



Placing the Spotlight on Heart Failure:

Taking a stand for change

Campaign Kick off: May 5th, 2021

Project Objective

The Spotlight On Heart Failure (SOHF) campaign objectives

- Build public recognition about Heart Failure through Social Media
- Educate and encourage people to take action for themselves, their loved ones, and others impacted by this devastating condition.
- Encourage key stakeholders to join us, take action and ultimately influence a positive evolution of HF outcomes through effective prevention, diagnosis and management.

The campaign targets a wide public in different Near East markets and supports the scientific leadership position of AstraZeneca in Near East, reflects our commitment in putting patients first and collaborating with local communities to elevate Heart Failure as a Healthcare priority.



Key Channel: Social Media 
Target Audience: General Public

Additional Channel: VAE / SES / Sales Force communications
Target Audience: HCPs



#Sehtak_Hayatak
launched **March 18th, 2021**



Media Event Coverage announce
Kick off of HF Campaign
Press Conference & Press Release,
May 5th 2021



HF Campaign over Sehtak_Hayatak
May & June: Heavy posting
Maintenance afterwards

“Shedding light on your heart health to brighten up your life”

Campaign Breathes New Life into Heart Failure Care

AstraZeneca 



WORLD
HEART
FEDERATION



LEBANESE SOCIETY
of CARDIOLOGY
Heart Matters



CV-04-SM-0421-0423-NE

Partnerships and endorsements

حملة التوعية حول قصور القلب بالتعاون مع



Social Media Campaign Assets

Topics Covered:

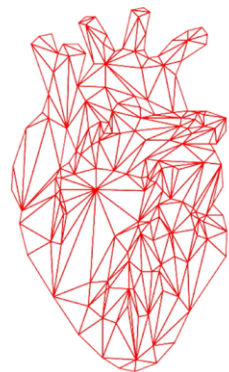
- What is Heart Failure
- Signs and Symptoms
- Risk Factors
- T2D & HF
- Diagnosis
- Preventing HF
- Living with HF
- I wish I had known (patient video)
- T2D patient, I want to take good care of myself (patient video)
- Let's challenge this together (HCPs video from Global campaign)

Assets Type:

- Still posts
- Infographics Videos with VO
- Videos featuring KEEs
- Videos adapted from Global SOHF Campaign

Assets' overview: Still posts or Infographics videos with VO

Spotlight On Heart Failure



قصور القلب هو مرض مزمن خطير
حيث يصعب على القلب ضخ ما يكفي
من الدم الى سائر اعضاء الجسم



يصاب شخص 1 من بين 5 أشخاص



فوق سن الأربعين بقصور
القلب خلال حياته

العلامات والأعراض

تورم الكاحلين



صعوبة في التركيز أو الانتباه



صعوبة في إنجاز المهام اليومية
مثل المشي



سعال مستمر



إرهاق وضعف



ضيق في التنفس



عوامل خطر الإصابة بقصور القلب

ارتفاع ضغط الدم



تاريخ في الجلطات القلبية
أو مرض الشريان التاجي



مرض السكري



عيوب القلب الخلقية



الزيادة في الوزن أو السمنة

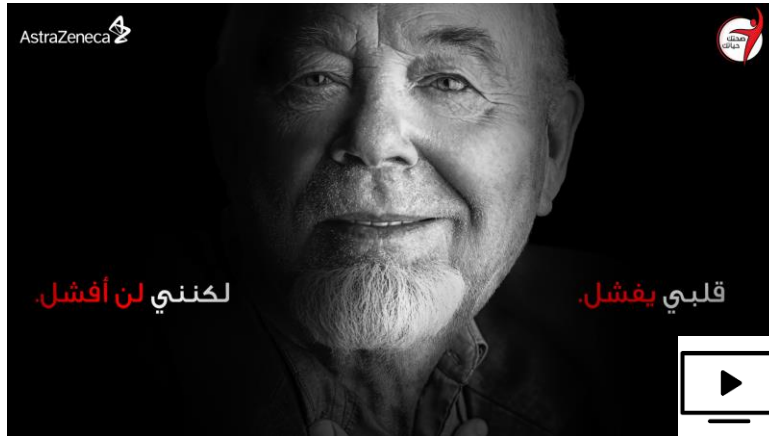


Videos featuring local KEEs



Videos adapted from Global SOHF to Arabic

 Spotlight On Heart Failure



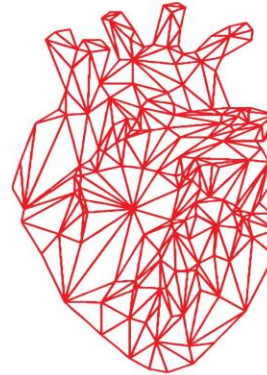
A drop card was designed for sales rep to invite all their PCPs to follow our FB page



AstraZeneca in collaboration with the **Lebanese Society of Cardiology** and **World Heart Federation** announces the launch of Heart Failure Public Awareness Campaign

حملة التوعية حول قصور القلب

حتى تُضوي حياتك



خلينا نُضوي على قلبك ...

For more details about the campaign, you can visit **AstraZeneca Facebook page**



#قصور_القلب #استرازينكا #صحتك_حياتك

#Sehtak Hayatak #heartfailure #AstraZeneca

and help us spread awareness about Heart Failure and this campaign among patients and the community

For Medical Information requests please send to: medinfo-ne@astrazeneca.com
For Adverse Events reporting please send directly to: patientsafety.ne@astrazeneca.com Or contact our office on Tel: +96265827580, +961 1 38 5534
AstraZeneca Near East Sweifiah, BLDG 19 Abdel Raheem Al-Haj Mohammad street, P.O.Box: 17788, Zip Code: 11195 Amman-Jordan, Tel: +96265827580

CV- 101-IDC-0421-0423- LEB

Press Conference & Press Release



A 360° panel discussion: Placing the Spotlight on Heart Failure:

Dr Malek Mohammed

Interventional
Cardiologist,
Bahman & CMC
President of the
Lebanese Society of
Cardiology

Dr Toni Abdel Massih

Heart Failure Specialist,
Hotel Dieu De France
Chairman of
HF working Group, LSC

Dr Hadi Skouri

Heart Failure & Heart
Transplantation, AUBMC
Member of HF working
Group, LSC

Dr Georges Saade

Consultant Cardiologist,
BelleVue MC
World Heart Federation
representative at LSC

News Release



Press Release

“Shedding light on your heart health to brighten up your life” Campaign Breathes New Life into Heart Failure Care

*Lebanese Society of Cardiology, World Heart Federation, and AstraZeneca
aim to transform Heart Failure prevention, diagnosis, and treatment*

Beirut, 5 May 2021: The [Lebanese Society of Cardiology](#) (LSC), the [World Heart Federation](#) (WHF), and [AstraZeneca](#) have launched the “[Shedding light on your heart health to brighten up your life](#)” campaign to help improve Heart Failure prevention, diagnosis, and treatment in Lebanon through media outreaches and the regional “[Your Health is Your Life](#)” Arabic Facebook page: <https://www.facebook.com/Sehtak.Havatak/>

1-5

“It’s vital people learn more about Heart Failure so those at risk or living with the disease can reach out to their doctors, especially once they recognize its symptoms which include shortness of breath, persistent coughing, persistent fatigue and weakness, ankle swelling, and impaired thinking,” said Dr. Malek Mohamad, LSC president, at a campaign launch event which also featured presentations from Dr Tony Abdel Massih, Chairman of the Heart Failure Working Group at the LSC; Dr Hadi Skouri, Heart Failure specialist at the American University of Beirut Medical Center; and Dr Georges Saade, the WHF representative at the LSC.

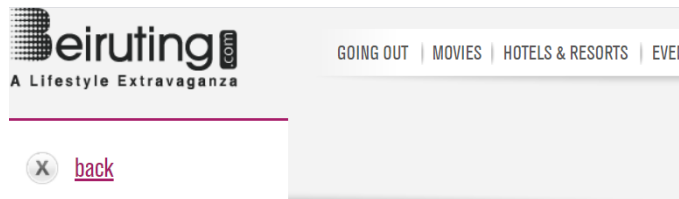
“This is more and more important as there are novel treatments that can reduce mortality and hospital admissions; and provide improved quality of life through comprehensive therapy which offers many more event-free years.”¹⁶



ailure



الرئيسية < متفرقات < إطلاق حملة الإضاءة على صحة القلب لحياة نابضة أكثر



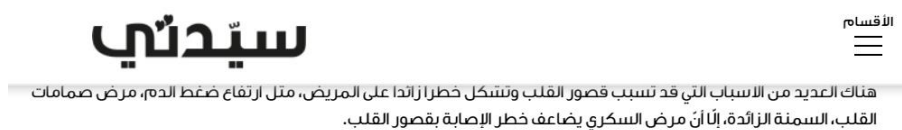
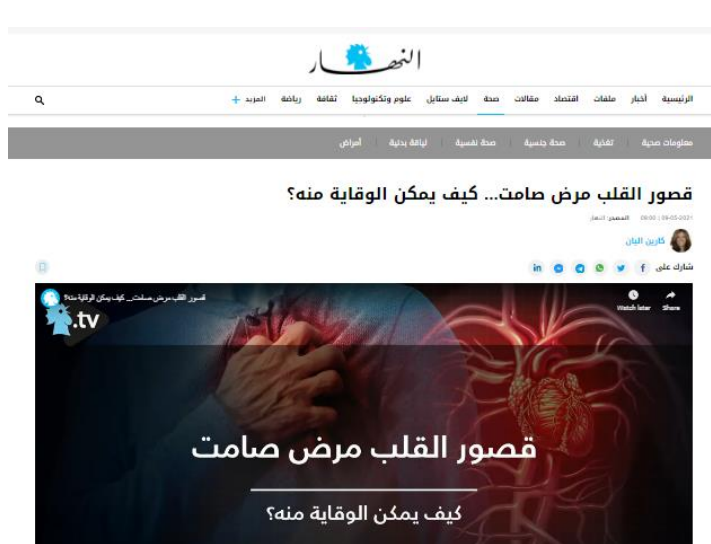
Lebanese Society of Cardiology World Heart Federation and AstraZeneca aim to transform Heart Failure prevention diagnosis and treatment

(What's up ?) 3 weeks ago



"Shedding light on your heart health to brighten up your life" Campaign Breathes New Life into Heart Failure Care
The Lebanese Society of Cardiology (LSC), the World Heart Federation (WHF), and AstraZeneca have launched the "Shedding light on your heart health to brighten up your life" campaign to help improve Heart Failure prevention, diagnosis, and treatment in Lebanon through media outreaches and the regional "Your Health is Your Life" Arabic Facebook page:
<https://www.facebook.com/Sehtak.Hayatak/>
1-5
"It's vital people learn more about Heart Failure so those at risk or living with the

disease can reach out to their doctors, especially once they recognize its symptoms which include shortness of breath, persistent coughing, persistent fatigue and weakness, ankle swelling, and impaired thinking," said Dr. Malek Mohamad, LSC president, at a campaign launch event which also featured presentations from Dr Tony Abdel Massih, Chairman of the Heart Failure Working Group at the LSC; Dr Hadi Skouri, Heart Failure specialist at the American University of Beirut Medical Center; and Dr Georges Saade, the WHF representative at the LSC.



التثقيف أمر ضروري للوقاية من قصور القلب



Lebanese Society of Cardiology, World Heart Federation, and AstraZeneca aim to transform Heart Failure prevention, diagnosis, and treatment
Beirut, 5 May 2021: The Lebanese Society of Cardiology (LSC), the World Heart

KEEs Interviews on TV, Radio and Social Media

Spotlight On Heart Failure



updated the event cover photo in حملة التوعية حول قصور عضلة القلب.

8h · 🌐



Poster designed for distribution in all PCPs and Cardio clinics

Spotlight On Heart Failure



ما هو قصور القلب

خلينا نضوي على قلبك .. حتى تضوي حياتك



يصاب شخص 1 من بين 5 أشخاص



فوق سن الأربعين بقصور القلب خلال حياته

قصور القلب هو مرض مزمن خطير حيث يصعب على القلب ضخ ما يكفي من الدم إلى سائر أعضاء الجسم

أعراض قصور القلب



مشاكل صحية يمكن أن تؤدي إلى قصور القلب:



في حال كنتم تعانيون من أي من هذه الحالات، احرصوا على مراجعة الطبيب باستمرار للتوعية من الإصابة بقصور القلب

تابعوا صفحة صحتك حياتك على الفيسبوك لمزيد من المعلومات عن قصور القلب

For Medical Information, please contact AstraZeneca at: 1800-444-2345. For Asthma, please contact your local AstraZeneca representative. For other information, please contact your local AstraZeneca representative. © 2020 AstraZeneca. All rights reserved. AstraZeneca is a registered trademark of AstraZeneca. AstraZeneca is a registered trademark of AstraZeneca. AstraZeneca is a registered trademark of AstraZeneca.

CV-20-102-0421-0423-0424

Type 2 Diabetes & Heart Failure

with



Paola Atallah / MD

. President of the Lebanese Society
of Endocrinology, Diabetes and Lipids



Hadi N. Skouri / MD

. Associate Professor of Clinical Medicine
. Heart Failure & Heart Transplantation
. Director of Cardiac Care Unit
. American University of Beirut Medical Center