

# USE TO ACT NOW! ON ANGINA!

## CAMPAIGN TOOLKIT



Learn more:  
[worldheartfederation.org](http://worldheartfederation.org)



# WHY LAUNCH A NEW CAMPAIGN FOR ANGINA?

**This campaign by Servier and the World Heart Federation builds on the success of the USE ❤️ TO ACT NOW ON ANGINA campaign. In addition to raising awareness of the importance of acting now, this campaign explores some about the common, but less well-known signs of angina, and explains why it's key to not only act now, but act early in angina.**

Nearly 200 million people are affected by ischemic heart disease across the world. But almost half of them don't know they have it. That's because a lot of people ignore the symptoms or don't realise the pain or discomfort they are feeling is actually angina.

This campaign aims to tackle that lack of awareness and some of the misconceptions around angina so people can act now and live their lives to the full.

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1.

# CAMPAIGN OBJECTIVES

**Communicate 3 key messages**

## **1. AWARENESS**

Be **AWARE!** Seemingly unrelated symptoms like breathlessness, back or jaw pain and indigestion on physical effort could be angina. Symptoms vary from person to person, so don't ignore them if they persist.

## **2. ACTION**

Be pro-**ACTIVE!** Just as angina symptoms vary from person to person, appropriate treatment also needs to be tailored to every individual's needs. Talk to a doctor about your symptoms for a personalised treatment.

## **3. ADHERENCE**

Even the best medicines don't work if they aren't taken. Use medications as prescribed, see your doctor regularly and follow-through on recommended lifestyle changes.

2.

# CAMPAIGN ASSETS

## **VIDEO**

Use for social channels and website content

## **PATIENT TESTIMONIAL VIDEOS**

Use for social channels and website content

## **SOCIAL MEDIA POSTS**

Use for social channels

## **POSTER**

Display in healthcare facilities

2.1

# VIDEO

02:24 min landscape format

[DOWNLOAD HERE](#)



2.2

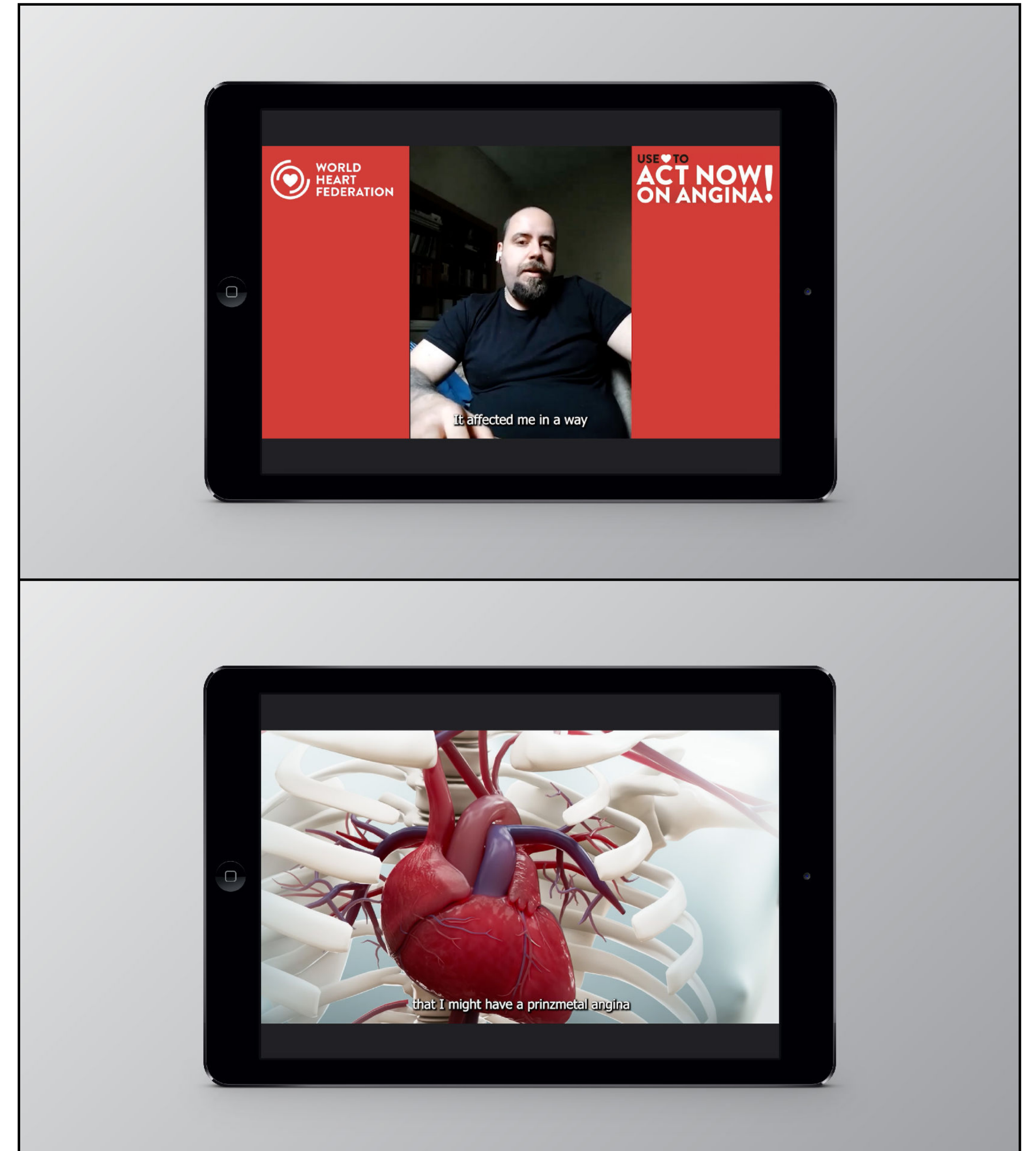
# PATIENT TESTIMONIAL VIDEOS

3-minute landscape format

1-minute landscape format

15-second vertical format

[DOWNLOAD HERE](#)



2.3

# SOCIAL MEDIA POSTS

3x social media posts:  
flat files and square video format

[DOWNLOAD HERE](#)

**IT COULD BE ANGINA**  
**TALK TO YOUR DOCTOR TO STAY ACTIVE AND HEALTHY**

**AND A TREATMENT THAT IS TAILORED TO YOU**

**USE ♥ TO ACT NOW!  
ON ANGINA!**

JAW  
NECK  
SHOULDER  
CHEST  
ARM  
STOMACH



# 2.4 POSTER SERIES

HERO poster and 4x alternatives  
in portrait format

[DOWNLOAD HERE](#)

**USE ♥ TO  
ACT NOW!  
ON ANGINA!**

FEEL PAIN OR DISCOMFORT IN ANY OF THESE PLACES?  
DOES IT COME ON WITH EXERTION AND GO AWAY WITH REST?  
IT COULD BE ANGINA.

**ACT NOW!  
TALK TO YOUR DOCTOR  
ABOUT A PERSONALIZED  
TREATMENT.**

Learn more:  
worldheartfederation.org

WORLD HEART FEDERATION

SERVIER  
moved by you

ANGINA AWARENESS INITIATIVE

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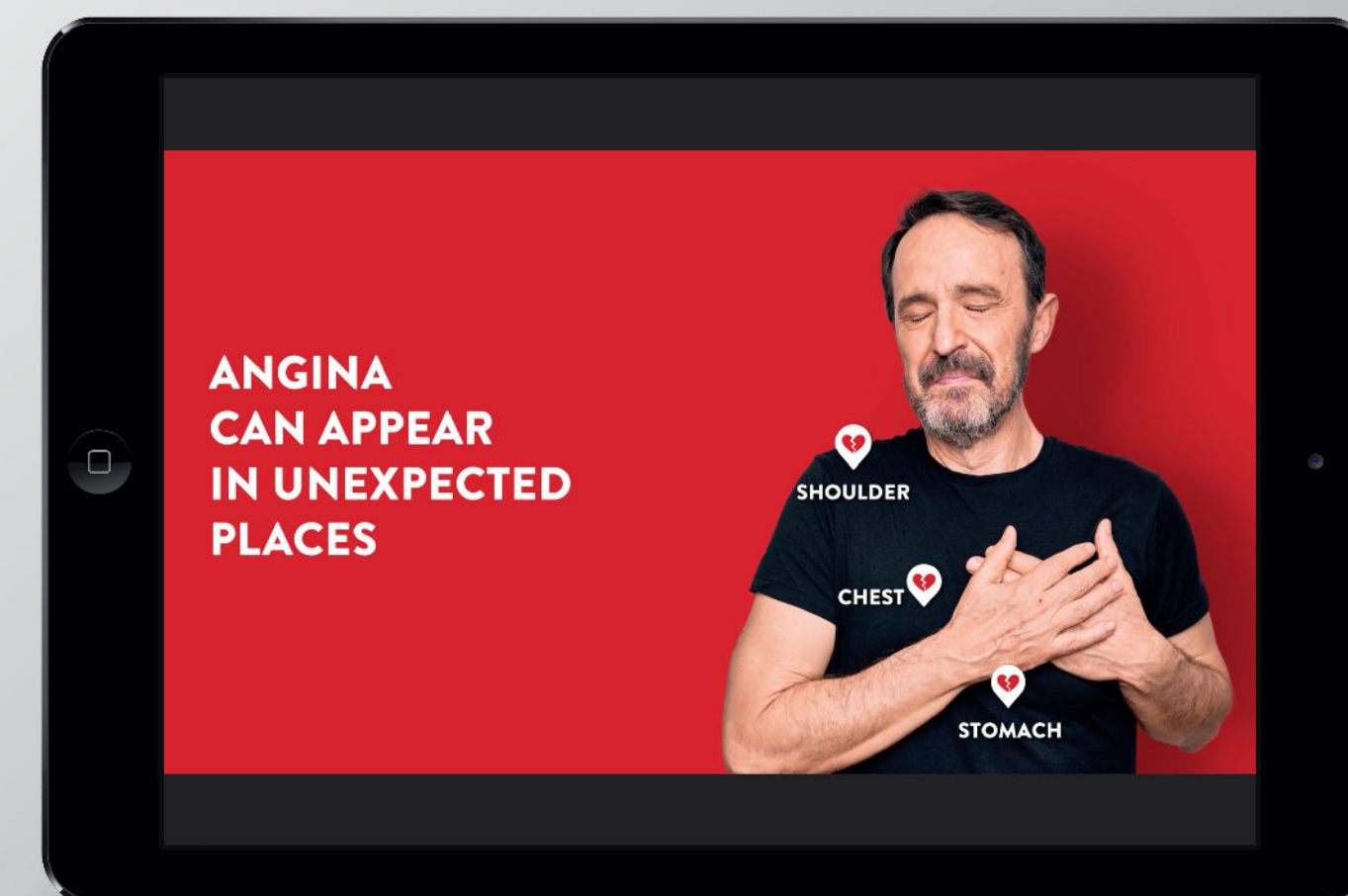
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# 3. ASSET USE



3.1

# HOW YOU CAN USE THE ASSETS

## **PLAN AND RELEASE**

your own angina awareness campaign

## **USE THE ANIMATIONS AND STATIC POSTS**

on social channels together with your own angina awareness  
social posts

## **POST VIDEOS**

on your website and/or use them on social channels

## **PROVIDE/USE POSTERS**

in healthcare facilities (we recommend professional printing)

[DOWNLOAD HERE](#)

# 4. NEXT STEPS

[DOWNLOAD HERE](#)

## DOWNLOAD YOUR ASSETS

Visit: [worldheartfederation.org](http://worldheartfederation.org)

## ASSEMBLE YOUR CAMPAIGN

Choose how you will target the assets to your audience

## REQUEST ANY SUPPORT

If you have any queries about how best to use our campaign assets, don't hesitate to contact us:

World Heart Federation:

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