


PLAYBOOK 2  22 WORLD HEART DAY



# WORKING TOGETHER

Everyone can participate in World Heart Day!  
Individuals, families, schools, community groups and governments.

For any assistance with the campaign, please email [WORLDHEARTDAY@WORLDHEART.ORG](mailto:WORLDHEARTDAY@WORLDHEART.ORG)  
The World Heart Day team will do their utmost to support you.



# CONTENTS

1.

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# INTRODUCTION

For over two decades the World Heart Federation has been leading the World Heart Day movement – informing people around the world that cardiovascular disease (CVD), including heart disease and stroke, is the leading cause of death globally. Nearly 19 million lives are lost every year because of CVD, and World Heart Day is an opportunity to highlight the actions that individuals can take to prevent and manage CVD.

# THE HISTORY

## 80%

OF PREMATURE  
CVD DEATHS ARE  
PREVENTABLE BY  
LIMITING RISK  
FACTORS:

TOBACCO USE



UNHEALTHY DIET



PHYSICAL INACTIVITY



1.2

# BEATING TOGETHER

WorldHeart Day activities inspire people to take charge of their own heart health as well as that of others. This year's campaign highlights that we are all in this together, with the key message:

**USE  FOR EVERY **

## UNITING

all people from all countries and backgrounds in the fight against CVD

## DRIVING

international action

## ENCOURAGING

heart-healthy living

## BELIEVING

in a world where heart health is a fundamental human right



2.

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2022

CAMPAIGN THEME

## THE MEANING OF

**USE** 

**USE ♥ IS A GLOBAL, UNIVERSAL CALL TO ACTION.**

It means using our head, influence and compassion to beat cardiovascular disease, the world's number one killer.



2.1

# HISTORICAL CONTEXT

For World Heart Day 2022  
there is a shift from

USE ♥ TO

to

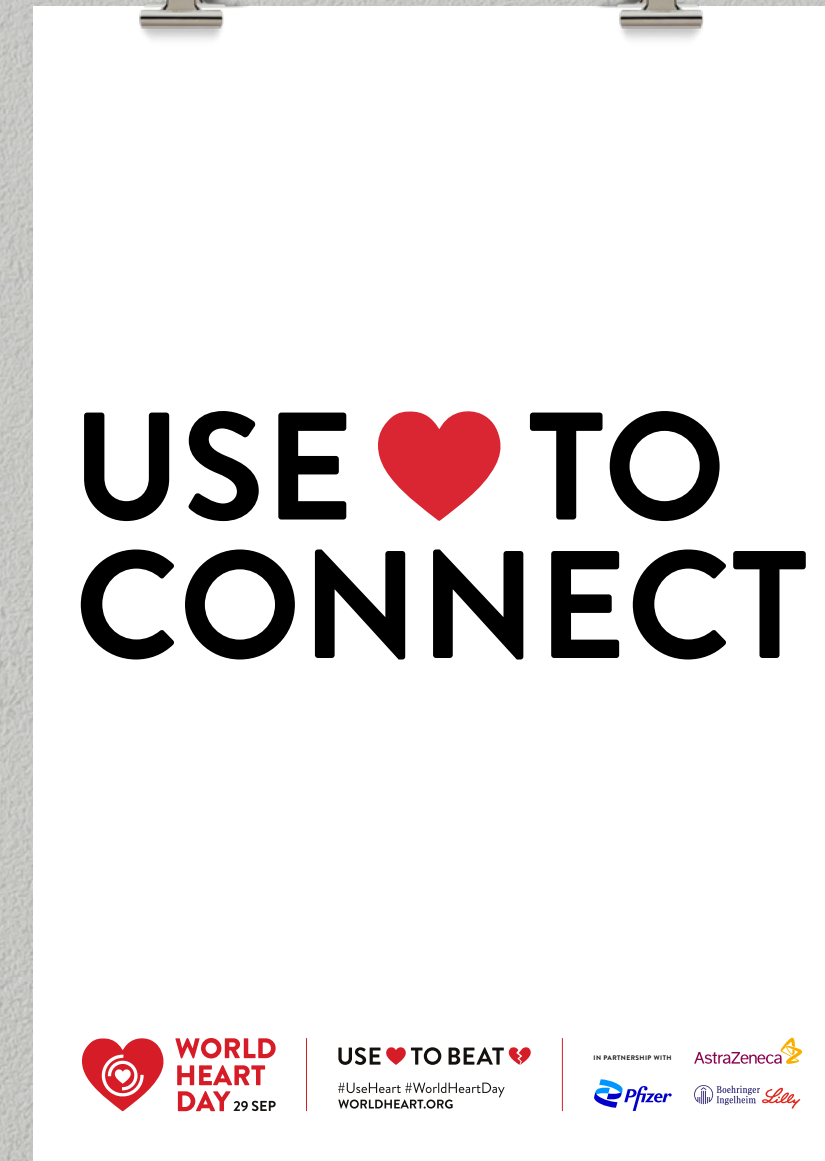
USE ♥ FOR



2020



2020



2021



2022

## 2.2

# OUR 2022 CAMPAIGN KEY MESSAGE

World Heart Day is an opportunity for everyone to stop and consider how best to use heart for humanity, for nature, and for you. Beating CVD is something that matters to every beating heart.

**USE ❤️ FOR  
EVERY ❤️**

**WORLD HEART DAY** 29 SEP

#UseHeart | #WorldHeartDay  
**WORLDHEARTDAY.ORG**

IN PARTNERSHIP WITH  
Boehringer Ingelheim *Lilly* **SERVIER**

### **ACTION**

This is what we are asking people to do. To Use Heart in all their actions. To think differently. To make the right decisions. To act with courage. To help others. To engage with this important cause.

### **CONNECTION**

The heart is the only organ you can hear and feel. It is the first and last sign of life. It is one of the few things with the potential to unite all of us as people.

### **PURPOSE**

The use of “FOR” swings the focus from the actions themselves to the beneficiaries of the actions, allowing for wider application of the campaign while also making it more personal.

### **GOAL**

We want World Heart Day campaign messages to reach as many individuals as possible to help achieve cardiovascular health for every heart.

# USE FOR EVERY

**Pillar 1:**

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Beneficiary

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**USE  FOR HUMANITY**

Global issue

---

**INEQUITY**

Impact

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**HEALTHCARE ACCESS**

**Pillar 2:**

---

Beneficiary

---

**USE  FOR NATURE**

Global issue

---

**PLANET**

Impact

---

**POLLUTION**

**Pillar 3:**

---

Beneficiary

---

**USE  FOR YOU**

Global issue

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**PRESSURES**

Impact

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**STRESS**

## PILLAR 1

### USE ♥ FOR HUMANITY

Access to treatment and support for CVD varies widely across the world. Over 75% of CVD deaths occur in low- to middle-income countries, but access can be an issue anywhere. By getting involved with global events such as World Heart Day, as well as local activities, we are empowered to spread awareness and help make a difference in the lives of all humankind.



EMOTIONAL POSTER



FACTUAL POSTER

# PILLAR 2

## USE ♥ FOR NATURE

Air pollution is responsible for 25% of all CVD deaths, taking the lives of 7 million people every year. Whether they are more immediate actions like walking or cycling instead of travelling by car, or longer-term efforts such as supporting clean air legislation, each of us can contribute to a healthier planet in our own way.



EMOTIONAL POSTER

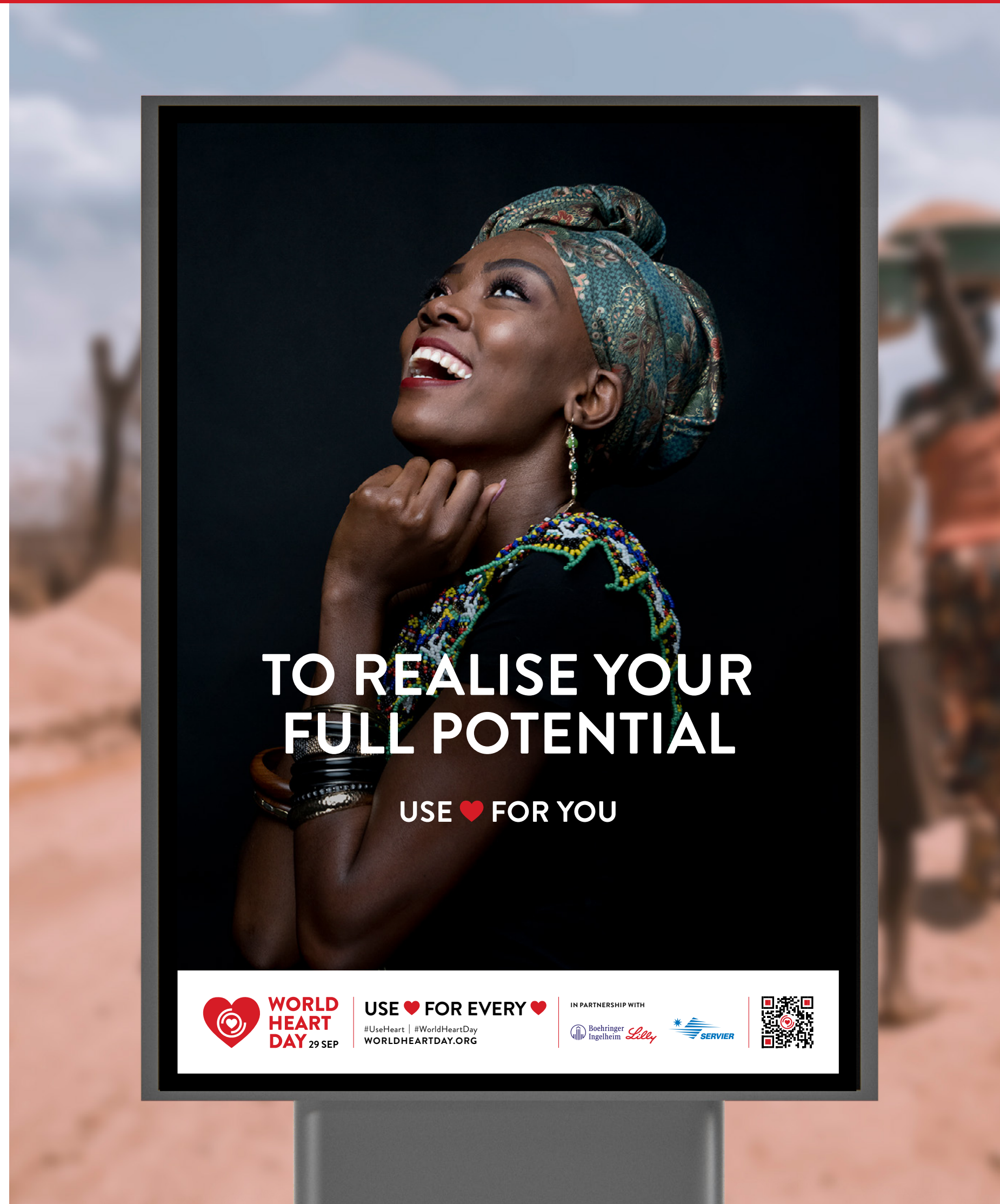


FACTUAL POSTER

# PILLAR 3

## USE ♥ FOR YOU

Psychological stress can double the risk of having a heart attack. Exercise, meditation, and getting enough quality sleep help to lower stress levels. By resisting the harmful coping mechanisms and bad habits induced by stress, we can maximise our individual heart health.



EMOTIONAL POSTER



FACTUAL POSTER

2.4

# PERSONALISATION OF THE CAMPAIGN

We encourage you to personalise your campaign, whether you're focusing on the grand scale of humanity, individual behaviours, or anything in between. Apply your own perspective, world view, and lived experience to make the campaign your own.

**USE ❤️ FOR HUMANITY**

**NATURE, SPECIES, CIVILISATION,  
CULTURES, NATIONS, SOCIETIES, RESIDENTS,  
CITIES, HABITATS, HEALTHCARE PROVIDERS,  
COMMUNITIES, THOSE AT HIGH RISK,  
PEOPLE LIVING WITH CVD, FOLLOWERS,  
NETWORK, NEIGHBOURS, COLLEAGUES,  
FRIENDS, HOUSEHOLDS, FAMILY**

**& FOR YOU**

THIS WORLD HEART DAY **USE ❤️ FOR EVERY ❤️**

3.

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# RESOURCES



A toolkit containing a variety of digital and printable assets is available for promoting the campaign. Some assets are provided in multiple languages allowing for cost-effective and impactful local deployment of the global campaign.

Resources can be used by World Heart Federation Members, World Heart Day Partners, individuals, not-for-profit organisations, and hospitals.

For-profit companies that are interested in a partnership can contact [SPONSORSHIP@WORLDHEART.ORG](mailto:SPONSORSHIP@WORLDHEART.ORG)



[CLICK TO ACCESS THE RESOURCES](#)



# 3.1

# CAMPAIGN THEME FACTSHEET

A one-page Campaign Theme Factsheet has been developed to summarise the overall campaign theme and its three supporting pillars. The Campaign Theme Factsheet allows everyone from the busiest executive to the super stressed student and the most in-demand influencer to easily absorb the messaging of the campaign and get involved.



### World Heart Day 2022 theme

**USE ♥ FOR EVERY ♥**

### OUR 2022 CAMPAIGN KEY MESSAGE

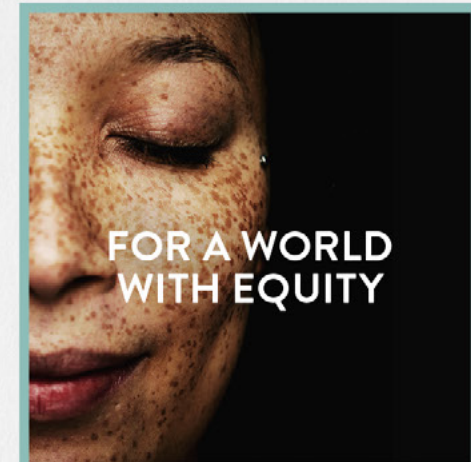
On 29 September, World Heart Day will be an opportunity for everyone to stop and consider how best to use heart for humanity, for nature, and for you. Beating cardiovascular disease is something that matters to every beating heart.

Visit [worldheartday.org](http://worldheartday.org) and follow us on social media to find out how you can get involved – we'll be adding lots of resources, tips and info in the run up to 29 September.

- Facebook @worldheart
- Instagram @worldheartfederation
- Twitter @worldheartfed
- LinkedIn @worldheartfederation

### The pillars

#### USE ♥ FOR HUMANITY



Access to treatment and support for CVD varies widely across the world. Over 75% of CVD deaths occur in low- to middle-income countries, but access can be an issue anywhere.

#### USE ♥ FOR NATURE



Air pollution is responsible for 25% of all CVD deaths, taking the lives of 7 million people every year. Each of us can contribute to a healthier planet in our own way.

#### USE ♥ FOR YOU



Psychological stress can double heart attack risk. Resisting harmful coping mechanisms and bad habits induced by stress helps maximise our individual heart health.

### MAKE THE CAMPAIGN YOURS

We encourage you to personalise your campaign, whether you're focusing on the grand scale of humanity, individual behaviours, or anything in between. Apply your own perspective, world view, and lived experience to make the campaign your own.

- USE ♥ FOR HEALTHCARE ACCESS
- USE ♥ FOR PEACE
- USE ♥ FOR EDUCATION
- USE ♥ FOR CLEAN AIR
- USE ♥ FOR FORESTS
- USE ♥ FOR REDUCING WASTE
- USE ♥ FOR LOWER BLOOD PRESSURE
- USE ♥ FOR A HEALTHY DIET
- USE ♥ FOR PHYSICAL ACTIVITY



#UseHeart | #WorldHeartDay  
[WORLDHEARTDAY.ORG](http://WORLDHEARTDAY.ORG)



 [CLICK TO ACCESS THE CAMPAIGN THEME FACTSHEET](#)

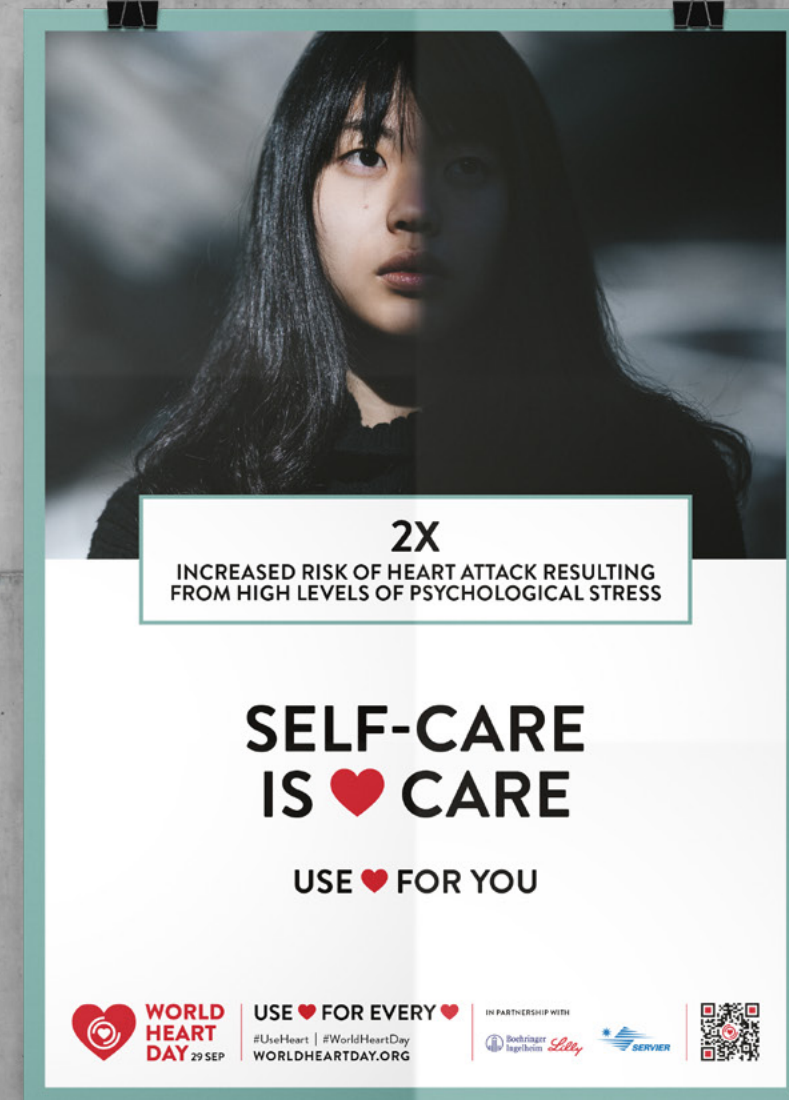
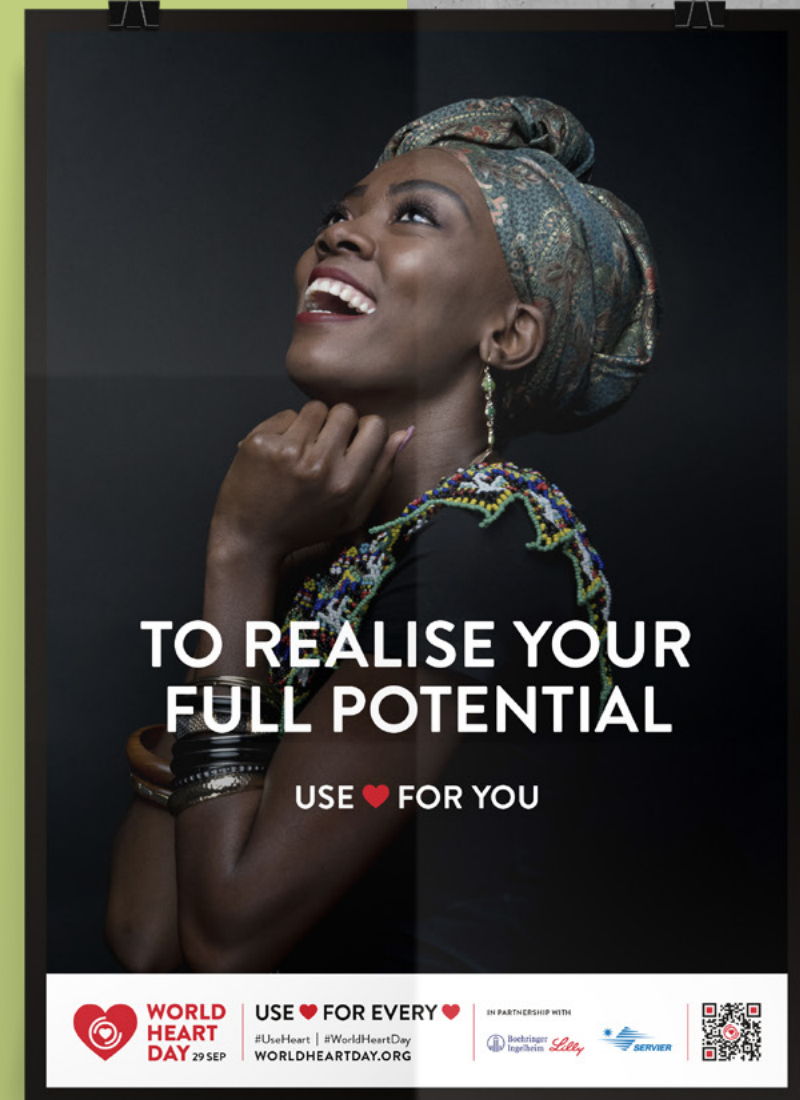
3.2

# POSTERS

Eight customisable posters have been designed for the campaign. The posters are available for download in multiple languages. The messages, images, HTML, and/or QR code can be swapped out to meet local adaptation requirements of the campaign.



[CLICK TO ACCESS THE POSTERS](#)



# LEAFLET

The 2022 World Heart Day Leaflet is a printable asset intended to bring the campaign from the digital world into the physical world. The Leaflet provides practical advice on fighting CVD in the context of this year's theme of Use Heart for Every Heart and each of its supporting pillars.



[CLICK TO ACCESS THE LEAFLET](#)



# 3.4

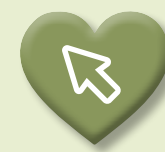
# SOCIAL MEDIA

A full suite of social media assets is available for bringing the Use Heart for Every Heart campaign to life online in the run up to World Heart Day 2022. WHF Members, Partners, followers, and the general public are welcome to deploy them across social media channels.



## COVER IMAGES

New cover images, sized appropriately for Facebook, Instagram, and Twitter are available. These mosaic-style images represent diversity and inclusion, capturing the globality of the campaign.



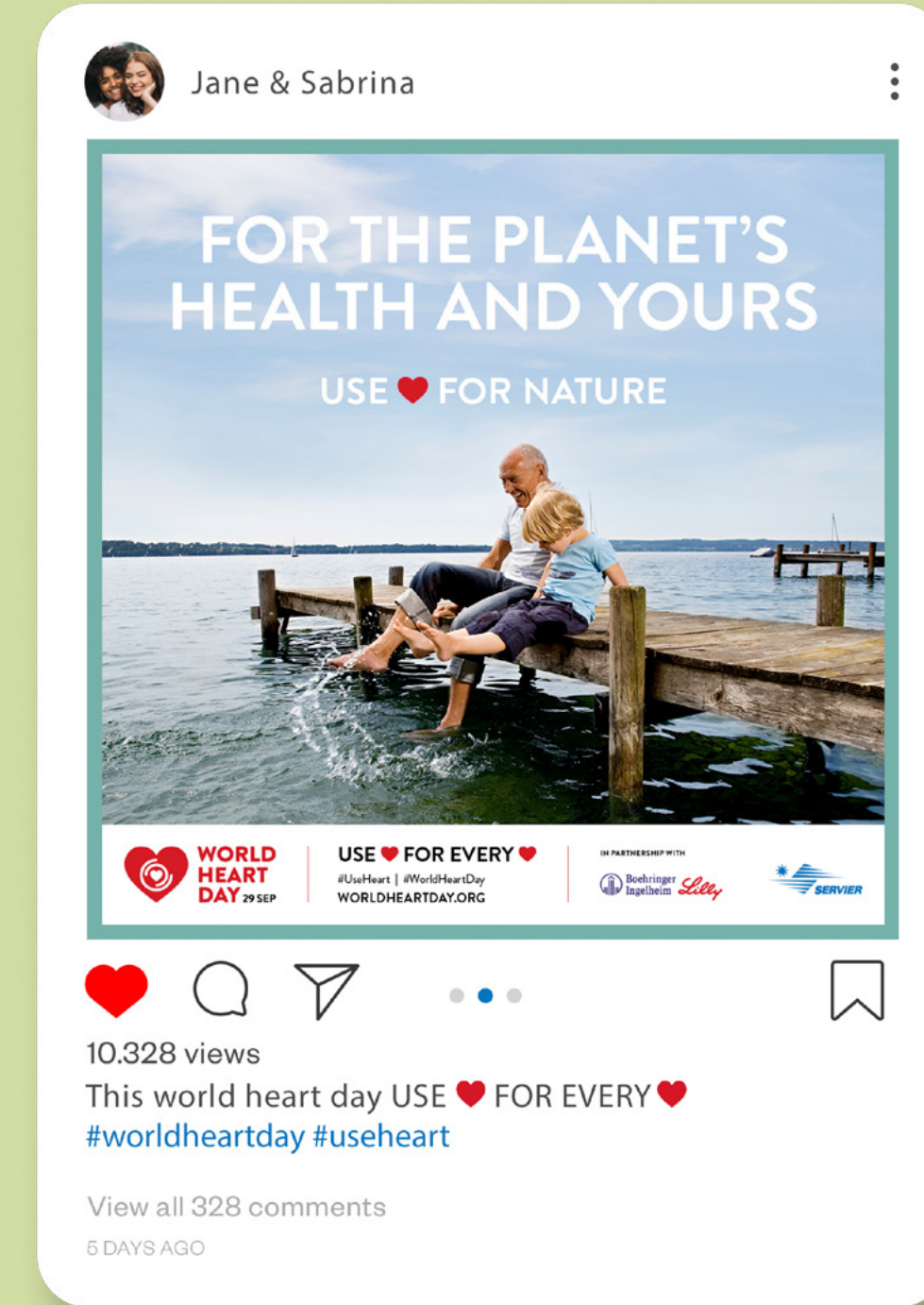
[CLICK TO ACCESS THE COVER IMAGES](#)

## ANIMATED AND STATIC POSTS

A set of eight static and four animated posts has been developed for deployment across the World Heart social media channels. Each post is available in different formats for compatibility with various channel requirements.



[CLICK TO ACCESS THE STATIC AND ANIMATED POSTS](#)



## HASHTAGS

This year's campaign will leverage the reach that has already been achieved with

#worldheartday  
#useheart

Be sure to use these hashtags in all your social media posts.



3.5

# STICKERS AND GIFS

A fun and engaging set of stickers and GIFs is available on the World Heart Day Resources page and also on the Giphy keyboard for use across messaging apps and social media channels.



[CLICK TO ACCESS  
THE STICKERS AND GIFS](#)



[CLICK TO ACCESS THE GIPHY  
KEYBOARD \(GOOGLE PLAY\)](#)



[CLICK TO ACCESS THE GIPHY  
KEYBOARD \(APPLE STORE\)](#)

3.6

## VIDEOS

Each pillar of the campaign has its own video. There is also a longer Use Heart for Every Heart video made up of three shorter videos.

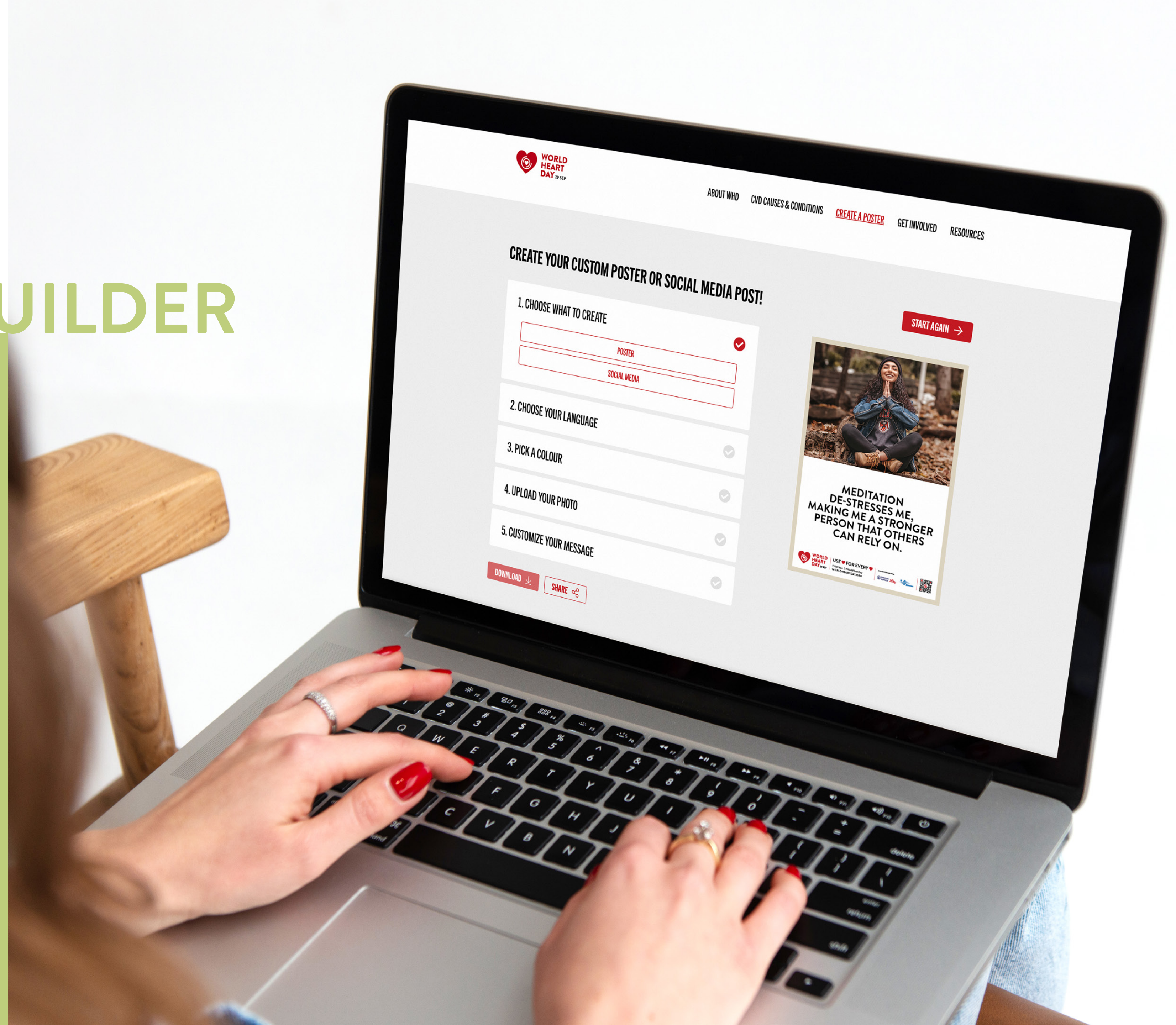


[CLICK TO ACCESS THE VIDEOS VIA  
THE WORLD HEART FEDERATION  
YOUTUBE CHANNEL](#)

3.7

# POSTER AND SOCIAL POST BUILDER

This online tool allows you to create your own World Heart Day poster or social media post. Not only can you select the colour of the frame, but also upload the image of your choice and enter the text in any language.



[CLICK TO ACCESS THE POSTER AND SOCIAL POST BUILDER](#)



[CLICK FOR MORE INFORMATION ON HOW TO ENTER YOUR POSTER OR SOCIAL MEDIA POST IN THE WORLD HEART DAY AWARDS 2022](#)



3.8

## T-SHIRT

Since launching the “Use Heart” logo in 2020, the printing of it on t-shirts has been a unifying element of the World Heart Day campaign and other WHF initiatives across the globe.



[CLICK TO ACCESS  
THE T-SHIRT DESIGN](#)

3.9

# LOGO

The World Heart Day Logo is available for download in more than 25 languages.



[CLICK TO ACCESS THE LOGO](#)

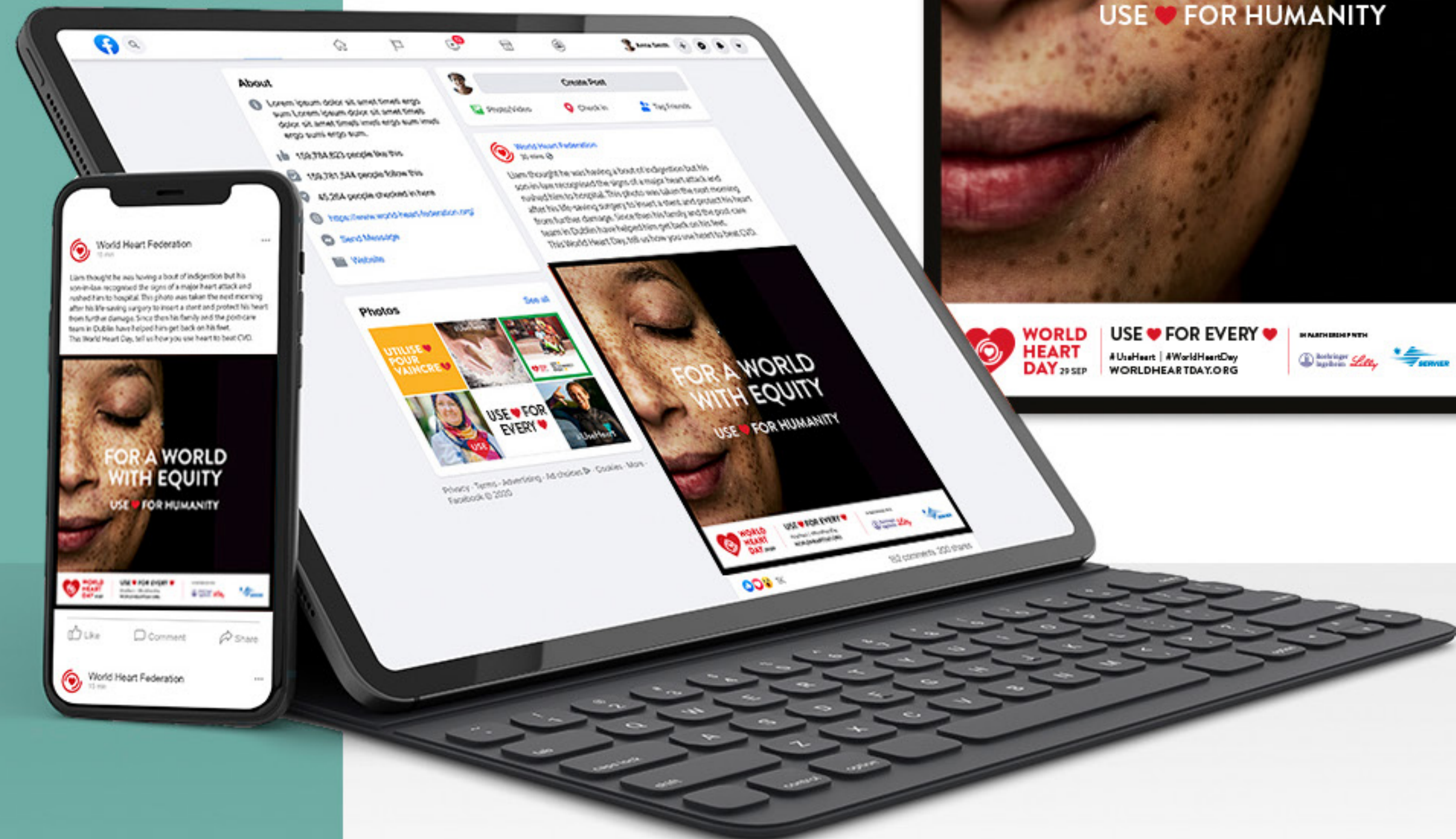
4.

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CAMPAIGN  
RESOURCES &  
LOGOS USAGE

# HOW TO USE THE RESOURCES

World Heart Day aims to coordinate global, national, and local efforts in the fight against CVD, including heart disease and stroke. For this purpose, a suite of Resources has been developed by World Heart Federation to support any individual or organisation that wants to join the campaign.



[CLICK TO ACCESS THE RESOURCES](#)

# NOT-FOR-PROFIT ORGANISATIONS AND HOSPITALS

Not-for-profit organisations and hospitals can use World Heart Day resources and logo. We would appreciate if you could report your activities to [WORLDHEARTDAY@WORLDHEART.ORG](mailto:WORLDHEARTDAY@WORLDHEART.ORG)

## DISSEMINATION AND TRANSLATION

Our campaign resources are available in multiple languages and can be adapted to each community according to the specific needs of their audiences. Not-for-profit organizations are encouraged to download and share these materials within their own networks by uploading them to their websites and social media channels, as well as printing and distributing them during their World Heart Day activities. We fully appreciate all your efforts in spreading the word about cardiovascular disease and motivating others to join this powerful cause.

## GLOBAL AND LOCAL PARTNERS

World Heart Day has two global Partners: the Boehringer Ingelheim and Lilly Alliance and Servier.

These companies generously support World Heart Day global activities in addition to undertaking their own external and internal communication campaigns that help us spread the word about CVD. We are incredibly grateful for their continued support.

If you have additional local Partners, we remind you that the logos of the global Partners must remain present on World Heart Federation materials.

4.3

# FOR-PROFIT COMPANIES

Companies cannot use the WHD resources, logo, and brand without a partnership with the World Heart Federation. If you are interested in partnering for World Heart Day, please contact

[SPONSORSHIP@WORLDHEART.ORG](mailto:SPONSORSHIP@WORLDHEART.ORG)



USE ❤️ FOR  
EVERY ❤️



**WORLD  
HEART  
DAY**  
29 SEP

#UseHeart | #WorldHeartDay  
WORLDHEARTDAY.ORG

IN PARTNERSHIP WITH



5.

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GET INVOLVED

5.1

# SOCIAL MEDIA ENGAGEMENT

## USE THE RIGHT CHANNELS FOR THE RIGHT AUDIENCES

LOW HEART AWARE



HIGH HEART AWARE



## USE

Be sure to mention one of the Use Heart messages as well as a specific call to action:

- USE 
- USE  FOR EVERY 
- USE  FOR HUMANITY
- USE  FOR NATURE
- USE  FOR YOU
- USE  FOR...



## TELL POWERFUL STORIES

Effective storytelling is visual and concise. Use photos and videos that drive emotion and action.

## TAG WHF

Always tag WHF in your posts to amplify your reach:

 Facebook  
@worldheart

 Instagram  
@worldheartfederation

 Twitter  
@worldheartfed

 LinkedIn  
@worldheartfederation

## HASHTAGS

Don't forget to include the hashtags with your posts:

#useheart  
#worldheartday



5.1



# INFLUENCERS

Share this Playbook or the Campaign Theme Factsheet with local advocates and influencers. Ask them to get involved pro bono for the good of the community. Everything they need is here and on the [WORLD HEART DAY WEBSITE](#).



## 5.1

# VIDEO AND PHOTO

It is estimated that an average person now spends 100 minutes per day watching online videos. That is the equivalent of over 25 days worth of online video watching per year! – meaning that video content is an excellent way of connecting with people.

This guide explains how to deliver your video using your local agency/production team. Please use this guide and share it with your local production team.

### WARDROBE

Subjects should wear their day-to-day working attire. We recommend wearing simple solid colors instead of patterns or stripes.

### MAKEUP

Natural look and makeup (if worn). Consider using anti-shine powder if possible.

### CAMERA

Local agency to decide best fit camera for best result. We highly recommend against phone cameras. Suggested specs:

- Full HD or 4K
- 25 frames per second minimum
- Raw footage rather than color graded (LOG)

### SOUND AND VOICEOVER

Professional recording equipment and in a quiet space (for example: lavalier microphone when facing the camera, or audio recorder when recording the voiceover).

### LIGHTING

The lightings should be natural, soft and bright.

### TONE

Confident, calm and at ease.

## FRAMING & STYLE



### MODEL/TEAM

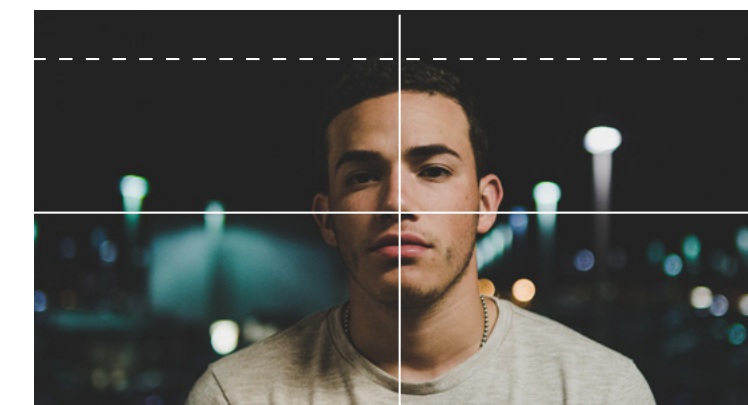
- The model/team should look and feel natural
- Wide & medium angle, avoid tight close-ups
- Leave enough space around the subject to allow name and title of speaker

### PROJECT B-ROLL

- Use a cinematic approach when shooting (follow the model/team in their day-to-day work looking away from the camera for example)
- Wide angle shots are essential
- Close-ups detailing the project
- Slow-motion footage where relevant

### CONTRAST

- Wear light clothes on dark background or dark clothes on light background
- Avoid wearing reflective materials



### GREEN BACKGROUND

- Don't wear green clothes and colors when filming on green background

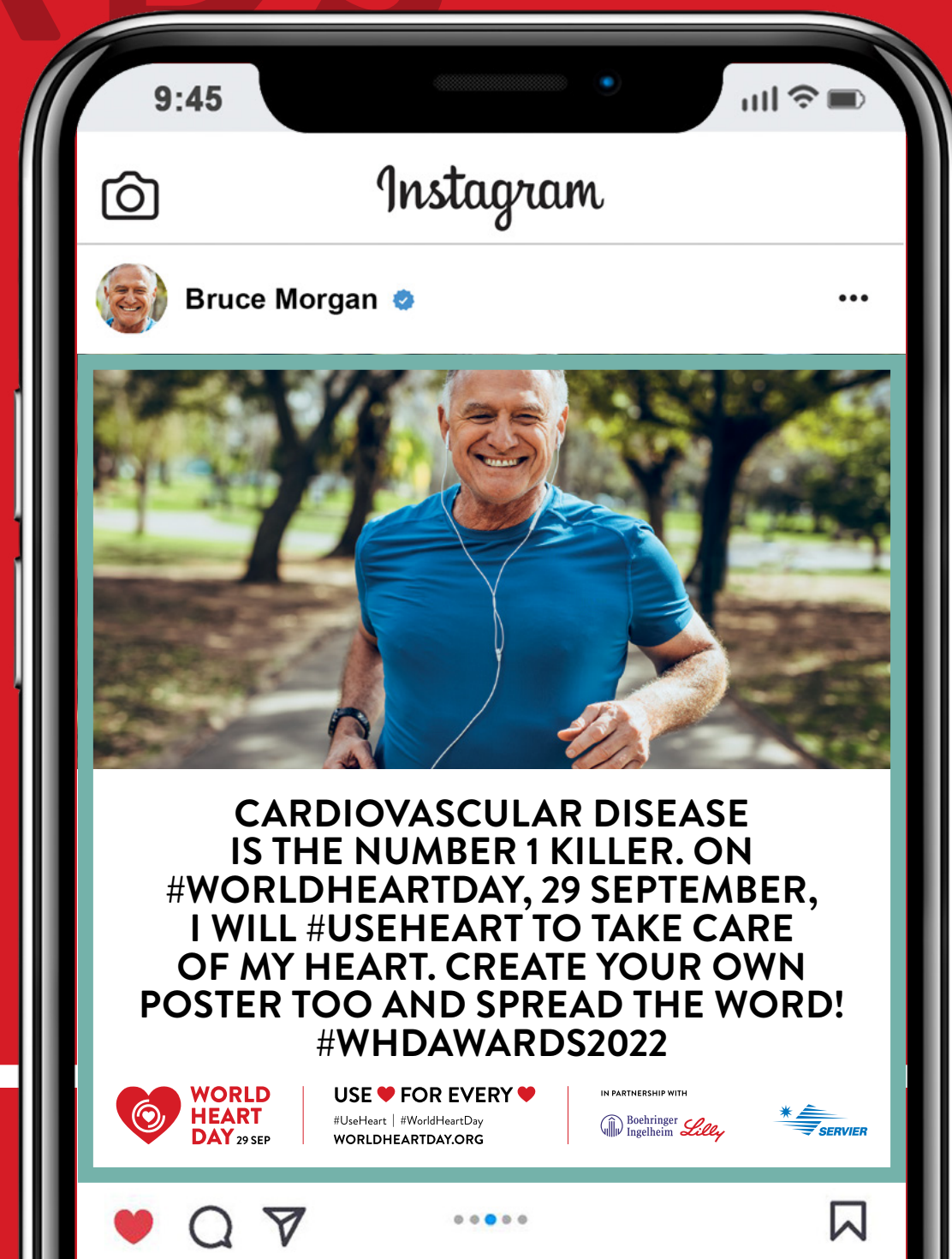
### PORTRAIT FRAMING

- Centered with space above head, mid-bust crop at the bottom.

### READING THE SCRIPT

- When reading a script in front of the camera, we recommend the use of a teleprompter.

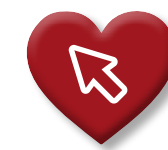
# WORLD HEART DAY AWARDS 2022



## HOW TO PARTICIPATE?

Publish your custom poster on social media during September 2022 using the hashtag

**#WHD Awards2022**



[CLICK TO ACCESS THE POSTER AND SOCIAL POST BUILDER](#)

## THE TWO AWARDS CATEGORIES

**Best World Heart Day Individual Award**, celebrating the person who has made a difference to their own heart health or that of others.

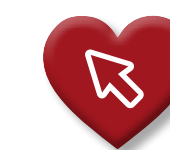
**Best World Heart Day Team Award**, celebrating groups of people who have shown real dedication to the cause of heart health for everyone.

## HOW WILL MY POSTER BE JUDGED?

The entries will be judged by the World Heart Federation team based on the creativity and emotion captured in the poster, and the impact of your statement around how you

**USE ❤️ FOR EVERY ❤️**

The finalists of the World Heart Day Awards will be announced on our social media platforms. Our social media community will select two winners, so make sure you are following us!



[CLICK FOR MORE INFORMATION ABOUT THE WORLD HEART DAY AWARDS 2022](#)

5.3

We challenge you to walk, run or bike a heart shape in your city. Whatever distance you make, every step counts for your heart health. We want to see as many hearts in as many locations as possible by 29 September 2022. Whether alone or in a group, create your heart shape and share it with others on the World Heart Day site.



# WORLD HEART DAY CHALLENGE



[CLICK TO ACCESS THE WORLD HEART DAY CHALLENGE](#)

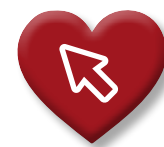
5.4

# LANDMARK ILLUMINATIONS

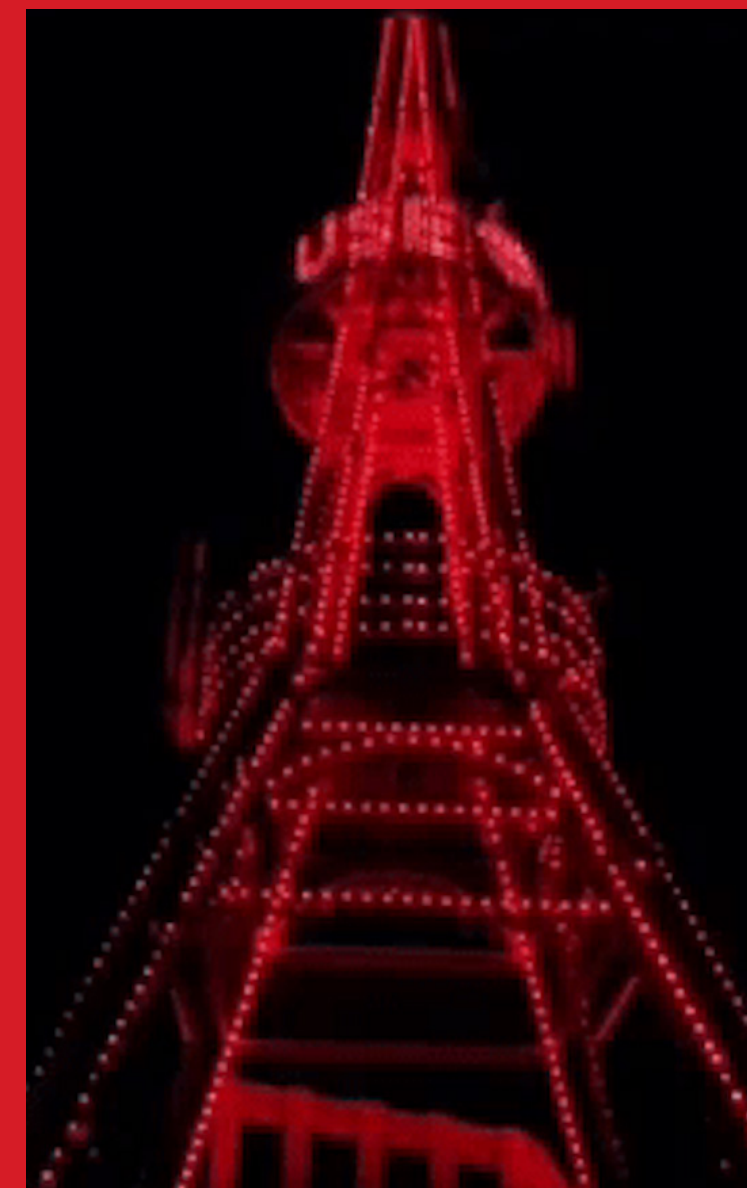
Every year, we illuminate monuments around the world on 29 September, lighting them up red to raise awareness of cardiovascular disease, the world's number one killer.

Several iconic landmarks across the globe have featured in previous campaigns: from the Jet d'Eau in Switzerland and the Sky Tower in New Zealand, to Niagara Falls in Canada and the Pyramids in

Egypt. In 2022, we are connecting the world through its many iconic landmarks by encouraging everyone, everywhere to shine a red light for heart health.



[CLICK TO SUBMIT THE DETAILS OF A LANDMARK'S ILLUMINATION TO FEATURE IT ON OUR MAP](#)



5.5

# TAKE THE CAMPAIGN INTO THE REAL WORLD



5.5



5.5

# USE FOR RIO

IMPROVE HEALTHCARE  
ACCESS FOR ALL 



**WORLD  
HEART  
DAY** 29 SEP

USE  FOR EVERY   
#UseHeart | #WorldHeartDay  
WORLDHEARTDAY.ORG



USE  FOR  
RELAXATION



USE  FOR A  
HEALTHIER PLANET  
AND BODY



USE  FOR  
THE BEES

Bee pollinator  
MIX OF WILDFLOWERS



**WORLD  
HEART  
DAY** 29 SEP

USE  FOR  
EVERY 







# WORLD HEART DAY 29 SEP

IN PARTNERSHIP WITH

