



HEART FAILURE

AWARENESS WEEK MAY 3-9, 2021

LIVING WELL WITH HEART FAILURE

in partnership with



Help raise awareness about heart failure

Join the conversation during the third **Canadian Heart Failure Awareness Week May 3-9th, 2021**. Your social media platforms are the perfect tool to reach a large audience and to educate people about heart failure.

This toolkit will provide you with tips and tools to use in your social and digital communications (Facebook, Twitter, Instagram... whatever social media platforms you use).

Official Canadian Heart Failure Awareness Week Hashtag:

Canadian Heart Failure Awareness Week partners will be using **#HeartFailureWeekCan** to spread the word.

Canadian Heart Failure Awareness Week

The Canadian Heart Failure Society (CHFS), an affiliate of the Canadian Cardiovascular Society, is hosting the 3rd Canadian Heart Failure Awareness Week. This year's theme is: **Self-care and self-management in a virtual world**.

Heart failure (HF) is gaining attention across Canada and throughout the world as more people are living with HF. CHFS has taken steps to engage health care providers in raising awareness about new and current standards of practice, summarized in the Canadian Cardiovascular Society HF Guidelines, to improve care for patients living with HF.

As part of this effort, CHFS has partnered with six Canadian organizations to create an annual national campaign to promote HF awareness among health care professionals, patients and their families.

Creating content for your social media platforms

Reach your followers and raise awareness by using any of the following ready-to-use posts or customize them to fit your own voice or your organization's goals.

▶ Sample Tweets/Facebook Posts

More than 600,000 Canadians of all ages are living with heart failure – and the number is rising. Treatments are available to live longer and healthier lives. Learn more at heartfailure.ca, heartlife.ca, heartandstroke.ca

#HeartFailureWeekCan

Self-management and self-care is the bridge to staying healthy in a virtual world. Refer to the Patient Journey Map and tool-kit to understand the patient journey and live the quality of life you deserve. Visit heartlife.ca

#HeartFailureWeekCan

Now more than ever, it's time to curb the transmission of COVID-19. Be sure to refer to the "Recommendations for Patient Safety" tool and other COVID-19 resources available at ccs.ca

#HeartFailureWeekCan



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Toolkit and Resources

Bring your posts to life! Consider including a graphic or any of the following links:

- [HFAW graphic](#)
- [Poster](#)
- [Heart and Stroke Virtual Care Checklist](#)
- [CCS COVID Infographic](#)
- [Patient Journey and Charter Poster](#)

Patient Education and Support Resources

heartfailure.ca

heartlife.ca

heartandstroke.ca/heart/conditions/heart-failure

cacpr.ca

Professional Education Resources

heartfailure.ca

sqic.org

ccs.ca

cmha.ca

Be sure to follow [@CanHFSociety](#) and the following CHFAW partner organizations :

[@SCC_CCS](#)

[@CACPR_1](#)

[@HeartLifeCanada](#)

[@CCCNurses](#)

[@HeartandStroke](#)

[@SQIC_QHFS](#)

Thank you for supporting Canadian Heart Failure Awareness Week 2021!

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