



WORLD  
HEART  
DAY

29 SEPTEMBER 2018

MY HEART, YOUR HEART

# 2018 GLOBAL IMPACT REPORT



WORLD  
HEART  
FEDERATION

In partnership with



Manulife

PHILIPS



## More powerful than ever

World Heart Day (WHD) is a World Heart Federation (WHF) initiative that takes place on 29 September every year: a chance for people around the world to participate in the world's biggest intervention against cardiovascular disease (CVD): the number one killer claiming over 17.5 million lives each year.

**Now in its 18th year**, WHD has a crucial role to play in achieving the United Nations Sustainable Development Goals target of one-third reduction in noncommunicable-disease-related premature mortality by 2030. And the campaign is growing stronger and stronger, as we continue to invest more heavily in marketing, communications and translations, and by engaging more Member organizations, company employees and their customers. We are continually elevating WHD and adding huge volume to our campaigning and advocacy voice on national, regional and global stages.

### My Heart, Your Heart

2018 saw the beginning of a new campaign theme that will continue in 2019: My Heart, Your Heart. It's all about creating a sense of commitment around the common issues related to heart health. It's about saying to ourselves, the people we care for and individuals all around the world, "what can I do right now to look after MY HEART... and YOUR HEART?" It also resonates with the professional cardiology and healthcare audiences who dedicate themselves to looking after ALL OUR HEARTS.

The theme is highly flexible and can be adapted to encompass diverse strands of heart health, including the different types of CVD, risk factors and conditions.

It also has the power to appeal to many audiences, from the general public, to ministers of health, cardiologists and policymakers.

### 2018 global impact

This year's My Heart, Your Heart campaign has resulted in unprecedented global relevance and resonance, in particular as we harnessed the support of our Members and sponsors to translate the campaign resources into 24 languages – more are planned for 2019.

The statistics speak for themselves: 1.65 billion reach, 6 million video views, over 40,000 resources downloaded, over 9,000 custom posters created on our website and more than 80 iconic landmarks, buildings and monuments shining red in support.

But the anecdotal evidence is also compelling, with thousands of organizations and individuals posting details, films and photographs of their events and activities on our website and social media channels. From health screenings, seminars and distributing information, to runs and walkathons, flashmobs and celebrity ambassadors... there are so many creative ways in which people get behind the campaign and spread the importance of behaviour change to control risk factors and

prevent heart disease and stroke. With the continued support of our sponsors, WHF Members and millions of supporters around the world, we look forward to even greater impact in 2019.

The World Heart Federation and its members believe in a world where heart health for everyone is a fundamental human right and a crucial element of global health justice.

World Heart Day reaches every corner of the planet to help us spread essential awareness of what everyone can do... **for MY HEART, for YOUR HEART, for ALL OUR HEARTS.**

## World Heart Day in numbers

**1.65 billion**  
Total estimated reach

**242%**  
Increase in social followers

**80** Landmark illuminations

**1 billion**  
Social media reach

**664**  
Events registered on our spinning globe

**778**  
Entries for our Heart Hero Awards

**6 million**  
Campaign video views

**9,154**  
Custom posters created

**41,189**  
Campaign resources downloaded

# World Heart Federation Members inspire the world

Every year WHF Members go to incredible lengths to support WHD, including helping us to plan our campaign and use it as a platform for CVD awareness raising in their countries. Here are just a few examples of their activities in 2018...

## Luxembourg Society of Cardiology



People are encouraged to write their heart promises on postcards



The promises postcards are attached to balloons and released

## Indonesian Heart Foundation



Amazing scenes of WHD support in Indonesia



An incredible turn out for the Jakarta 10k Red Run

## Heart Foundation of Jamaica

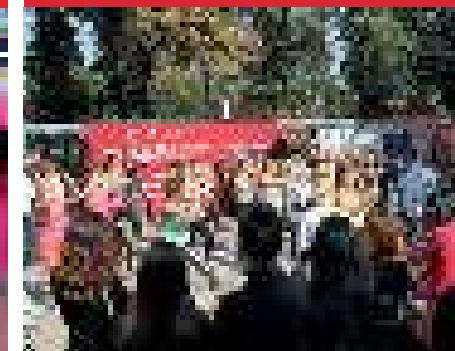


CVD risk screenings are a vital part of WHD



Joining forces with the Ministry of Health in Jamaica to spread awareness

## Serbian Heart Foundation



Getting people moving in Serbia

## Italian Heart Foundation



WHD at a Juventus match



## Mexican Society of Cardiology



Encouraging people to get active



WHF Italian Members use football as a platform to spread CVD awareness

## Chinese Cardiovascular Association



The Suzhou Center promotes WHD on 29 September

## American Heart Association



AHA holds an awareness-raising walk in Tallahassee



Kenya Cardiac Society and Kenyan Heart Foundation



Spreading the word by using the WHD symbol and branding on T-shirts



Carrying out crucial health screenings to assess CVD risk



Hundreds of people of all ages attend the Kenya event

Uganda Heart Association



T-shirts are an impactful way to show support

National Forum for Heart Disease and Stroke Prevention – USA



Walk with the Mayor' programme

Singapore Heart Foundation



Essential CPR training for the whole family



Encouraging shoppers to make their heart promises

Spanish Heart Foundation



Making a real statement with their gigantic heart

Chinese Cardiovascular Association, in collaboration with WHF Member the Chinese Society of Cardiology



A My Heart, Your Heart fair at Taipei Station

Our Members amplify our voice and the reach of WHD

Here are just a few examples ...

Chinese Cardiovascular Association

The CCA created their own My Heart, Your Heart film featuring a celebrity Olympic swimmer, pop singer and actress which was broadcast on mass media, carried out awareness events in 16 locations and encouraged 3,000 hospitals to participate in the campaign.

**Total estimated reach**  
**100 million**

American Heart Association

AHA carried out extensive media outreach, including via their CEO Nancy Brown's column, and trained 1000s in how to save a life through hands-on CPR with 169,682 completed views of their training video.

**Total estimated reach**  
**16 million**

Italian Heart Foundation

Joining forces with 120 patient associations, our Member organized more than 100 events around Italy which were attended by 1 million people. A press conference generated media coverage with an estimated reach of 15 million. And WHD publicity at Liga Serie A stadia targeted 256,000 football spectators.

**Total estimated reach**  
**16 million**

Heart Foundation of Jamaica

In partnership with Jamaica Moves, our Member held a whole week of activities culminating in the lighting up of the iconic Usain Bolt statue. Broadcast, print and social media coverage was huge and the Foundation carried out an incredible 1244 ECGs during the month of September.

**Total estimated reach**  
**700,000**





## The vast global visibility of World Heart Day

It's not just WHF Members who bring our campaign to life. Thousands of individuals and organizations around the world hold their own incredible events as well as getting behind WHD on social media... ensuring that our and our partners' messages gain the maximum global visibility.



## Shining a light for World Heart Day

Every year we ask iconic landmarks, buildings and monuments to illuminate red as a powerful visual symbol of World Heart Day.

This year more than **80 illuminations** took place and here are just a few examples ...





# A vital platform for the business world, other NGOs and charities

We hugely appreciate the support of organizations around the world which spread the message that premature mortality caused by CVD can be prevented... and also use our campaign as a platform for their own crucial fundraising and awareness raising.

**RHD Action** used World Heart Day 2018 to amplify some of the stories which those living with rheumatic heart disease and the health workers who care for them have shared. WHF works closely with RHD Action to eradicate RHD and WHD plays an important part in this.



WHF is the only CVD organization in official relations with the **World Health Organization (WHO)**. This year we worked with them to align World No Tobacco Day with heart disease and stroke, and to begin our Heart Heroes element of WHD. On WHD itself, WHO amplified our campaigning voice online, including a personal message of support from WHO Director-General, Dr Tedros Adhanom Ghebreyesus.

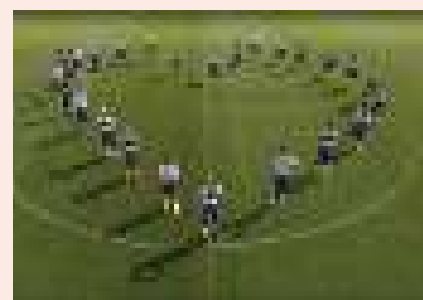


**The International Diabetes Federation** worked with WHF to explore the link between type 2 diabetes and CVD on WHD, launching a press release and joint infographic.

“CVD is a leading cause of death and disability in people with diabetes but awareness of its risk remains low. Supporting World Heart Day is vital to increase public awareness of the link between diabetes and CVD and help improve health outcomes for the millions of people affected by diabetes and the many who are at risk.

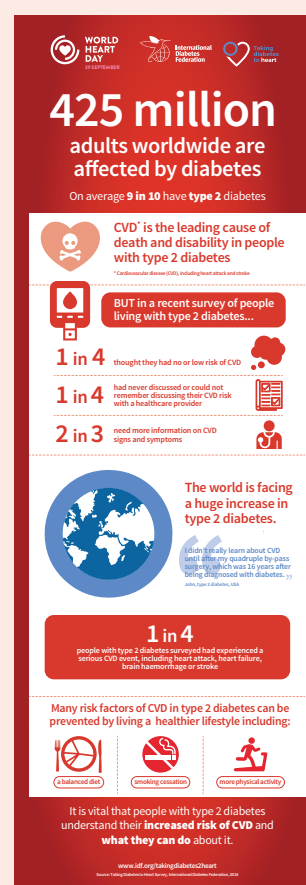
Each year, WHD provides a wonderful opportunity to get our messages across to a wider audience.”

**Lorenzo Piemonte, Communications Manager, IDF**

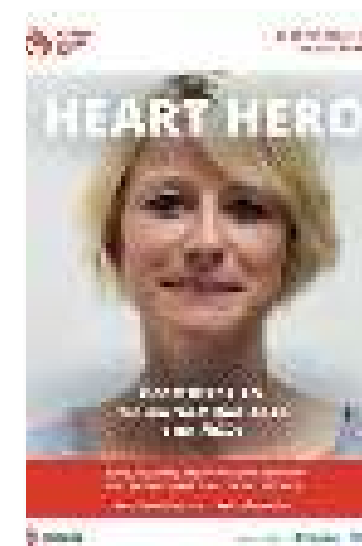


Federation in support of World Heart Day... In support of this campaign, we organized a tournament for young girls, a series of school workshops on heart health, a fan-walk ahead of Austria's Nations League match and used our national team players to promote World Heart Day through our digital and social media channels.”

**Ingo Mach, Austrian Football Association**



Thanks to **Healthy Stadia**, 30 UEFA National Football Associations (including Russia shown left) got involved in their stadia and online. “Austrian National Football were delighted to work with Healthy Stadia and World Heart



**NCD Alliance** supported WHD through their Member networks and social media channels.

“Global preventable death, disability, and suffering from NCDs, including the number one killer – cardiovascular disease – continue to rise because of governments’ failure to act and invest in health. The World Heart Day campaign is a key platform for civil society to come together, make noise, and remind world leaders that urgent action is needed now.”

**Katie Dain, CEO, NCD Alliance**

**The Active Well-being Initiative** used the occasion of WHD to announce the world's first Global Active Cities; cities that have embraced a management model which motivates people at risk of inactivity-related illness, such as CVD, to take up regular physical activity and sport.



“World Heart Day is a shining example of a campaign that galvanizes cross-sector organizations and individuals towards a common goal to combat NCDs. The Active Well-being Initiative would like to continue to work closely with the WHF in future years to promote the message in all our Global Active Cities and partner cities. Through partnership working we can maximize the impact of our efforts to create active cities with healthy residents.”

**Rachel Beacher, Active Well-being Initiative**

## World Heart Day global sponsors



For World Heart Day, **Manulife** has engaged employees and external stakeholders across the globe to educate, inspire and motivate people to keep their hearts healthy.

“Manulife’s campaign was all about encouraging individuals to commit to healthier habits by making heart promises, which goes hand-in-hand with Manulife’s goal of helping make people’s decisions easier and lives better,” said Mary Desjardins-Therrien, Assistant Vice President, Corporate Citizenship & Sponsorship at Manulife. “We’re so happy that our support of 2018 World Heart Day has encouraged individuals and organizations to join us in adopting initiatives to promote heart health – from eating better to getting more active or going for regular check-ups, small changes can make a big difference.”







Bayer AG support our campaign online



Johnson & Johnson get active online



Siemens Healthineers hold a workplace event



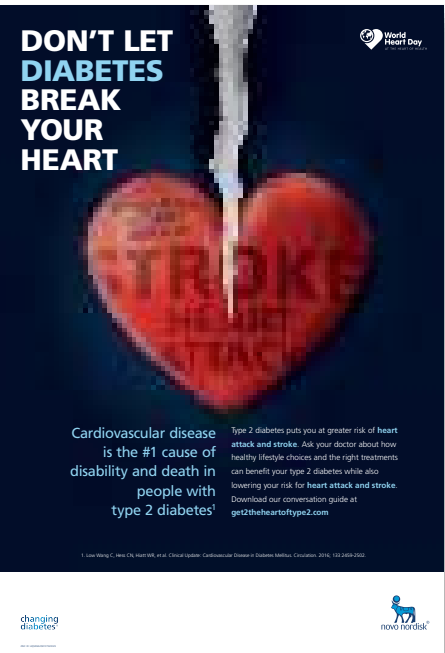
**Novo Nordisk** carried out their own global campaign and also received much interest and engagement from their affiliates. “Cardiovascular disease (CVD) is the number one cause of disability and death in people with type 2 diabetes,” said Klaus Langhoff-Roos, **Corporate Vice President, Oral semaglutide.**

“As a company, Novo Nordisk is committed to helping raise awareness of this increased risk of CVD within the type 2 diabetes community. On World Heart Day 2018 we held events during which people living with type 2 diabetes and cardiovascular disease shared their experiences to help us better understand some of their daily challenges. We also engaged in conversations through social media and were excited about the response, demonstrating that people are looking for more information that can help them take better care of their health.”

**Federation of African Medical Students Association** encourage people to make heart promises



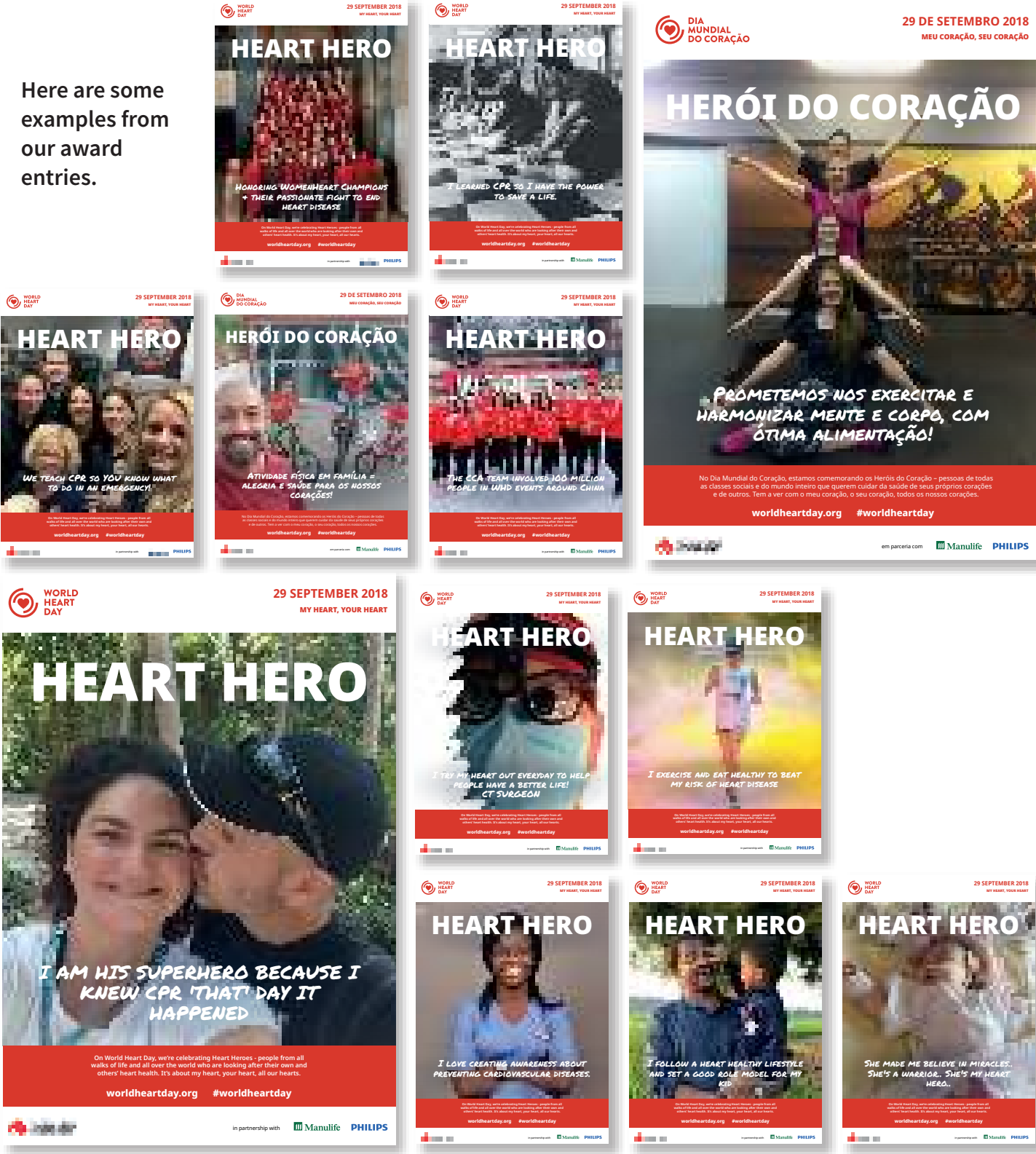
**Macmillan Cancer Support** show the link between cancer and CVD risk factors.



# Celebrating Heart Heroes

This year on World Heart Day, over 40,000 people customized their own posters on our website and we received 778 entries into our Heart Hero Awards. Heart Heroes are people from all walks of life who have shown commitment, courage and care in relation to heart health.

Here are some examples from our award entries.





# Making an impact in the world's media

Across the globe, broadcast, print and online media gave **WHD coverage with an estimated value of 6,652,557 Euros, with 35% of all media also mentioning the World Heart Federation**. The growth in media coverage is due to the increasing popularity of the day, with supporting news from our Members, hospitals and clinics, other NGOs and businesses getting stronger every year. A united network of voices acting now to spread awareness of CVD prevention and control.



Cardio Center Systems 1800-Our Heart Day

LA RAZON

SUR in English

The São Paulo Times

Mayors at SC meeting taking stand against heart disease

Mayors at SC meeting taking stand against heart disease



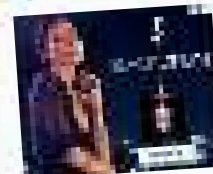
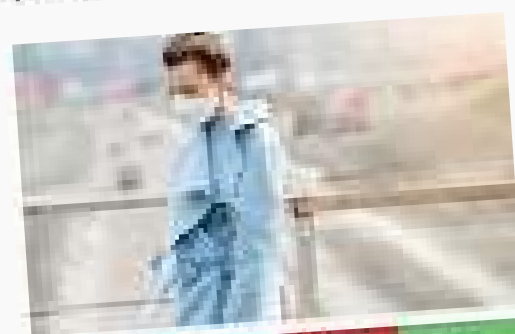
Health Ministry marks World Heart Day

宮崎日日新聞

MYNACHI PRESS

Día Mundial del Corazón: casi una de cada cinco muertes por enfermedades cardiovasculares se debe a la contaminación del aire, un total de tres millones de muertes por año en el mundo

El Día Mundial del Corazón (WHD) es una iniciativa global que busca concienciar sobre las enfermedades cardiovasculares (ECV) y promover su prevención y control. Este año, el tema es la contaminación del aire, un factor de riesgo importante para las ECV.



la Repubblica.it

Mayors at SC meeting taking stand against heart disease

Mayors at SC meeting taking stand against heart disease

The Daily Telegraph

The Gleaner

Journée mondiale du cœur : le stress responsable de maladies cardiovasculaires

INDIA TODAY

#HeartDay

Jeans Impacted Our World Heart Day 2018



elEconomista

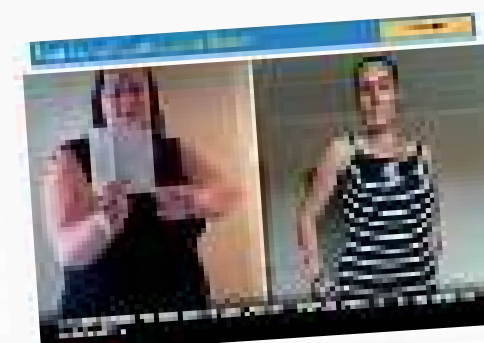
América | Chile

연남뉴스

Panamá 24 Horas

DailyGuide

PROVINCIAS



From heartbreaks to heartfelt joy: How this man lost 62kg in 16 months

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World Heart Day 2018: Heart disease the leading cause of death worldwide

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ALL4WOMEN



# A warm and heartfelt thank you

So many people have helped to make World Heart Day such an incredible success. At the World Heart Federation, we work hard with our Board, Members, sponsors and partners to create and translate a campaign that we hope will resonate with individuals and organizations around the world.

And this year, more than ever, we have been astounded by the lengths people have gone to to spread the word and take action... with their commitment and enthusiasm we are inspiring millions of people to live longer, better, more-heart-healthy lives.

**So thank you to everyone. We look forward to even greater success in 2019.**

## Very special thanks to our global sponsors

World Heart Day is proud to be supported by Manulife, known as John Hancock in the USA, and Philips. Our global sponsors help us tirelessly and without them we would not be able to achieve such huge levels of engagement in our campaign.

