:
09:30-10:00 טורניר חיים לזמן - ברכות
10:00-10:05 ד"ר יונתן גוטמן - הקדמה
10:05-10:20 ד"ר רונן דרמס - טיפול חיסור עין סוף בבולסטרול
10:20-10:40 ד"ר ברנרד רוקס טיפול בטבעי ותוספי מזון
10:40-11:00 גב' יעל כדורי - דיאטת בריאות
11:00-11:20 הפסקה וכבוד קל
11:20-11:35 גב' חנין דז'ובל - גנן אנבארי - סדנה לעניית נפילת ובטיחות
11:35-11:55 גב' ליאת סטון - סדנת הרפיה
11:55-12:15 גב' מנע ריבלין - זכויות החולה
12:15-12:35 מר אלי שבאני - יו"ר עמותת אופק לב
12:35-12:40 ארוחת צהריים



Lectures / Seminars for heart failure patients and families and the public

Specifics:

- A seminar was held at a **central clinic in Ashkelon** for patients suffering from heart failure and their families / spouses. About 50 patients participated.
- Lectures were given by a cardiologist, on heart disease, heart failure and treatment, cardiac rehabilitation and the importance of physical activity, a nurse explained important aspects of nursing with regard to HF, and the rights of patients with heart failure were detailed by a social worker. A pharmacist also explained important aspects of drug therapy and a dietician on the central role of correct nutrition in the control of HF.



Activities in schools in collaboration Ministry of Education and local authorities:



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Elementary schools - Competition of heart paintings and slogans about heart health

- Numerous educational activities regarding a healthy way of life to preserve the heart and prevent heart disease were held at the Gil Rabin elementary school in the development town of Sderot.
- Medical students gave talks to pupils on the dangers of smoking and about proper nutrition.
- A physiotherapist gave a talk on the importance of physical activity, and the children participated in various games for fun.
- A drawing competition was held between classes on the healthy activities. At the end of the day, a ceremony was held with the participation of all the teachers and the principal of the school, where the children presented the works.



Activities in schools in collaboration Ministry of Education and local authorities:

High schools - lectures on heart health and heart disease.

- A lecture was given by cardiologist at the Rahat High School on Heart Disease, in the Bedouin town of Rahat.



Seminars for medical personnel on heart failure

- A seminar was held for teams of family doctors and nurses on the subject of updating and deepening knowledge in the field of heart failure. Beer Sheva administration + southern Negev. Total 48 staff participated.
- Two similar seminars are planned for various administrations, as a continuation of public relations activities.



Media exposure

Numerous media reports and interviews were conducted regarding the heart failure activities.

- Radio interview 26/4/2018 on Radio South about the walk
- Report in Beer Sheva Facebook page about the walk 1/5/2018
https://m.facebook.com/story.php?story_fbid=1791963060850047&id=105385629507807
- Beer Sheva web page about walk 2/5/2018
<https://b7net.co.il/mobile/article/284899/2>
- Radio interview on Reshet Bet about HF awareness week 6/5/2018
- TV interview on Arabic news 10/5/2018 (on day of lectures to high school in Rahat)
- Newspaper article on HF awareness week 10/5/2018
<https://www.sheva7.co.il/health/115785/#.WvVeWyhfr5Q.whatsapp>