



## **Summary of planned activities during the “Heart Failure Awareness Day 2022”**

**by the Heart Failure Association of the Polish Cardiac Society**

The centrepiece will be during the annual Conference that is scheduled for 3<sup>rd</sup> till 4<sup>th</sup> June in Lodz. In Friday morning (June 3<sup>rd</sup>) we are organizing 45 minutes press Conference that will cover the broad topic of heart failure. The Conference will be addressed primarily to the media and patients' organization and will be held in person (on-site) and simultaneously transmitted (on-line). Point-by-point activities that we are planning for the commemoration of the “Heart Failure Awareness Day 2022” are presented below.

- Organization of an open press conference that will be dedicated to heart failure. Clinicians (general HF specialist, electro-cardiologist, invasive cardiologist, onco-cardiologist, specialist in internal medicine) together with patient's representatives will highlight their respected topics in the 'public-friendly' way that will be easily comprehensive for the general audience. Every speech will be summarized with brief “take home message”;
- Before the event, we are planning broad promotion of heart failure, including dedicated heart failure posters and the press conference itself in media, including dedicated medical portals and social media;
- Preparation and media promotion of a package of dedicated to heart failure original articles, interviews, and podcasts with leading experts in the field of heart failure and as well as representative of patients' organizations;
- Further long-term cooperation between the cardiology community and the patients' community in the area of heart failure.

On behalf of the Board,

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