

**THE STORY OF
PUMPING MARVELLOUS,
THE UK'S HEART
FAILURE CHARITY!**

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

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?

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.

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.

onlinelibrary.wiley.com/doi/abs/10.1002/ejhf.2950

OUR STORY

WHO WE ARE?

The Pumping Marvellous Foundation is the UK's patient-led Heart Failure charity. We educate people living with heart failure and help them to better self-manage their condition.

The Pumping Marvellous Foundation's goal is to deliver HOPE to its recipients through the facilitation of better outcomes by cross-working and advocating at a local, regional, national, and international level. Working hand in hand with all stakeholders to deliver better pathways and be the patient voice of progression.

We host the largest heart failure support group that facilitates conversations amongst patients to share their own experiences of living with heart failure whilst learning from others.

Peer to peer support is invaluable. Through talking through problems and by sharing the challenges, we feel as though this can reduce the burden.

We are the go-to organisation for providing insights into living with heart failure across the UK and beyond. Our patient educators supply insights to life-science companies, the NHS, the National Institute for Health and Care Excellence (NICE), the Scottish Medicines Consortium (SMC) and also world-leading research projects, educating the next generation of Heart Failure specialists.



WHERE IT ALL STARTED?

The charity was formed in 2010 when our founder and CEO Nick who was 39, received a diagnosis of heart failure. As a business owner, he saw an opportunity to change how people with heart failure were cared for.

He aimed to address the lack of support and correct easily accessible yet misleading and outdated statistics surrounding the condition.

Like many, Nick had no idea what heart failure was before his own diagnosis. He wanted to understand why the condition was not widely talked about in the same way as other conditions, given that it impacts over 1 million people across the UK. Hoping that in turn, broader awareness would lead to faster diagnosis and ultimately better outcomes.

OUR GOALS

After years of campaigning for changes in care pathways, whilst raising much-needed awareness, our voice is being heard. We are the patient's voice and patients are at the heart of everything we do. We listen to the concerns raised by our community to drive the direction of the charity and to gather their insights on how we may achieve this together. We work at a strategic level with the NHS across the UK.

Our main goals are:

1. To support patients, carers and their families on how to self-manage the psychological, economic and physical impacts on their lives that the condition imposes
2. To improve the timescale to a diagnosis of heart failure in primary care
3. To increase the number of patients receiving specialist heart failure care and support
4. To influence policies of all stakeholders to reflect the needs of the heart failure community

WHAT WE MEAN TO OUR COMMUNITY

GARY



I was diagnosed with heart failure early in 2018. I was in hospital after I had gone to a walk-in clinic with what turned out to be Pulmonary Oedema, as a result of a heart attack I didn't know I'd had. I was 59 years old, and in a matter of barely a month had gone from weight training at my gym 60-90 minutes at a time, four days a week to hardly being able to walk 200 metres from the front door of the hospital to my wife's car when I was discharged.

To say I was disheartened was an understatement. I thought I was going home severely incapacitated by comparison to my 'former' self, to deteriorate further and eventually die.

With strong quiet encouragement and support from my wife, I found the Pumping Marvellous website on the internet, and I am so glad that I did. Not only had I discovered a wealth of information explaining my condition in a way that was easy to understand but better still, that it is entirely possible to live well with heart failure, and even improve physical function. Best of all, [I found] an entire community of supportive new 'virtual' friends, who had been where I now found myself and were happy to share a common experience which was instrumental in motivating me to move forward. Today I am as well and fit as I can be. I have walked up Snowden and now exercise most days. I am also in a good place mentally, having been able to adapt to and accept my new reality with heart failure. With Pumping Marvellous at my back, that transition has been more positive than I could have hoped it would be for me when I embarked on this new chapter in my life.

SARAH



Thankfully, I found Pumping Marvellous not long after my diagnosis of heart failure. I was 41 and felt very isolated as a young(ish) person with this condition. Finding Pumping Marvellous showed me that I'm not alone. It answered my questions and eventually, I became a patient educator for the charity, which gave me a purpose which I never thought I'd ever have again.

Pumping Marvellous is an advocate for all patients with heart failure, giving them a 'voice' that is so needed for a condition that is often ignored or misunderstood. I'm not sure what I would have done without them.

RICH



Pumping Marvellous has been a key part of my journey since my heart failure diagnosis. Not only has it provided much-needed support in helping me live well with the condition and understanding the impact on my life, but Pumping Marvellous has given me a channel through which I can engage with others.

The opportunities that Pumping Marvellous has afforded me, have been a key part of accepting and managing my heart failure, while also being able to give back to the heart failure community through the different events that I have been involved in. From conferences to patient groups to running the London Marathon to raising awareness of heart failure. Pumping Marvellous has been the key element that has made my post-diagnosis journey all the more fulfilling. I'm extremely proud of the work I've done with Pumping Marvellous and above all else, I feel a part of the heart failure family that Pumping Marvellous has built.



DONNA

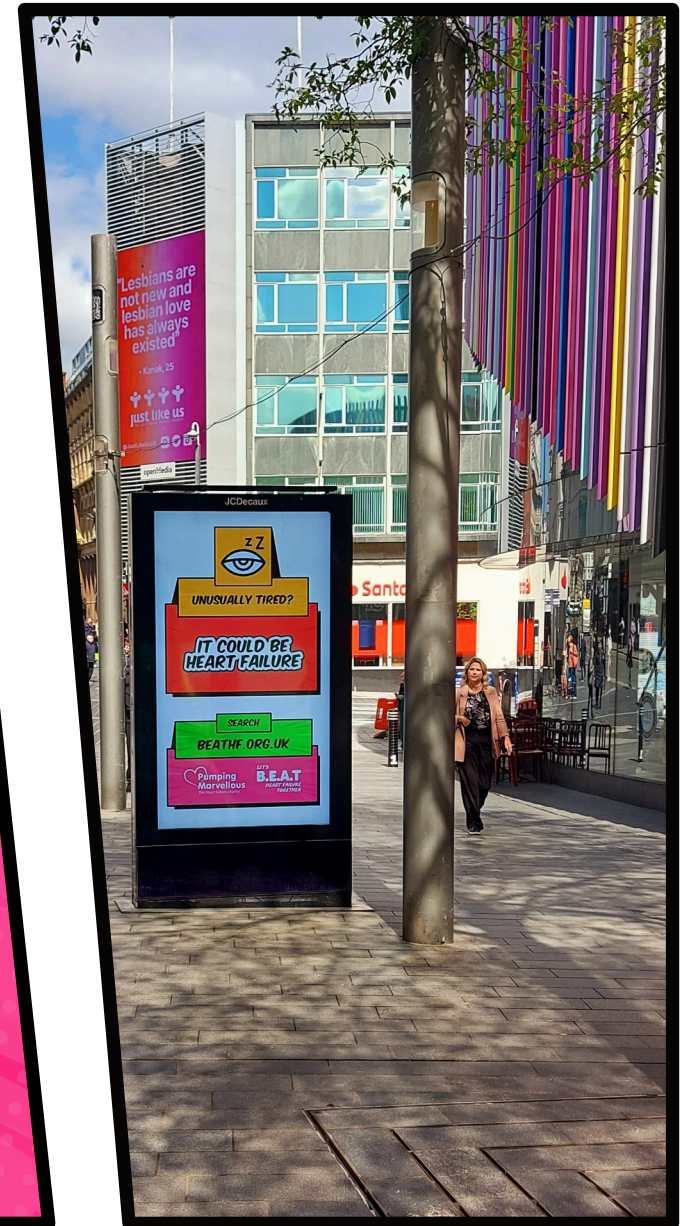


I was diagnosed with heart failure in February 2014 at 26 years old. I will never forget hearing those words; I thought my life was over and I was going to die. Although growing up with heart problems it was still such a shock to have that diagnosis after a full year of feeling unwell and being told it was asthma.

I found the Pumping Marvellous Foundation through Google. I had searched for heart failure and their YouTube channel and Facebook pages popped up. I opened Facebook and typed in Pumping Marvellous and joined. I am so glad I hit that button, as I was made to feel so welcome from day one and I knew from that minute I wasn't alone anymore.

Pumping Marvellous has helped me in so many ways, there are not enough words or thank yous to the Pumping Marvellous team. They taught me that life doesn't end after a heart failure diagnosis. It begins. You learn to love the new you and adapt.

I became a volunteer for the charity which I love, I have made so many amazing friends who understand what you go through each day. I have also learned a lot about heart failure. If Pumping Marvellous wasn't here, I know that even now I would still be struggling with my diagnosis so thank you Pumping Marvellous for everything.



*Other than any minor changes for clarity or spelling these quotes have not been adjusted in any way.

A CAMPAIGN TO BE PROUD OF

We would like to share our latest campaign with you. Our strategy was to deliver a public awareness campaign based on 'BEAT' with understandable messages focused 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

CAMPAIGN DURATION

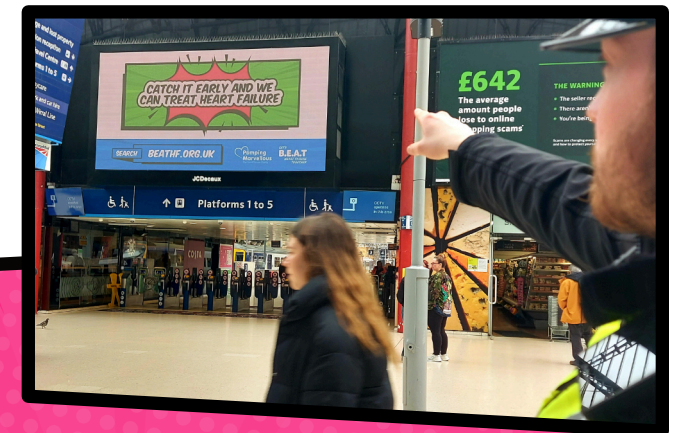
W/C 20/02/2023 through to W/E 14/05/2023

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

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 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.

CAMPAIGN RESULTS

TOTAL IMPRESSIONS

52,487,521

TOTAL CLICKS TO CAMPAIGN PAGE

54,882

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



WHY PICK PUMPING MARVELLOUS?

WE RECOGNISE THAT YOU MAY HAVE COUNTLESS CHARITIES CONTACTING YOU AND YOU WANT TO MAKE SURE YOUR FUNDING HAS THE MOST IMPACT

Firstly, Pumping Marvellous is operated by a cost-effective but dynamic and passionate team. We operate on a national scale and beyond. We are the number one supplier of heart failure patient-developed booklets across the UK to the NHS. We are recognised by many organisations including the NHS, SMC and life science companies who signpost patients to our website, community support groups, etc.

WE ARE A KEY OPINION LEADER IN HEART FAILURE PATIENT ADVOCACY

We have supported and helped develop over 50 volunteers to become patient experts who now represent the charity. They are regularly asked to provide patient insights and take part in conversations with the NHS and life-science companies to improve treatment paths. Our passionate team of patient educators are all people living with heart failure and are driven to help their peers.

Our CEO Nick Hartshorne-Evans is involved in driving the heart failure conversation at a national policy level.



SCAN BELOW TO READ SOME OF THE SUCCESSES OF THE PUMPING MARVELLOUS FOUNDATION



PUMPING MARVELLOUS: PATIENT CHARTER

Our patient charter has since been
adopted by NHS England



NHS ENGLAND: PUTTING PATIENTS AT THE HEART OF HEART FAILURE SERVICES



HEART FAILURE: AN INCONVENIENT TRUTH WHITE PAPER



LANGUAGE MATTERS: REPRESENTATIONS OF 'HEART FAILURE' IN ENGLISH DISCOURSE

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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LET'S

B.E.A.T

HEART FAILURE
TOGETHER



FUNDRAISING
REGULATOR

