# HEART FAILURE AWARDENSS WEEK May 5-11, 2024

#HeartFailureWeekCan

CHFS SCIC Canadian Heart Failure Society Société canadienne d'insuffisance

## Social Media Toolkit

## Help raise awareness about heart failure

Looking for inspiration for your social media posts during Heart Failure Awareness Week (HFAW)? Explore our toolkit, which provides wording and visuals for your social media content.

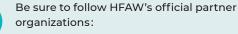
**Toolkit Tips** 

Use the hashtag **#HeartFailureWeekCan** in all your posts.

Stay updated and find
inspiration for your activity by
following HFAW's official social
media channels:
©Conodion Hoort Foilune Cooie

@CanadianHeartFailureSociety

- @CanHFSociety
- X @CanHFSociety
- in @CanadianHeartFailureSociety



@SCC_CCS	@CanHFSociety
@HeartLifeCanada	@HeartandStroke
@PHRIresearch	@CACPR_1
@CCCNurses	@trogersresearch

## **Graphics and Messaging**

## Pre-HFAW Week: April 22 - May 5



#### Key messaging:

- Countdown to HFAW 2024 and how to get involved.
- CHFS pages to follow, how to access resources, or organize your own event.

### Sample posts for: 🔟 🚺 🛄

The countdown to Heart Failure Awareness Week 2024 has begun! Get involved and learn more about how you can make a difference. Follow @CanadianHeartFailureSociety for updates and visit heartfailure.ca to access downloadable resources. #HeartFailureWeekCan

### Sample posts for: X

Only x days left until Heart Failure Awareness Week 2024! Join us in raising awareness and making a difference. Follow @CanHFSociety for updates and head to heartfailure.ca to learn more and access downloadable resources. #HeartFailureWeekCan.

## **HFAW Week: Between May 5-11**



What are the 😁

common symptoms of heart failure?

#### Key messaging:

Announce the kick-off of HFAW 2024 and how to get involved.



The wait is over! Heart Failure Awareness Week 2024 is finally here. Let's come together to raise awareness and support those affected by heart failure. Visit heartfailure.ca for more information and resources. #HeartFailureWeekCan



It's here! #HeartFailureWeekCan has officially kicked off. Join us in spreading awareness and learning about heart failure. Visit heartfailure.ca for more information

#### Key messaging:

- Risks, symptoms and how to get help.
- Learn the common symptoms of heart failure.



*Option 1:* Knowledge is key to managing heart failure. Set Educate yourself about the symptoms and risks. Follow @CanadianHeartFailureSociety for valuable insights and visit heartfailure.ca to access resources and learn more. #HeartFailureWeekCan

*Option 2*: Do you know the signs of heart failure? Shortness of breath, fatigue, swelling in feet, ankles, legs and stomach and a persistent cough, it's important to recognize the symptoms early. Join us during Heart Failure Awareness Week 2024 to learn more. Be sure to follow @CanadianHeartFailureSociety for events and updates and visit heartfailure.ca to access downloadable resources. #HeartFailureWeekCan

*Option 3:* Take a stand for heart health during Heart Failure Awareness Week! Share this post to educate your friends and family about the importance of recognizing the signs of heart failure. Together, we can save lives.



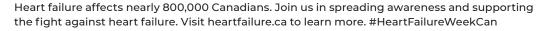
*Option 1*: Shortness of breath? Persistent cough? Swelling in feet, ankles, legs and stomach? Know the signs of heart failure and take action. Visit heartfailure.ca to learn more more about symptoms and how to get help during #HeartFailureWeekCan.

*Option 2*: Join us in raising awareness for #HeartFailureWeekCan! Learn the signs, symptoms, and prevention strategies to live a heart-healthy life. It's time to act now for a longer, healthier future. Visit heartfailure.ca to learn more.

#### Key messaging:

Key facts and statistics.

Sample posts for: 0 f in



#### Sample posts for: 🚺

Did you know nearly 800,000 Canadians live with heart failure? Let's work together to spread awareness and improve outcomes. Join us during #HeartFailureWeekCan to make a difference. Visit heartfailure.ca to learn more.



#### Did you know? Nearly 800,000 Canadians live with Heart Failure.



## Post HFAW Week: Between May 12th - 18th

Thank you for your support in raising awareness for heart failure!



#### Key messaging:

How to keep the awareness going: story bank, follow pages, access resources.



Option 1: Let's continue the conversation beyond Heart Failure Awareness Week. Follow @canadianheartfailuresociety for ongoing updates. Visit heartfailure.ca to access resources and to stay informed and engaged. #HeartFailureWeekCan #CHFS

Option 2: Let's continue to raise awareness and promote heart health all year round. Follow @CanHFSociety for ongoing updates and visit heartfailure.ca to learn more and access downloadable resources. #HeartFailureWeekCan #CHFS



Heart Failure awareness doesn't end with the week. Keep the momentum going by following @CanHFSociety and accessing valuable resources at heartfailure.ca. Together, we can make a lasting impact. #HeartFailureWeekCan #CHFS



Visit HeartFailure.ca or scan the OR code to download graphics and other resources to support your social media efforts.

Share these assets to amplify the message and engage vour audience effectively.



## Thank you for your support in raising awareness for heart failure during Heart Failure Awareness Week 2024!

## Together, we can make a difference in the fight against heart failure.













#### **SPECIAL THANKS:**

This event is made possible through support from Abbott, Boehringer Ingelheim Lilly, Novo Nordisk and Pfizer.



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This content has been independently researched and/or written and reviewed by event organizers. Event sponsors have no direct influence over any aspect of the materials and activities associated with Heart Failure Awareness Week.





May 5-11, 2024