



# BEAT HF ILLUMINATING LONDON ON WORLD HEART DAY

## SUPPORTED BY



Primary Care  
Cardiovascular  
Society

Driving primary care to deliver  
the best in cardiovascular health



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



**WORLD  
HEART  
DAY** 29 SEP

**BREATHLESS • EXHAUSTION • ANKLE SWELLING • TELL YOUR GP OR NURSE**

**200,000 PEOPLE ARE  
DIAGNOSED WITH  
HEART FAILURE EVERY  
YEAR IN THE UK**

**OVER 1,000,000 PEOPLE  
IN THE UK HAVE TO LIVE  
WITH HEART FAILURE  
EVERY DAY**

**USE B.E.A.T TO  
AID AN EFFICIENT  
DIAGNOSIS**

**ACCESS FOR ALL  
PATIENTS TO HEART  
FAILURE SPECIALISTS**

**ACCESS TO THE  
BEST TREATMENTS  
AND CARE**

**PATIENTS  
MANAGED WELL IN  
PRIMARY CARE**

**PATIENTS OFFERED  
WAYS TO SELF-MANAGE  
THEIR CONDITION**

**LET'S BEAT HF TOGETHER!**



For one day only we took our BEAT HF Heart Failure campaign to London and illuminated the Capital through multi-channel advertising assets. The day was the 29th September - World Heart Day.

The importance of building awareness to the public has never been so important. After the Pandemic and with an aging population, the UK has a population that is at an ever increasing risk of Heart Failure. In 2018 NHS England and NICE indicated that there were 920,000 people living with Heart Failure. The British Heart Foundation indicated that 200,000 people are diagnosed every year with Heart Failure. This is why we indicate there are over 1 million people living with Heart Failure, do the maths.

We believe our role, as the UK's patient-led Heart Failure charity is to build awareness of this condition. Heart failure does not discriminate and impacts all generations from babies to the elderly and all in between.

In London, on World Heart Day 2023 we achieved these figures

Social media across all platforms

Impressions - 284,196

Engagements - 6,514

Click-throughs to campaign site - 2,144

Digital signage on main arterial roads into London served through 27 premier digital boards - 918,899 impressions.

Large digital video motion board at mainline stations - 58,940 impressions.

Large Leicester Square digital board - 112,925 impressions.

Heart FM - 250,000 reach.



**IF YOU WOULD LIKE TO LEARN MORE ABOUT THE PROJECTS THAT THE PUMPING MARVELLOUS FOUNDATION HAS BEEN INVOLVED IN, PLEASE DON'T HESITATE TO GET IN CONTACT.**

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**B.E.A.T**  
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**TOGETHER**

