

HEART FAILURE AWARENESS WEEK

May 4-10, 2025

#HeartFailureWeekCan



It's not normal to be breathless

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:

- @CanadianHeartFailureSociety
- @CanHFSociety
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- @CanadianHeartFailureSociety

Be sure to follow HFAW's official partner organizations:

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

Graphics and Messaging

Pre-HFAW Week: April 21 - May 4



Key messaging:

- Countdown to HFAW 2025 and how to get involved.
- CHFS pages to follow, how to access resources, or organize your own event.

Sample posts for:



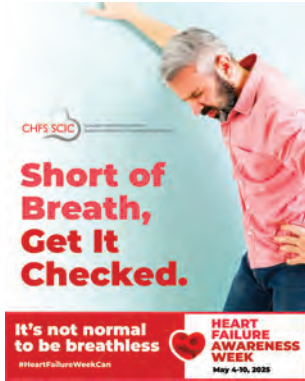
The countdown to Heart Failure Awareness Week 2025 has begun! Get involved and learn more about how you can make a difference. Follow @CanadianHeartFailureSociety for updates and visit heartfailure.ca to access downloadable resources. #HeartFailureWeekCan

Sample posts for:



Only x days left until Heart Failure Awareness Week 2025! 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 4th-10th



Key messaging:

- ♥ Announce the kick-off of HFAW 2025 and how to get involved.

Sample posts for:   

The wait is over! Heart Failure Awareness Week 2025 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

Sample posts for: 


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.

Sample posts for:   

Option 1: Knowledge is key to managing heart failure.  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 2025 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.

Sample posts for: 

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 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:   

Heart failure affects nearly 800,000 Canadians. Join us in spreading awareness and supporting the fight against heart failure. Visit heartfailure.ca to learn more. #HeartFailureWeekCan

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.

Post HFAW Week: Between May 11th - 17th



Key messaging:

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

Sample posts for:

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

Sample posts for:

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 QR code to download graphics and other resources to support your social media efforts.



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



Thank you for your support in raising awareness for heart failure during Heart Failure Awareness Week 2025!

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.

HABIT

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