Heart Failure Awareness Days 2019

Report from: United Kingdom

Name of reporter: Lynn Mackay-Thomas
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 6th to June 5th (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

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
Social Media

Daily video releases from our experts sharing their #hopeforheartfailure
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
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