



Digital Toolkit for HFAD Supporters & Comms Teams

Heart Failure Awareness Day 2017 May 5th - UK

www.pumpingmarvellous.org

INTRODUCTION



European Heart Failure Awareness Day, UK is 05 May 2017.

This year, the Pumping Marvellous Foundation has teamed with The British Society of Heart Failure to raise heart failure awareness and share the most common causes of heart failure.

Here are three simple things you can do to share Heart Failure Awareness:

1. Join our thunderclap – [Click here](#) to join in on twitter, facebook and tumblr, scheduled for 10 am May 5th.
2. [Download our digital media pack](#) and share our digital heart failure awareness day images, either using our suggested copy [see p6] or add your own for before May 5th and on the day.
3. If you have received our campaign packs by post, please share your photos of our printed materials in action, eg flyers, posters and events on your social media pages, either tagging [@pumpinghearts](#) on twitter or [Heart Failure Aware](#) on facebook or [pumpingmarvellous](#) on Instagram. [See p8 for more.]

Pumping Marvellous Foundation

Registered Charity No. 1151848 Registered as a company limited by guarantee in England and Wales No. 08370761
Telephone: 0800 978 8133 From mobile or international: +44 (0)1772 796542 E-mail: hearts@pumpingmarvellous.org
Website: www.pumpingmarvellous.org Twitter: [@pumpinghearts](https://twitter.com/pumpinghearts) Facebook: [Heart Failure Aware](https://www.facebook.com/HeartFailureAware)



KEY MESSAGES



European Heart Failure Awareness Day, UK is 05 May 2017.

[#HeartFailureAwarenessDay](#) is the campaign hashtag we will be using. Please include it in your tweets of support so we can easily find your tweets and re-tweet you.

These key messages can inform any tweets or social media posts you may be writing...

- Heart failure has multiple common causes in the UK
- Up to 900,000 people in the UK live with heart failure*



*Cowie MR, Wood DA, Coats AJS, et al Survival of patients with a new diagnosis of heart failure: a population based study Heart 2000;83:505-510

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DOWNLOADABLE MEDIA



Click on each infographic or link to download the image file or pdf.

These infographics can be used to illustrate tweets or as part of Facebook/blog posts etc.

[For Facebook & Instagram](#)

[PDF Poster for print](#)

[For Twitter](#)



[PDF Flyer for print](#)



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CLICK TO TWEET



Click on the suggested messages below to tweet them directly from your own Twitter channel. Or copy the text to tweet or add to your social media scheduler.

Please note – you will need to be logged in to your Twitter account to post.

BEFORE MAY 5TH

[Ready for #heartfailureawarenessday on May 5th? It's time to collaborate, get involved & learn more! www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/ @pumpinghearts](http://www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/)

[Are you #HeartFailureAware? Communities & NHS teams are uniting for #heartfailureawarenessday May 5th www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/ @pumpinghearts](http://www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/)

[Let's collaborate for #heartfailureawarenessday - The impact of #Heartfailure affects whole families. www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/ @pumpinghearts](http://www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/)

***NOTE: CTT.ec may need permission for Click to Tweet.**

ON HEART FAILURE AWARENESS DAY

[#HeartFailure is the biggest threat to European health systems. Pls support #heartfailureawarenessday www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/ @pumpinghearts](http://www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/)

[Today is #HeartFailureAwarenessDay in the UK. Find out about the common causes of #heartfailure www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/ @pumpinghearts](http://www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/)

[Are you #HeartFailureAware? NOW is THE time to learn about #heart-failure #heartfailureawarenessday www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/ @pumpinghearts](http://www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/)

[Join activities across the UK today to share #heartfailureawarenessday! It's time to learn about HF! www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/ @pumpinghearts](http://www.pumpingmarvellous.org/get-involved/heart-failure-awareness-day/)

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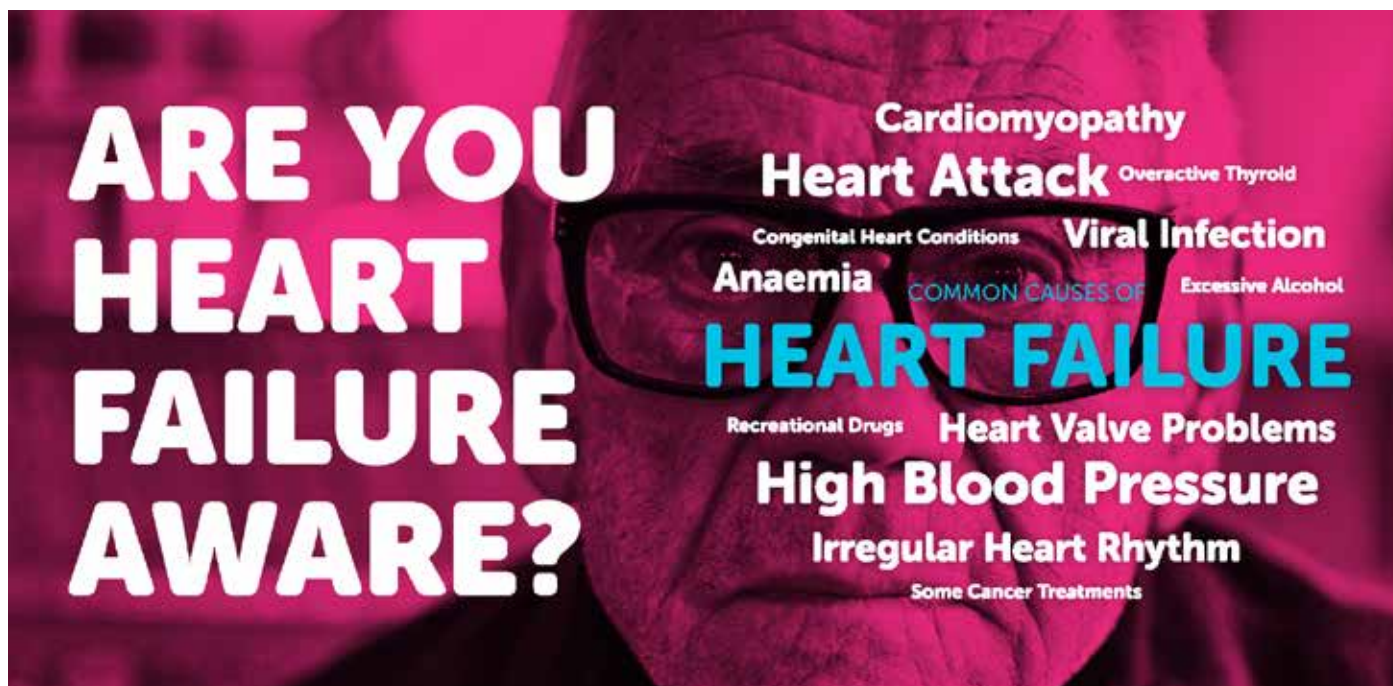


DO YOU HEAR THUNDER?



**SHARE HEART FAILURE AWARENESS IN UNISON!
Click Now to Amplify HF Awareness into a Sonic Boom!**

thndr.me/nNhTPI



**HEART FAILURE AWARENESS DAY
THUNDERCLAP!**

WHAT IS A THUNDERCLAP ?

A thunderclap is a "crow speaking" platform that lets individuals & organisations rally together to spread an important message in unison.

**Join the thunderclap to
amplify the voices of heart
failure patients & clinicians
and share the common causes
of heart failure:**

10:00 5th MAY 2017

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TELL US ON FACEBOOK



Share Your Heart Failure Awareness Day Activities & Events with Us on Facebook!

We'd love to see your marvellous activities and events around May 5th for Heart Failure Awareness Day & share your photos with our HF community of over 16, 000 supporters!

Tag **Heart Failure Aware** in your public posts on your facebook pages with photos of your awareness raisers, flyers, posters and other HFAD activities on May 5th!



Please remember to sign up to our marvellous newsletter to ensure you stay informed on the latest news from the UK's patient-led heart failure charity. [[Click here to subscribe](#)]

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