Heart Failure Awareness Days 2019

Report from: Slovakia

Name of reporter: Doc.Dr. Eva Gonçalvesova, PhD.
We were wondering...
what does public know about HF?

Market research

When: Feb 2019

What we wanted to know:
knowledge of HF symptoms and understanding of HF severity

Result:
CV diseases are highly underestimated

Press conference about MR results:
multiple media coverage within all media:
Press, TV, radio
So we decided to do SOMETHING... 

...on TV
Heart failure all day topic in national TV

APRIL 3rd, 2019

PODCEŇUJEME SRDCOVO-CIEVNE OCHORENIA
Lifestyle TV show

2 patient stories with heart failure on national lifestyle TV show

Reach: 400 000 people/1 episode
Heart failure symptoms presented on popular TV series „Fathers“ and „Nurses“

O T E C K O V I A

Reach: 750 000 people/
3 episodes

Reach: 500 000 people/
1 episode
So we decided to do SOMETHING...

...directly with the patients
Campaign RED SOCKS in May 2019

RED = heart problem
SOCKS = swollen ankles

Organised by patient organisation
RED SOCKS in health spa

consultation and diagnostic of heart failure

1000 patients screened for HF

10 health resorts
Red socks in health resorts

Secretary of Ministry of Health supported „Red socks“ not only in person...

...but in press and TV as well
Health markets

Health Markets is roadshow organised in cooperation with Healthcare insurance company. People take **measurings, questionnaires, diagnostics** and can discuss about disease with professionals. Dedicated to multiple diseases including **cardiovascular**.

**2 months**

25 000 patients Screened for blood pressure, HF symptoms

**24 Slovak cities**
So we decided to do SOMETHING...

...online
Via video interview and on presence on social media

Prečo srdcové ochorenia nie sú vyliečiteľné?

04.07.2019

Doc. MUDr. Eva Goncalvesová, CSc., primárka oddelenia zlyhávania a transplantácie srdca Národného ústavu srdcovo-cievých chorôb v Bratislave (NÚSCH) o tom, že zlyhávajúcich srdc stále pribúda. Na čo by si mali dávať pozor kardiologickí pacienti?
... we do this because we CARE About Heart Failure Awareness