

# **THE STORY ABOUT A RENEWABLE MODULAR STRATEGY FOR AGGREGATING PUBLIC AWARENESS OF HEART FAILURE**

**THE FIRST PUBLIC AWARENESS CAMPAIGN FOCUSING ON HEART FAILURE**

**Let's #BeatHF Together. Working together across communities to BEAT Heart Failure.**

# FOREWORD

Do you know what Heart Failure is?

Do you know the signs and symptoms of Heart Failure?

Do you know what may cause Heart Failure?

Even if you do, do you know what to do if you are displaying these symptoms?

Have a look at our report on 'Heart Failure: The Hidden Costs of Diagnosis': [qrco.de/Diagnosis](https://qrco.de/Diagnosis)



These are the questions we always hear from the public and those who have been diagnosed with Heart Failure. Yet, Heart Failure is increasing in prevalence and is becoming a key focus area for health systems across the UK. Unfortunately, there is a lot to do. Heart Failure is not talked about enough and historically not invested in.

Have a look at our analysis which indicates our MPs are 'More Interested in Potholes than Heart Failure', which analyses the number of times Heart Failure is mentioned across the UK parliament since 1945:

[qrco.de/MPPotholes](https://qrco.de/MPPotholes)

This isn't necessarily just about cost; piling money into a problem is easy. This requires thinking differently about existing challenges and creating cost-effective solutions. We should now see this as an opportunity to invest in Heart Failure seriously. Heart Failure is not just a challenge to our NHS; it is a challenge to public health and society.

In a viewpoint journal entry into the European Society of Cardiology Heart Failure Association in June 2023, the viewpoint explained the need for public awareness campaigns, explicitly referencing the BEAT HF campaign.

[qrco.de/ESCBEAT](https://qrco.de/ESCBEAT)



# BEAT IS AN AID FOR EFFICIENT DIAGNOSIS

A research rationale underpins BEAT HF. Just like FAST for a stroke, it identifies the key levers, in understandable language, for symptomatic people to look for the answers as to why they have symptoms from their GP or Practice Nurse. It also acts as a memory jog for GPs and Practice Nurses to ask, "Could it be Heart Failure?" and link the symptoms to the medical record. It is reducing barriers and enabling NT-proBNP testing. See GP and Oxford University researcher Dr Clare Taylor's analysis of BEAT: [qrco.de/BEATRESEARCH](https://qrco.de/BEATRESEARCH)



SCAN ME

Patients need a memorable way of understanding their symptoms as a prerequisite to managing their Heart Failure effectively. The BEAT acronym may help people activate their healthcare team to an event of decompensated Heart Failure earlier. We know it's vital to deal with Heart Failure before symptoms get worse, which may mean patients choose to go to the hospital, which is not the best outcome for the NHS and definitely not for the patient.

Stakeholders widely embrace BEAT, and it typifies the effort to BEAT Heart Failure.

Read on and listen to our story of a [#BeatHF](#) campaign across Liverpool and Manchester with all the highs, lows, and celebrations.

# AID TO SELF-MANAGE



# STRATEGY

**OUR STRATEGY WAS TO DELIVER A PUBLIC AWARENESS CAMPAIGN BASED ON 'BEAT' WITH UNDERSTANDABLE MESSAGES FOCUSSED ON:**

- The prevalence of Heart Failure
- Those at more risk of a Heart Failure diagnosis
- The signs and symptoms of Heart Failure
- There is a blood test to help diagnose Heart Failure
- Where to go to get the blood test
- Heart Failure is treatable

Working with local health systems who would work with Pumping Marvellous to amplify campaign messaging

Ensuring BEAT messaging consistency across all assets

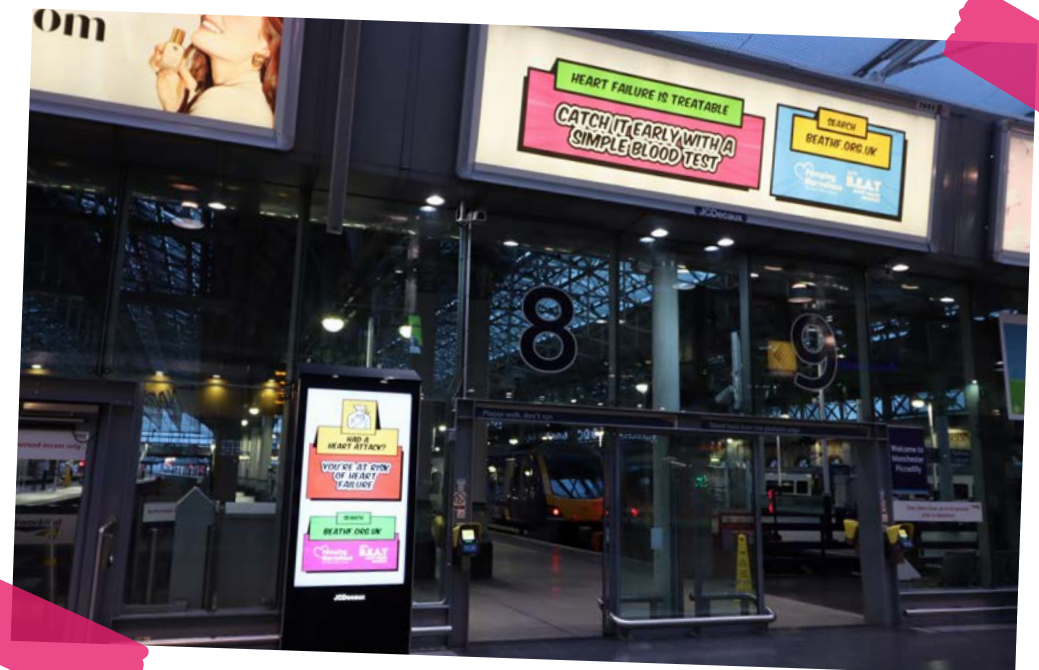
Focus on a multi-channel strategy including...

## NATIONAL

- National radio
- National social media

## REGIONAL MERSEYSIDE AND GREATER MANCHESTER

- Targeted location specific social media
- Mass transit national rail
- Mass transit regional rail
- Arterial road networks into and out of city centres
- Liverpool ONE shopping centre
- Media outreach
- GP information packs
- Use the BEATie bus to spread awareness





## CAMPAIGN DURATION

W/C 20/02/2023 through to W/E 14/05/2023

## NATIONAL CAMPAIGN

**Timescale** W/C 20/02/2023 – 14/05/2023

### Assets

Classic FM – 2 celebrity narrated adverts rotating across a 7-day week for 12 weeks.

Social Media – national targeted adverts across Pumping Marvellous social media channels.



## REGIONAL CAMPAIGNS

### Assets

Start 03/04/2023 – End 16/04/2023

Liverpool social media warm-up activity

Start 17/04/2023 – End 30/04/2023

Liverpool social media accelerated activity

Liverpool National Rail assets in play

Liverpool Merseyrail assets in play

Liverpool arterial road assets in play

Liverpool ONE assets in play

Start 17/04/2023 - End 30/04/2023

Manchester social media warm-up activity

Start 01/05/2023 – End 14/05/2023

Manchester National Rail assets in play

Manchester arterial road assets in play

Manchester social media accelerated activity



# **COLLABORATORS**

**JC DECAUX**

**LIVERPOOL  
CITY COUNCIL**

**GLOBAL  
RADIO**

**MERSEYRAIL**

**NETWORK  
RAIL**

**NHS CHESHIRE  
AND MERSEY**

**LIVERPOOL HEART AND  
CHEST HOSPITALS NHS  
FOUNDATION TRUST**

**LIVERPOOL  
UNIVERSITY  
HOSPITALS  
FOUNDATION  
TRUST**





**MERSEYSIDE**

**LOCATIONS**



**GREATER  
MANCHESTER**



# ACTIVITIES

We worked closely with the health system across Merseyside, particularly, visiting the major regional hospitals and two community Heart Failure services:

Aintree University Hospital

Royal Liverpool Hospital

Liverpool Heart and Chest Hospital

Whiston Hospital

Community Teams

We completed over 1500 miles across the two city regions of Merseyside and Greater Manchester in our BEATie bus.

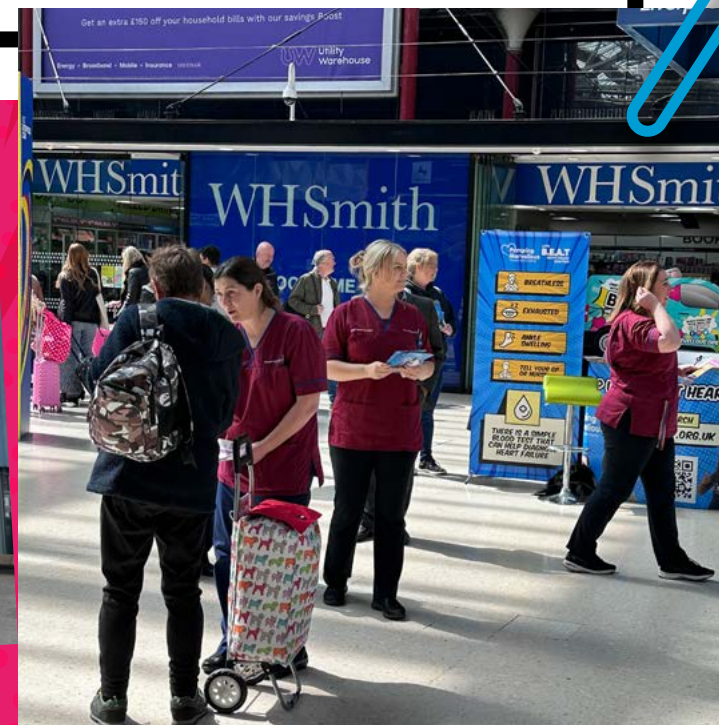






We worked with Merseyrail at Central Station and Network Rail at Lime Street station, putting on all-day awareness stands, supported by Patients, Heart Failure Nurses and Consultant Cardiologists.

Everton FC in the Community, People's Place kindly offered support for our campaign across the region.







# EUROVISION





LET'S #BEATHF TOGETHER!



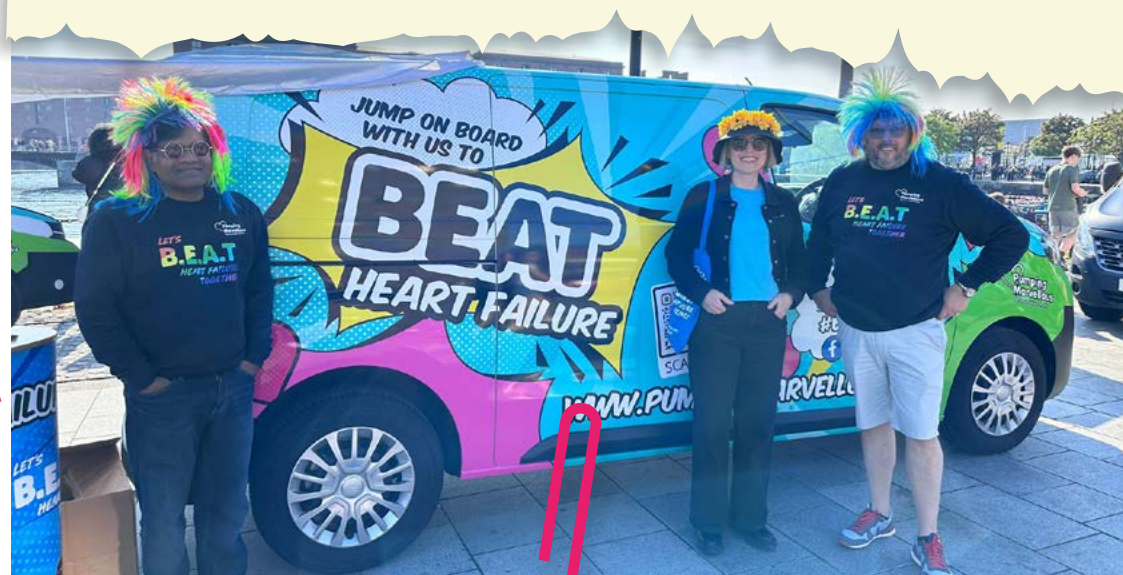
Due to the significant impact and visual nature of our campaign across Merseyside, we were invited to attend Eurovision at the Royal Albert Dock, Liverpool, by Liverpool City Council and the NHS.

We attended 3 days of Eurovision week: Tuesday, Thursday, and the final on Saturday. We had a prominent pitch at the heart of Eurovision with high visibility from the main road, anchored by our BEATie bus with a team from Pumping Marvellous and local NHS teams, offering blood tests, pulse checks and education around Heart Failure and those at risk.

The team from the NHS screened 350 people:

- We detected three new cases of atrial fibrillation detected through the AliveCor KardiaMobile device
- 10 people with Heart Failure symptoms observed by a Consultant Cardiologist
- 30 people with raised blood pressure by NHS team members

If atrial fibrillation, Heart Failure symptoms or high blood pressure were detected, a letter was given to the person to make an appointment with their GP.



# PRESS

## PRESS ACTIVITY

15 press releases were sent out per region.

We made four appearances on BBC Radio Merseyside – two on the breakfast show and two on drivetime shows. The radio shows were attended by Nick Hartshorne-Evans, Founder and CEO of the Pumping Marvellous Foundation and Dr Rajiv Sankaranarayanan, Consultant Cardiologist and Heart Failure Lead for NHS Cheshire and Mersey.

## PRESS COVERAGE

[qrco.de/MattAshton](http://qrco.de/MattAshton)



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[qrco.de/Eurovision1](http://qrco.de/Eurovision1)



SCAN ME

[qrco.de/InYourArea](http://qrco.de/InYourArea)



SCAN ME

[qrco.de/HeartDance](http://qrco.de/HeartDance)



SCAN ME

[qrco.de/NorthernEcho](http://qrco.de/NorthernEcho)



SCAN ME



# POLITICAL/COUNCIL ENGAGEMENT

Although we didn't get any face-to-face engagement due to prior engagements, we received a letter of support/email from the following:

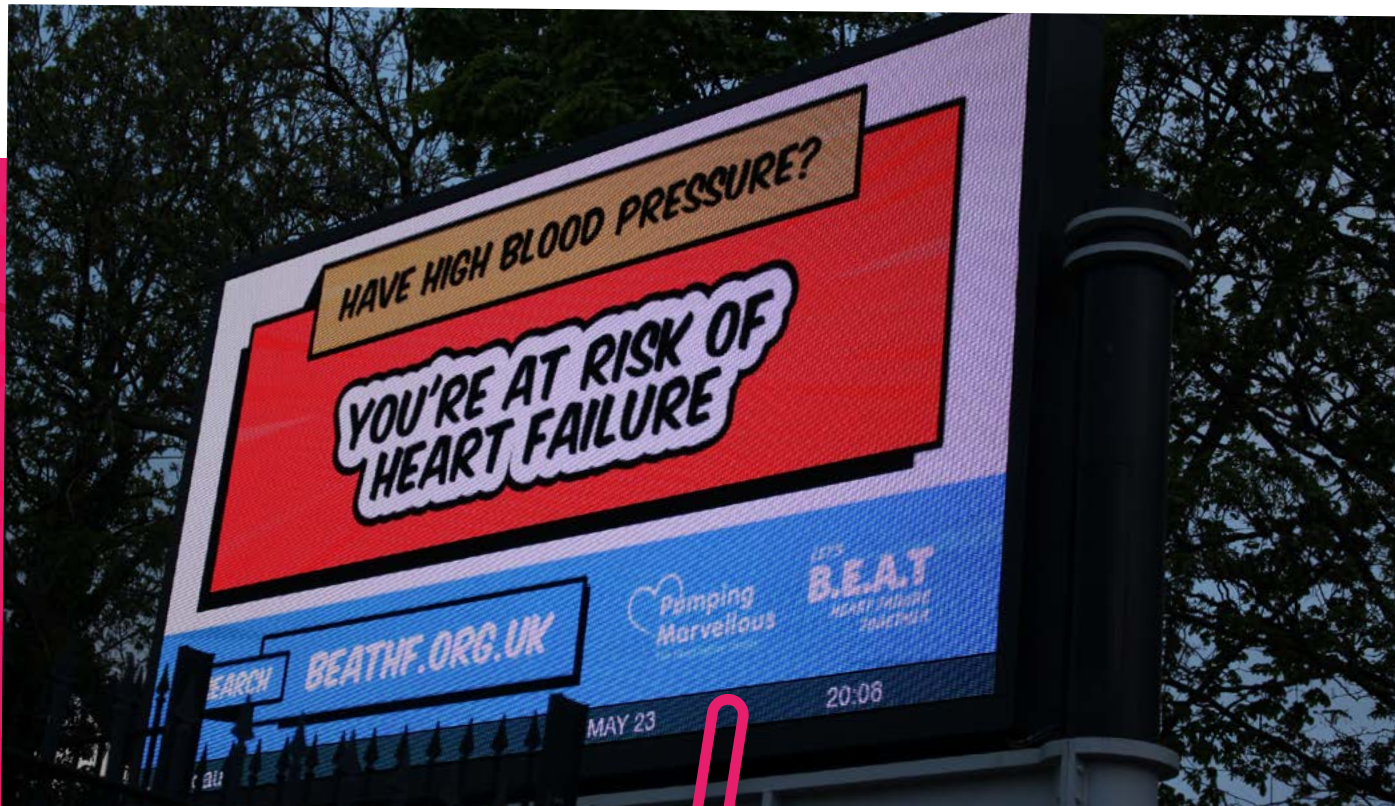
Steve Rotheram – Metro Mayor of the Liverpool City Region

Joanne Anderson – Mayor of Liverpool

Ian Byrne – MP for West Derby

Kim Johnson – MP for Riverside

We were also joined and supported by Professor Matthew Ashton, Director of Public Health for Liverpool, at one of our events.





# OUTCOMES

During the full duration of the campaign, we achieved impressive results across all media assets.

Firstly, we'd like to mention a real golden nugget. As you may realise it is very difficult to measure the impact of radio campaigns, particularly a multi-channel campaign. However, we received an email from a lady called Kate who lives in the North West. She agreed to record a podcast with us – it's worth a listen. She said our campaign saved her dad's life. This is impact.

[qrco.de/KatePodcast](https://qrco.de/KatePodcast)

**Total Station Impressions** – this is the total number of impressions created across National Rail and Merseyrail over a 4-week period.

**10,711,839**

**Total Road Impressions** – this is the total number of impressions created across the main arterial road networks where our adverts were situated in Merseyside and Greater Manchester over a 4-week period.

**2,092,187**

**Total Mall Impressions** – this is the total number of impressions created across Liverpool ONE shopping centre over a 2-week period.

**4,032,858**

**Total Impressions** - digital assets

**16,836,884**

N.B. - a marking impression is when somebody sees the advert impression.



## 10,711,839 STATION IMPRESSIONS







2,092,187 ROAD IMPRESSIONS



4,032,858 MALL IMPRESSIONS





# RADIO

**Total Radio Impressions**  
- total number of radio impressions across the 12-week Classic FM campaign.

**25,896,000**

**Total Radio Reach**

**4,257,000**

**Total Radio OPH**  
(Opportunity to Hear)

**6.1**

**Total Click-Throughs to Campaign Site** [beathf.org.uk](http://beathf.org.uk)

**54,882**



# THE RESULTS

**Total Impressions Whole Campaign Duration**

Social Media **9,721,637**

Mass Transit and Shopping Mall **16,836,884**

Radio - Classic FM **25,896,000**

Total **52,454,521**



# ACKNOWLEDGEMENTS

All the volunteers who helped with the set-up and days attended.

**Dr Rajiv Sankaranarayanan**, Consultant Cardiologist and Heart Failure Lead for NHS Cheshire and Mersey.

**Heart Failure Teams and Cardiac Teams** from:

- Liverpool University Hospitals Foundation Trust
- Liverpool Heart and Chest Hospitals NHS Foundation Trust
- Litherland Community Team

**Professor Matthew Ashton** and the **Liverpool City Council Public Health Team**.

**NHS Cheshire and Mersey** for their support.

**Everton FC People's Place Community Hub**.

**Global Radio** for a great set of adverts voiced by **Adrian Dunbar**.

**JCDecaux Group** for helping strategically place our assets across the two regions.

**Roche Diagnostics UK** who provided on request a hands-off Educational Grant for the project.

And of course, the **Chief Executive of the "Baboon Troop"** at Knowsley Safari Park who stole the washer nozzle on the BEATie bus – even you couldn't deter us!













**Interested in actively supporting our BEAT HF campaign? Please use the contact details below.**



**01772 796542**



**[www.pumpingmarvellous.org](http://www.pumpingmarvellous.org)**



**[hearts@pumpingmarvellous.org](mailto:hearts@pumpingmarvellous.org)**

**LET'S**  
**B.E.A.T**  
**HEART FAILURE**  
**TOGETHER**

### **Can you help us by donating or fundraising?**

This resource has been supplied free of charge by the Pumping Marvellous Foundation. We rely on contributions to help us provide this vital service. Thank you!

**SCAN HERE  
TO DONATE**



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**FUNDRAISING  
REGULATOR**

