Heart Failure Awareness Days 2019

Report from: Germany

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Key Points

- Germany is participating in the HFA Day events since its initiation in 2010
- “Active Against Heart Failure” was established as the slogan of the campaign and a whole new set of information materials was developed
- 14 sites participated in this year’s program for interested persons of all age groups
- Main partner: The German Heart Foundation
The CHFC developed a fresh design with a catchy German slogan “Aktiv gegen Herzschwäche” (Active Against Heart Failure) for the campaign.

The information material developed for this campaign is promoted in a folder and can be used throughout the year.
Open Clinic Events

• Open clinic events with extensive programs: Presentations and seminars on heart diseases and prevention as well as consultation on risk factors
• The next slides exemplarily feature the success of the events offered in 3 cities
Open Clinic Events, Ex. 1
Comprehensive Heart Failure Center Würzburg

• 350 attendees, all-day program
• Presentations from our cardiologists
• Medical consultation hours offered to the public
• Guided tours in our clinics and laboratories with explanations about integrated medical care and research
Open Clinic Events, Ex. 1
Comprehensive Heart Failure Center Würzburg

- Body composition analysis and dietary advice
- Measurement of CV risk factors
- Counselling on heart diseases and prevention by medical and non-medical staff (HF nurses)
- Involvement of the self-help groups on heart failure, ICD, and heart transplant
Open Clinic Events, Ex. 1
Comprehensive Heart Failure Center Würzburg

- Seminars and practical exercises: Promotion of healthy exercise activities and a heart healthy diet for CV prevention
Open Clinic Events, Ex. 1

Comprehensive Heart Failure Center Würzburg

- Hands-on training, e.g. resuscitation
- Explaining the heart to kids: listening to heart sounds, estimating the stroke volume etc.
- Heart failure quiz with awards for winners
Open Clinic Events, Ex. 1
Comprehensive Heart Failure Center Würzburg

- Project with schools: „Take art at heart“
  - The students received insights into the work of physicians and investigators and created artwork „with heart“
  - Award winning painting was magnified and painted onto a large wall at the CHFC central hall where it is now publicly displayed
Open Clinic Events, Ex. 2
Heart Center Essen

- Presentations from cardiologists
- Medical stories: A transplanted patient shared his experiences
- Measurement of risk factors and information on heart diseases and prevention
Open Clinic Events, Ex. 3
Heart Center Köln and St. Vinzenz Hospital

• 2 events in Cologne, organized by the cooperating Heart Center and the St. Vinzenz Hospital
• Presentations from cardiologists
• Measurement of risk factors and info on heart diseases and prevention

Quelle: Herzzentrum Uniklinik Köln
Quelle: Bianca Streiter, Köln
Multiple public events throughout May and June

Public lectures, patient seminars and public information desks organized in major cities

Cardiologists handing out information about HF and answering questions at the St. Elisabeth Hospital Straubing

Quelle: Elke Ostermeier, Straubing

Public information desk organized by the Heart Center Berlin

Quelle: Mareike Schüller, Berlin
Multiple public events throughout May and June

Public lectures, patient seminars and public information desks organized in major cities

Public information desk in the City Center of Hannover, organized by the Cardiology department
Prevention Campaign – Healthy Heart Cycling Tour

- Organized for the sixth time to promote sportive activity

Welcome from mayor A. Bauer and speaker of the CHCF Würzburg, Prof. C. Maack

Exhausted but happy: The participants of the cycling tour in Bad Kissingen

Information desk accompanying the tour
Patent Engagement

- Participation of self-help groups: Self-help groups go public
- Public medical consultation
- Presentation of own experiences in Essen (medical history, transplantation)

A member of the HF self-help group in Würzburg informed about the activities of the group.

A patient talked about his personal experience and heart transplant in Essen.

Zurück im Leben

Patient berichtet zum "Tag der Herzschwäche" am 12. Juni am Universitätsklinikum Essen

"Es geht doch weiter!" - Die Freude vom Herzpatient Andreas Abt war wie eingefroren, als er mit jubelnder Reaktion sah, dass es ihm möglich war, seinen Lauf zu fortführen. Die Freude an der Möglichkeit, wieder zu laufen, war unübersehbar.

"Ich bin immer noch ein Rennläufer!" - Andreas Abt erklärte, dass er sich gerne wieder in der renngerechten Umgebung bewegt. Er gab selbstverständliche Ratschläge, unter anderem bezüglich der richtigen Lauftechnik und der passenden Ausrüstung.

"Obwohl das Herz keine Grenzen kennt, hat es seine Grenzen", erklärte Dr. Thomas Wirtz, Arzt am Universitätsklinikum Essen. "Die Herzschwäche ist eine besondere Herausforderung, die wir gemeinsam bewältigen müssen."
Print Materials

- Booklets & patient information in cooperation with the German Heart Foundation
- Leaflets for all events
- Give-aways to promote the HFA Day

Our brochure on Heart Failure with 67 pages of detailed information.
Print Materials

- This year newly developed: Posters and leaflets informing about HF and prevention as well as flyers with info about a heart-healthy diet and recipes for inspiration.
Animated Materials

• As part of the educational material, a film with cartoons was developed
• The sequences explain
  o when to suspect HF
  o typical symptoms of HF
  o how to act if HF is suspected
Animated Materials

- The film also explains
  - risk factors and causes of HF
  - prevention of HF

- The film is made available to hospitals and clinics for free. It provides information easy to understand for patients and all interested

- The videos are available under:
  https://www.ukw.de/behandlungszentren/dzhi/was-ist-eine-herzinsuffizienz/
International Survey: The Heart Failure Awareness Questionnaire

- Coordinated since 2013 by the Comprehensive Heart Failure Center
- This year: conducted in 8 European countries, up to 4,000 completed questionnaires (current analysis ongoing and distributed back to participating countries)
- This year´s questionnaire also addressed medical staff
Media – Newspaper & Website Coverage

• Widespread advertising of the events, with multiple reports on the events around the HFA Day in newspapers and online journals
The HFA-Day in Germany – A huge Thank You to our partners!

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