Heart Failure Awareness Week
Program Materials

2018
Do Your Part, Know Your Heart
February 11-17, 2017

The Heart Failure Awareness Week activities are made possible by support from

NOVARTIS
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>About the Heart Failure Society of America</td>
<td>1</td>
</tr>
<tr>
<td>Heart Failure Statistics</td>
<td>1</td>
</tr>
<tr>
<td>Heart Failure Awareness Week &amp; Program Materials Tool Kit</td>
<td>1</td>
</tr>
<tr>
<td>Do Your Part, Know Your Heart</td>
<td>2</td>
</tr>
<tr>
<td>Preparing For Your Program</td>
<td>3</td>
</tr>
<tr>
<td>Heart Failure Awareness Week Activities</td>
<td>3</td>
</tr>
<tr>
<td>4-Steps to Prepare for Your Heart Failure Education Program</td>
<td>4</td>
</tr>
<tr>
<td>How-to Guide</td>
<td>6</td>
</tr>
<tr>
<td>Event Checklist</td>
<td>6</td>
</tr>
<tr>
<td>Promoting and Publicizing Your Program</td>
<td>7</td>
</tr>
<tr>
<td>Media Relations Timetable</td>
<td>8</td>
</tr>
<tr>
<td>Developing a Media List</td>
<td>9</td>
</tr>
<tr>
<td>Choosing a Media Spokesperson</td>
<td>10</td>
</tr>
<tr>
<td>Do’s &amp; Don’ts for Media Spokesperson</td>
<td>10</td>
</tr>
<tr>
<td>Pitch Points</td>
<td>12</td>
</tr>
<tr>
<td>Other Pitch Points</td>
<td>12</td>
</tr>
<tr>
<td>Press Materials</td>
<td>13</td>
</tr>
<tr>
<td>Media Alert for Calendar Listings</td>
<td>13</td>
</tr>
<tr>
<td>Press Release</td>
<td>13</td>
</tr>
<tr>
<td>Print Public Service Announcement</td>
<td>13</td>
</tr>
<tr>
<td>Radio Public Service Announcement</td>
<td>13</td>
</tr>
<tr>
<td>Op-Ed (Opinion/Editorial)</td>
<td>14</td>
</tr>
<tr>
<td>Program Handout</td>
<td>14</td>
</tr>
<tr>
<td>Templates</td>
<td>15</td>
</tr>
</tbody>
</table>
Heart Failure Society of America

The Heart Failure Society of America, Inc. (HFSA) represents the first organized effort by heart failure experts from the Americas to provide a forum for all those interested in heart function, heart failure, and congestive heart failure (CHF) research and patient care.

The mission of HFSA is to reduce the burden of heart failure by providing a platform to advance education through collaboration, advocacy, research and innovation.

Heart Failure & Statistics

Heart failure is a progressive condition in which the heart’s muscle gets injured from something like a heart attack or high blood pressure and gradually loses its ability to pump enough blood to supply the body’s needs. Heart failure is very common and although we have made progress in the treatment of many forms of heart disease, heart failure is a growing problem in the United States. Current estimates are that nearly 6.5 million Americans over the age of 20 have heart failure. One major study estimates there are 960,000 new heart failure cases annually. Not only is heart failure a major problem affecting many people, heart failure is also a major killer. Heart failure directly accounts for about 8.5% of all heart disease deaths in the United States. And, by some estimates heart failure actually contributes to about 36% of all cardiovascular disease deaths. One study notes that heart failure is mentioned in one in eight death certificates. Hospitalizations for heart failure are a huge burden on our healthcare system. In fact, it remains the number one cause of hospitalizations in our Medicare population.1,2,3

Heart Failure Awareness Week & Program Materials Took Kit

To increase national awareness about the severity of this disease, HFSA was instrumental in having the week of Valentine’s Day declared as National Heart Failure Awareness Week by the U.S. Senate in 2000. The number of facilities holding events during Heart Failure Awareness Week has been steadily increasing. We hope you will help promote heart failure awareness by planning an event in your area.

HFSA has developed this kit to assist you in conducting your own Awareness Day program to educate members of your local community about heart failure, including the risks and symptoms for heart failure and the importance of early diagnosis and treatment. Be prepared to offer physician referrals to attendees, if requested.

Materials for the program should include:

- Sign-in sheet
- Patient education materials:
  Use materials your facility has developed or the following materials from the HFSA.
  » Education Modules
    You can view and order these education modules at the HFSA web site: www.hfsa.org/modules
  » Evaluation Form
    To download the Evaluation Form template, visit www.hfsa.org/hfweek

References

Do Your Part, Know Your Heart

The Do Your Part, Know Your Heart campaign is a community-focused heart failure awareness initiative that encourages individuals to take an active role in maintaining their heart health. The campaign aims to promote self-health awareness by encouraging regular checkups, educating about the signs and symptoms of heart failure, providing information on diet and exercise, and stressing the importance of regular screenings. Do Your Part, Know Your Heart seeks to make living with heart failure less of a challenge, and arms patients with the information and resources they need to take control of their heart health.
Heart Failure Awareness Week Activities

Tell People About Heart Failure

Goals:
- Raise awareness
- Increase public knowledge and understanding
- Encourage interest and enthusiasm
- Encourage people to think, take action, volunteer or donate
- Organize a talk or presentation by someone who has been impacted by Heart Failure.
- Hold the event at your workplace or social group or combine it with a social event like a breakfast, morning tea or dinner. Or just organize a simple get together for staff at your work to mark the Week and help create interest.
- Set up a display, exhibit, or stall giving information about Heart Failure issues at a local event, your work, or a public place like the library. Or write an article for a newspaper, website or other publication.

Encourage Debate or Discussion

Goals:
- Raise awareness
- Encourage people to get involved in local problems and how to solve them
- Encourage people to think, speak out, take action, volunteer or donate
- Organize a debate, forum or hypothetical about a local HF issues, and include for example local community leaders and, heads of community groups and local media.
- Organize a workshop, seminar or conference on particular HF issues. It could be designed mainly for people who are directly affected by HF, clinicians, and concerned individuals.

Call for Action

Goals:
- Raise awareness
- Generate community sentiment and support
- Encourage people to think, speak out and express concern
- Encourage government action or policy change
- Organize a submission or petition which highlights key problems and makes specific proposals for action to address them. It could be delivered by a delegation or mail to your local council members or to the state or federal government.
- Organize a rally, walk, or a March in your local area to raise awareness about an issue or to call for government action.
- For more impact, organize a series of these kinds of activities with other groups during the week.

Encourage People to Express Their Views

Goals:
- Raise awareness
- Encourage people to think, speak out, take action and express concern
- Encourage government action or policy change
- Encourage people to write to their local and state representatives about a particular issue. This could include providing pro formal letters or setting up a stall to help people write individual letters to politicians, public servants or other people who may be able to help address their problems.
- Convene a question session with a panel of local representatives or community and business leaders. It could be held in a public place like a shopping mall, library or community center (perhaps in combination with a lunch or dinner.)
Organize a Fundraiser

Goals:
- Raise awareness
- Raise money for research
- Combine almost any of the other ideas in this section with raising money (eg, through admission fees, ticket sales, gold coin contributions, raffles or auctions).

4-Steps to Prepare for Your Heart Failure Education Program

Step 1
Familiarize yourself with the information provided in this kit.

Materials in this kit include:
- Information and materials for promoting and publicizing the program
  » Inviting community members
  » Using the media to publicize your event
- Patient education materials available from HFSA.
  » Education Modules
    You can view and order these education modules at the HFSA web site: www.hfsa.org/modules
  » Patient App
- Evaluation Form
  To download the Evaluation Form template, visit www.hfsa.org/hfweek

Step 2
Begin advanced planning to ensure success of your program.

You will need to select and confirm a date, time, and location for your heart failure program. Ideally, select a date that will allow you about 4 to 5 weeks to prepare for and publicize your program. To maximize attendance, it is usually best to hold heart failure educational programs between 11:00 a.m. and 2:00 p.m. However, the time may vary from center to center so it is important to take into account local demographics and habits of likely attendees when determining the timing of your program. The location you choose should be convenient and easy to find.

For most communities, it is important for public parking to be available; in some communities, accessibility to public transportation is critical. If your institution or facility is not centrally located or does not offer suitable parking, you may want to consider a different location – for example, a community center, school or church.

It can be helpful to meet with the people who will be involved in various aspects of the program to discuss plans and assign specific tasks and responsibilities (e.g., securing a location for the program, making sure any necessary audiovisual equipment is available, duplicating handouts and handling the local newspaper, television, and radio station publicity).

Following are a suggested timeline and checklist to help simplify the coordination of your program.
Step 3
Recruit a cardiology health professional to lead the program

The program outlined in this kit is designed to be presented by a physician (cardiologist or other appropriate specialist) or other health professional well versed in the field of cardiology/heart failure such as a nurse, nurse practitioner, or physician’s assistant.

The professional you choose to lead the program will need to know the date, time, and location of your program, the nature of the audience, and the specific role he or she will play. It is also advisable to share the program materials, particularly the slide kit and suggested discussion points with the leader well in advance of the meeting.

Make sure that your program leader provides you with information on his or her educational and professional experience so that you can briefly and accurately introduce the leader to the audience at the beginning of the program.

Step 4
Publicize the program to all interested parties

You may want to inform the public directly about your upcoming program. This kit contains a sample invitation and flyer that should be mailed out 3 to 4 weeks prior to your event. You may also wish to post either the invitations or flyers on community bulletin boards.

Other online announcements can also be released. If your group has a Facebook or Twitter account, consider posting it as a Facebook event with occasional reminder posts. Your Twitter account can also serve as a reminder and update area.

The section of this kit called the “How-to Guide” outlines logistics and timing for the various publicity options for promoting your program through local newspapers, television, and radio stations. For greatest success in working with the media to publicize the event to the general public, you will need to begin your promotional efforts at least 4 weeks prior to your program.
Event Checklist

Week 5
- Begin planning
- Hold a brainstorming session to consider dates, sites, time, co-sponsors, and possible healthcare professionals to serve as program leader (do this even further in advance if possible)
- Contact possible co-sponsors, such as local hospitals, civic organizations, and local associations
- Confirm date, time
- Check calendar-of-events deadline (do this even further in advance if possible)*
- Visit and reserve or confirm selected site
- Secure program leader and provide him or her with suggested slides
- Confirm sponsors
- Choose a media spokesperson
- Prepare or order handouts for attendees

Week 4
- Develop a list of local media outlets
- Localize and produce flyers and/or invitations
- Obtain list of potential participants and community residents
- Localize and produce press materials
- Localize and produce media alert

Week 3
- Post flyers and/or posters in the community
- Send promotional program materials to local media
- Mail flyers and/or invitations to attendees
- Begin contacting reporters, particularly radio and newspaper

Week 2
- Reconfirm program leader
- Ask someone to take pictures during your event

Week 1
- Contact reporters at TV stations
- Distribute HFSA press release
- Continue phone follow-up with radio and newspaper reporters
- Reconfirm selected site
- Arrange logistics: catering, audio visual, etc.

Day Before
- Conduct heavy media follow-up with TV, radio, and newspaper outlets
- Check all logistics, catering

Day of Event
- Conduct last minute media follow-up with reporters, especially TV

Week After Event
- Review evaluation forms; summarize feedback to assist in planning next year’s event
- Send event summary and photos (if available) to:
  Heart Failure Society of America
  9211 Corporate Blvd, Suite 270
  Rockville, MD 20850
  E: info@hfsa.org
- Thank those who contributed to the success of your event

* Calendar-of-events editors may need to receive materials earlier, depending on their schedules.
Promoting and Publicizing Your Program

Inviting members of the community

One inexpensive way to publicize your heart failure event is by distributing a flyer. A sample flyer is provided in the Templates section of this kit. You can print this flyer on white paper and ask doctors in your community to post it in their offices. You can also post it in public areas of your hospital or medical center, on bulletin boards in other hospitals and on community bulletin boards in churches, synagogues, libraries, schools, colleges, and other public places. Civic-minded businesses in your community such as local pharmacies, supermarkets, and movie theaters may also allow you to leave flyers in their places of business.

In addition to the flyer, the Templates section includes an invitation that can be mailed to the patients in your institution's database. If your facility routinely issues mailings to people in the community, the person in charge may have a more comprehensive mailing list of local residents to whom you could send the invitation.

Also enclosed in the Templates section of this kit is an event poster, which can be customized and used to promote your individual program. It can be posted in the same places recommended above for the flyer.

Working with the media to publicize your event

You can enlist the aid of newspapers, television, and radio stations in your community to help publicize your heart failure event in a highly cost-effective manner. Without having to buy advertising space, you can work with local newspapers, television, and radio stations to:

- Raise your community's awareness of heart failure
- Recruit attendees for your heart failure event
- Increase the visibility of your institution
Media Relations Timetable

You should set aside 4-5 weeks to carry out media relations for your heart failure event, but if staff time is limited, you may need to begin earlier. Here is a checklist of activities:

At least 5 weeks before the event

- Choose a designated media spokesperson for the event (see page 10) and be sure to keep him or her up-to-date on the details of the program.
- Adapt calendar-of-events media alert and distribute to outlets per deadlines (calendar-of-events listings may have earlier deadlines).

5 to 4 weeks before the event

- If your institution’s public relations/communications department does not have an up-to-date media list, start researching the media outlets you will want to contact (see page 9). You can also start to compile your mailing list of patients and community residents to whom you will mail an invitation.
- Fill in the missing information on your press materials and, once the details are confirmed, make enough copies on your letterhead to mail to the names on your media list.

4 to 3 weeks before the event

- Finalize your media list and divide the media outlets by type (print, radio, television). You’ll want to begin calling print and radio reporters several weeks before the event and contact TV stations starting 1 week before the day of the activity.
- Have labels or envelopes addressed.
- Mail the appropriate press materials to your contacts at the media outlets.

3 to 1 day before the event

- Follow up your mailing with phone calls to all the editors and reporters on your media list to remind them of the event, answer questions, and arrange interviews for your spokesperson. Reporters may receive dozens of mailings like yours every day. Do not be discouraged if they do not remember your event and, if they do not have the information handy, offer to fax it to them.
- If you cannot reach your media contacts with one call, try again.
- Encourage reporters to print or air items and/or public service announcements on the upcoming event, as well as news reports or feature stories that highlight heart failure and its symptoms. This can help recruit attendees for your event.

If you have any questions about managing local newspapers, television, and radio stations, check with your institution’s public relations/communications office.
Developing a Media List

A media list is valuable only if it is accurate and up-to-date. Journalists often transfer departments and change companies. Make sure the information on your media list was obtained or verified no more than 4 to 5 weeks before your event. Press releases and other media communications may be ignored if they are addressed to the wrong person, and time that should be spent talking about your heart failure event may be wasted trying to find the right reporter at the last minute.

If your facility has a public relations or public affairs department, they may already have a list you can use – but again, verify that the information is up-to-date.

To create your own list, first determine which news outlets in your area you would like to target. Remember to include local television stations (broadcast and cable) and radio stations, as well as city, suburban, and neighborhood newspapers (dailies and weeklies).

Contact each news outlet, asking for names of reporters or editors who cover health and medicine, lifestyle topics, and community events or calendar-of-events listings. Also, find out who handles public service advertisements and announcements (PSA's) – usually the advertising department for print outlets and the public affairs director at radio and television stations. Be sure to verify the spelling of each person’s name and his or her title, address and phone/fax numbers.

Ask each outlet about its requirements for calendar-of-events listing and PSA's. In most cases, outlets will require a typewritten paragraph listing the name, title, date, and location of the event and the name of the sponsoring organization. A sample public service ad is included in the Template section of this kit and sample text for a radio announcement is included on page 13.

Be sure to use the correct journalists’ names and titles in all communications addressed to media outlets. Materials sent to “Editor” or “Producer,” or simply to the publication or station, are not likely to be received by the appropriate person in a timely fashion.
Choosing a Media Spokesperson

You will need to select someone to serve as a key contact for media inquiries for your heart failure event. As director of the event, you may want to serve as the spokesperson. Other possibilities are the person who will lead the program or someone from your heart failure department.

Your spokesperson should be:

- Well-versed in heart failure
- Familiar with your institution and its programs
- Knowledgeable about your heart failure program
- Well-spoken
- Comfortable in front of a microphone or camera (experience in speaking with the media is a plus)
- Available for telephone, on-site, or in-studio interviews, especially during the week or two preceding the event

Do’s and Dont’s for Media Spokesperson

In making follow-up calls to newspapers, television and radio stations, the minimum goal is to have the publication or station give the details of your event in a calendar-of-events listing or public service announcement. You can accomplish even more with a news or feature article or broadcast segment about heart failure that also provides the details about your event.

For this to happen, the person making the calls should try to interest reporters in interviewing your spokesperson. The caller may not always be successful, but it is well worth the effort because the spokesperson can use an interview to raise public awareness of heart failure. The reader, viewer, or listener may be more likely to pass information about your event on to friends and family members who may not have seen or heard the story.

An interview can be an enjoyable experience, but your media spokesperson should be aware of both opportunities and the potential pitfalls. The following do’s and dont’s will help your spokesperson prepare for and control the interview. And that is the goal – to control the interview – so that important information about heart failure and your event is communicated clearly and makes an impact on the audience.

(List of Do’s and Don’t’s continued on next page)
Do’s for Media Spokesperson:

- Try to determine the reporter’s objective before each interview. What key points does the reporter want to cover? What kinds of questions will the reporter be asking?
- Identify 3 to 5 message points (also known as pitch points—see page 12). Try to get each pitch point into your interview at least once. Reporters do not often ask questions leading directly to your pitch points, so look for openings and make connections that will get you to these points yourself.
- Explain why it is important for people with heart failure to be diagnosed and treated. A few statistics are fine, but if you spout too many numbers, they will not be remembered.
- Offer information on heart failure and available treatment options. You can refer to scientific data, but use simple lay terminology, especially in broadcast interviews. You can use the language provided in this kit as a guide.
- Describe heart failure symptoms using anecdotes and examples to make the information come to life. Spokespersons who are clinicians can draw on their own clinical experience.

Dont’s for Media Spokesperson:

- Allow any myths or misinformation about heart failure to slip by unchallenged; promptly correct any misconceptions that come up during an interview.
- Deviate from the science and your own experience, or make claims that cannot be supported.
- Answer questions about which you feel unprepared or uncomfortable. If you do not know the answer to a reporter’s question, ask for the journalist’s phone number and deadline and tell the reporter that you or someone else will call back with the answer. Then be sure to respect the reporter’s deadline. In a live broadcast interview, simply say that you do not know the answer and, if appropriate, explain why. You should know the details about the event and the most important facts about heart failure, but you do not have to know every single statistic.
Pitch Points

The following pitch points are suggested message points you can use when “pitching” your story to the media. Because reporters are very busy, you may only get to talk to them for a very short time, or not at all and resort to leaving a message on their voice mail. It is, therefore, important to determine, in advance, what is most important to each reporter and his/her readers, and then start the conversation with that “pitch.” Try to be natural and not to sound scripted when you call reporters and you will likely see great results!

- Hello, my name is __________________________. I'm calling from __________________________ to tell you about the Heart Failure Society of America’s annual educational initiative to raise awareness about heart failure, a potentially life-threatening disease, and the importance of early diagnosis and treatment. Heart failure is a disease of epidemic proportion, affecting 6.5 million Americans and causing or contributing to a quarter of a million deaths each year. In fact, [xx] people in [insert city] alone are affected by heart failure.

- In conjunction with Heart Failure Awareness Week (February 11-17), heart physicians all across the country are informing patients, their families, and individuals at risk about the severity of heart failure and the importance of early diagnosis and treatment. As part of National Heart Failure Awareness Week 2018, we are committed to helping raise awareness about this deadly disease by offering a free educational seminar. [Include local program information to localize this message.]

- We encourage you to attend and/or cover this important local event about heart failure in your community. [Insert name of media spokesperson] is available for interviews to underscore the significance of this unique local event and provide perspective on the overall approach to diagnosing and treating heart failure. [Insert event details.]

Other Pitch Points

- Heart failure is the only major cardiovascular disease on the rise and causes more hospitalizations than all forms of cancer combined. Unfortunately, millions of people are living with heart failure but are unaware of it because the symptoms are often mistaken for signs of “just getting older.” Common symptoms include shortness of breath, fatigue, ankle swelling, and chest congestion.

- Heart failure is not a heart attack, but a progressive condition in which the heart’s muscle becomes weakened after it is injured from something like a heart attack or high blood pressure and gradually loses its ability to pump enough blood to supply the body’s needs. While there is currently no known cure for heart failure, early diagnosis and proper treatment can offer patients a more normal life expectancy.

- If your readers/listeners/viewers have had a heart attack or experience shortness of breath and are unable to partake in their daily activities like they used to, I encourage them to see a physician and seek treatment. Early diagnosis and treatment can help to slow the progression of this devastating disease.
Media Alert for Calendar Listings

To promote your program in the calendar-of-events sections of area newspapers, and on radio and television stations that broadcast such listings, you can send a media alert to the individuals responsible for compiling these calendars. You can also promote your program through local hospital newsletters or bulletins. Check deadlines for the listings at least five weeks in advance of your event, and be sure to meet the deadlines. Then follow up by phone with the people to whom the media alert is sent to make sure it was received and the listing will be included. You may even be able to secure listings for your event in multiple sequential listings of the same media outlet.

Press Release

You can reinforce the need for your heart failure event by distributing a press release announcing the awareness week and underscoring the prevalence of heart failure in the United States, to local newspapers, television, and radio stations. Press releases should be distributed 1 to 2 weeks before your event and you should follow-up by phone with each reporter to whom it is sent.

Print Public Service Announcement

A public service advertisement (PSA) is an advertisement that a newspaper or magazine agrees to run at no cost, as a service to their readers – provided space is available. You can ask the various publications in your area whether they print public service ads and, if they do, what the specifications are (e.g., dimensions, file formats, and deadlines). Follow up by phone with each individual who receives your advertisement to determine if and when the advertisement will be published. Be sure to ask if they will be able to run the advertisement more than once.

Radio Public Service Announcement

A radio PSA is an announcement that a radio station agrees to air at no cost as a service to the community. PSAs usually run 30 or 60 seconds and are read by station announcers. Your PSA should be mailed or e-mailed to the public affairs directors at local radio stations 3 to 4 weeks before your event (check with each station to determine deadlines), and you should follow up by phone with the media contacts to whom it is mailed. Typically, a radio station will air an accepted PSA several times within a given period, such as a week before the event.

Following is a sample 30-second radio PSA:

“Are you suffering from high blood pressure, high cholesterol, diabetes, or obesity?

Have you had a heart attack or damage to your heart valves?

You could be one of the 6.5 million people suffering from heart failure – a frighteningly common but under recognized condition in which the heart muscles weaken and gradually lose ability to pump enough blood to supply the body’s needs.

[Institution] will offer a free heart failure educational seminar on [Date] at [Time].

For more information, call [Contact] at [Phone number]"
Op-Ed (Opinion/Editorial)

An Op-Ed is printed in the editorial section of newspapers and is usually between 250 and 500 words, but can be shorter or longer. It is similar to an editorial in that it is in a letter form and allows the author to express his/her feelings on any given topic, but different because it is not written by an editor. This type of document provides an excellent opportunity to increase heart failure awareness as well as promote your program.

We strongly encourage you to author or work with the program leader, physician, or other heart failure professional to author an Op-Ed and submit it to newspapers in your area. The first 1 to 2 sentences of the Op-Ed should contain a brief bio of the author, highlighting his or her expertise in the field of heart failure.

As with other press materials, it is essential to follow up by phone with each individual to whom you send your Op-Ed to determine if and when it will be printed.

Handouts for Program Attendees

Information on heart failure should be available on-site for event attendees. Use materials that your facility has developed. As an alternative, the HFSA has educational materials available for purchase.

Please visit the HFSA website (www.hfsa.org) for ordering and pricing information on all HFSA patient education materials:

- What You Should Know about Heart Failure (Brochure Infographic)
- Educational modules
- Patient App

If your local center has any information about the services it offers patients with heart failure, this should be available to attendees.
Editable templates can be downloaded by clicking link below. After downloading each template, you will need to enter the specific information about your event, highlighted with the [square bracket] characters. Once customized with your specific information, your materials will be ready to print and distribute.

**Media Alerts for Calendar Listings**
- [Download Template](#)

**Radio Public Service Announcement**
- [Download Template](#)

**Print Public Service Announcement**
- [Download Template](#)

**Event Invitation Template**
- [Download Template](#)

**Event Flyer Template**
- [Download Template](#)

**Evaluation Form**
- [Download Template](#)

**Advocacy Letter to Community**
- [Download Template](#)
[Institution] Offers Free Heart Failure Education Program in [City]

WHAT: [Institution] will host a [insert event] in [city] to help people recognize the risk factors, signs and symptoms of heart failure. Hear from experts in the field who specialize in treating this condition.

WHEN: [Date & Time]

WHERE: [Address of program venue]

WHY:
- Heart failure – a progressive condition in which the heart muscle weakens and gradually loses its ability to pump enough blood to supply the body’s needs – is frighteningly common, but underrecognized.
- Nearly 6.5 million Americans over the age of 20 have heart failure. One major study estimates there are 960,000 new heart failure cases annually. Not only is heart failure a major problem affecting many people, heart failure is also a major killer. Heart failure directly accounts for about 8.5% of all heart disease deaths in the United States. And, by some estimates heart failure actually contributes to about 36% of all cardiovascular disease deaths. One study notes that heart failure is mentioned in one in eight death certificates. Hospitalizations for heart failure are a huge burden on our healthcare system. In fact, it remains the number one cause of hospitalizations in our Medicare population.
- While there is currently no known cure for heart failure, recent scientific advances in treatment offer patients a more normal life expectancy.

CONTACT: [Name]  
[Phone Number]
Heart Failure Awareness Week
FREE EDUCATION PROGRAM

Are you suffering from high blood pressure, high cholesterol, diabetes, or obesity?

Have you had a heart attack or damage to your heart valves?

You could be one of the 6.5 million people suffering from heart failure – a frighteningly common but underrecognized condition in which the heart muscles weaken and gradually lose ability to pump enough blood to supply the body’s needs.

To find out more about heart failure, the only major cardiovascular disease on the rise, join [Name] of [Institution] for a free heart failure educational seminar

[insert local program info]

Date:

Address:

For further information and to register for the free program, please call [Name] at [Phone number]
Are You or Someone You Know at Risk for Heart Failure?

To find out, attend a FREE educational seminar at [Institution]

When:
Where:
Time:
Contact:

Heart failure – a progressive condition in which the heart muscle weakens and gradually loses its ability to pump enough blood to supply the body’s needs – is frighteningly common, but underrecognized.

Heart failure affects nearly 6.5 million Americans and, as more people are surviving heart attacks but being left with weakened hearts, is the only major cardiovascular disease on the rise.

While there is currently no known cure for heart failure, recent scientific advances in treatment offer patients a more normal life expectancy.

If you or a family member have been affected by one of the following, you won’t want to miss this seminar:

- High blood pressure
- Heart attack
- Coronary artery disease
- Damage to your heart valves
- Diabetes
- Obesity
What you should know about **HEART FAILURE**
One of America’s Silent Epidemics

Heart failure affects nearly **6.5 million** Americans and, as more people are surviving heart attacks but being left with weakened hearts, is the only major cardiovascular disease on the rise.

While there is currently no known cure for heart failure, recent scientific advances in treatment offer patients a more normal life expectancy.

**Don’t miss the, FREE educational seminar at [Institution]**

When:
Where:
Time:
Contact:

If you or a family member have been affected by one of the following, you won’t want to miss this seminar:
- High blood pressure
- Heart attack
- Coronary artery disease
- Damage to your heart valves
- Diabetes
- Obesity
1. How would you rate the presentation overall?

   1   2   3   4   5
   Poor     Excellent

2. Did you find the information presented helpful?

3. Based on what you learned today, do you think that you or someone you know might suffer from heart failure?

4. Is there anything else you would have liked the presentation to cover?

5. Did the time and location of the program make it easy for you to attend? If not, why?

Comments: