



**HFA**  
Heart Failure  
Association

# Heart Failure Awareness Days 2019

Report from: United Kingdom

Name of reporter: Lynn Mackay-Thomas



**ESC**  
European Society  
of Cardiology

# **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!**

# The Patient Led Campaign – Pumping Marvellous Foundation



# The Patient Led Campaign

- The patient-led campaign raising heart failure awareness lemon by lemon.
- Over **217,883 vehicles** saw the Suck a Lemon Challenge Van on the road for heart failure awareness week, with **2,340 miles** travelled over 7 days, visiting 15 NHS teams and patients.

- BSH Board members got involved

Dr Paul Kalra – Chair BSH



# People got involved

- **50,800 minutes of SALC video** views on facebook - That's 35.2 days back to back!!
- **169,600 3-second SALC video** views on facebook
- **Most viewed SALC video, 101,000 views**
- **29 Countries** took part – biggest ever??



# Social Media reach

- **6,083,059 #SuckaLemonChallenge impressions**  
[The number of times the #SuckaLemonChallenge appeared on screens worldwide throughout May 2019.]
- **2,700 public posts #SuckaLemonChallenge May 6<sup>th</sup> to June 5<sup>th</sup> (1,193 GB)**
- **1,300,000 people reached on social media** twitter/Instagram with the SuckaLemonChallenge campaign.  
(This is half a million more than the number in the UK who have heart failure)

# Demonstrations of success

- Three small scale copycat campaigns!!! PMF know what works and how to do it!!  
#DementiaSucks  
#LemonsAgainstHeartFailure  
#MensMentalHealthWeek [Current]
- NB: Although copycat campaigns now exist, PMF were the first to use the hashtag and the #SuckaLemonChallenge hashtag was accepted as a heart failure related hashtag by healthcare tracker Symplur, 2018.  
<https://www.symplur.com/healthcare-hashtags/suckalemonchallenge/>

# Heart Failure Awareness week 2019

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Hope for Heart Failure



**BRITISH SOCIETY  
FOR HEART FAILURE**



# Campaign – Hope for Heart Failure

Rationale – in the current political and environmental climate in the UK, the BSH wanted to promote a positive message to patients and clinicians treating heart failure by encouraging the community to share their successes and their hopes for the future, via a social media and press awareness channels

# Trade and national press mailing

- ♥ A single rose signifying 'matters of the heart'
- ♥ Press release
- ♥ Vignettes of HF specialists sharing their hopes for the future of heart failure
- ♥ A heart failure patient story of a brighter future

Despite the incidence of heart failure being as high as the 4 most common cancers, there is optimism for those living with the condition, and we would like to share messages of hope from across our Society, which is dedicated to beating heart failure.

We are the British Society of Heart Failure.

Society for Heart Failure



Please take a look at vignettes of some of those who work or live with heart failure, and news release on the USB enclosed.

And please check our Twitter feed @BSHeartfailure as new messages of true hope are shared by experts all week #HeartFailureAwarenessWeek 6-12 May 2019 #hopeforheartfailure #onesimplequest





# Social Media

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Daily video releases from our experts sharing their #hopeforheartfailure

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## FROM DOUBLE GLAZING A NEW CONSERVATORY

**News**

6th May

### Hospital team aim to raise awareness of heart failure

By Chris Ord | @OxMailChrisO  
Health Reporter



studio

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Oxford University Hospitals NHS Foundation Trust

8 May at 04:32 · 🌐

We are having our #HeartFailureAwarenessDay today as part of the European-wide #HeartFailureAwarenessWeek.

Our experts are on hand to talk about the causes and symptoms of heart failure, and what can be done to minimise the risks of developing the condition.

The team can be found opposite the League of Friends Cafe, Level 2 of the John Radcliffe Hospital, until 3pm.

More info 📍 <http://sccsi.in/FixCH>



## SPECIALIST TEAM RAISING AWARENESS OF HEART FAILURE

Published: 02/05/2019

A specialist team at Oxford University Hospitals NHS Foundation Trust will be speaking to the public about heart failure as part of a European-wide awareness week on **Wednesday 8 May 2019**.

The Heart Failure Team will be manning an information stall at the John Radcliffe Hospital as part of Heart Failure Awareness Week to speak about the causes, symptoms and what can be done to minimise the risk of developing heart failure.

It is estimated that nearly 5,000 people in Oxfordshire have heart failure.



# Local campaigns all over UK



## #HopeforHeartFailure Leicester HF patient group meeting

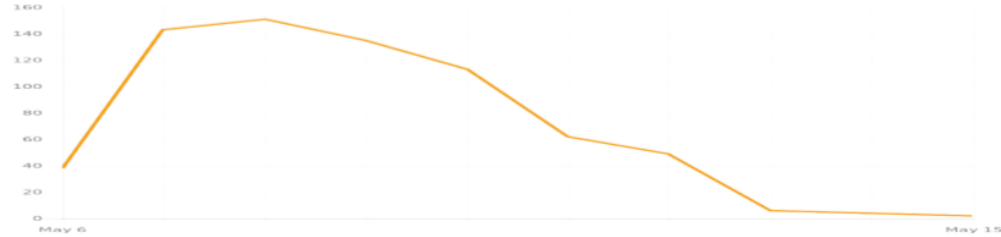
- **Hope** that everyone can have access to a specialist team
- **Hope** that more people, public and healthcare professionals, are aware of this disabling condition
- **Hope** that more people get an earlier diagnosis
- **Hope** that more specialists will train
- **Hope** that more people will be able to live symptom free or at least with a better quality of life
- **Hope** that patient information is accessible to enable us to manage our condition better

# Heart Failure patient support groups

## Search Analytics for "#hopeforheartfailure"

**706** tweets from May. 06, 11:37 AM to May. 15, 9:55 PM

**1,023** Mentions  
 **576** Retweets  
 **4** Replies  
 **80** Links  
 **1,073** Hashtags



**340** users

Potential reach **602,910**

Social potential reach

# Evaluation

- ♥ Community engaged with positive messages
- ♥ Patients engaged with positive messages
- ♥ Media engaged with concept
- ♥ We will continue with sharing success stories on our one simple quest – to beat heart failure, and improve patient outcomes, access to services and quality of life
- ♥ Please visit our twitter page @BSHeartfailure to view all the messages of hope for heart failure from our dedicated team of professionals