

2018 Highlights and Overview





NATIONAL PARTNERS



>22
in-person and
on-line educational
events



3 op-eds and 35
letters-to-the-editors
to audience of >1.5
million readers

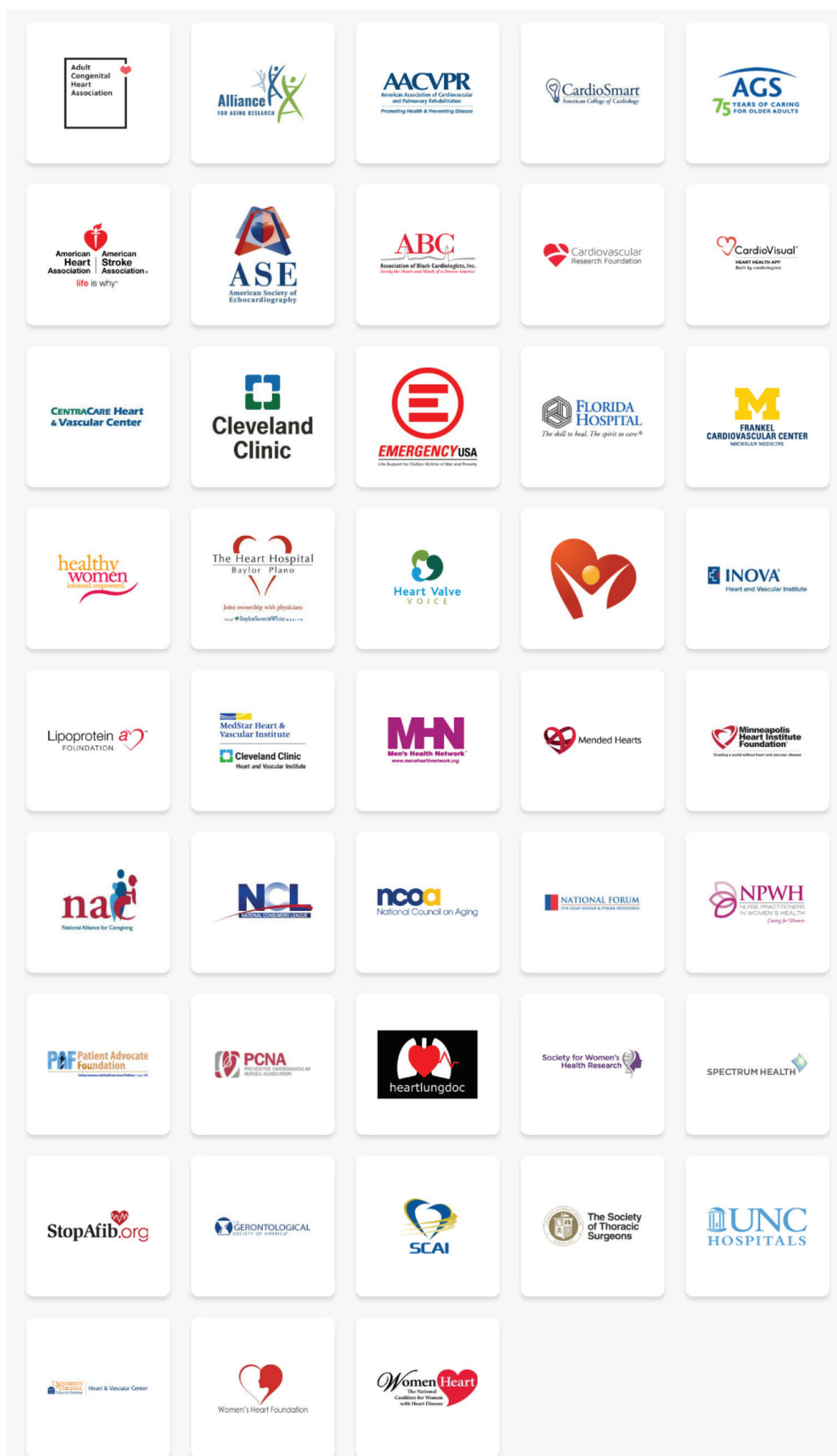


>123 million
total impressions

>6.8 million people reached through high-impact engagement

Partners

In 2018 there were 43 national partners committed to National Heart Valve Disease Awareness Day—a 100% increase over the inaugural year in 2017. These invaluable partner organizations are committed to raising awareness in their communities and through their outreach and include patient representatives, advocacy groups, aging organizations, professional societies, hospitals and heart centers, and more.



Events

On National Heart Valve Disease Awareness Day and throughout American Heart Month, partners, advocates, hospitals and heart centers, and other organizations across the country hosted important educational events.

- A flagship event with Inova Heart & Vascular Institute in Northern Virginia brought together over 200 patients, caregivers, healthcare professionals, and local and federal representatives.
- A new heart valve clinic was opened in North Carolina.
- An expert and patient panel brought hundreds together to talk about valve disease.
- Students at a partner medical school interviewed their community to learn about their awareness levels.
- Partners of the campaign rang the closing bell at the New York Stock Exchange.
- Additional social media and in-person events reached the general public, patients, caregivers, and healthcare professionals through educational booths, formal events, hand-outs at Metro stations, and more.



Media Highlights

This year's campaign had exciting media exposure with high-profile op-eds in the *Detroit News*, BlackDoctor.org and CNN.com, and 35 letters to the editor in newspapers around the country. The combined circulation of these placements was more than 1.5 million readers.

The Detroit News

Take care of your heart

By Sue Peschin

BlackDoctor.org
Your daily medicine **for life**

Heart Valve Disease: What We Don't Know is Killing Us

By Sue Peschin, Dr. Sean Alli, and Dr. Aaron Horne, Jr



Listen to your heart: I didn't right away and it almost cost me my life

By David A. Andelman

**Napa Valley
Register**

THE STATE
Journal Register
THE OLDEST NEWSPAPER IN ILLINOIS™

**Rockford
Register
Star**

Desert Sun.
PART OF THE USA TODAY NETWORK

NEVADA APPEAL
nevadaappeal.com

Herald Sun

WT WacoTrib.com
Central Texas News, All Day

RH
republicanherald.com

New Haven Register

The Fayetteville
Observer

**Naples
Daily News**
PART OF THE USA TODAY NETWORK

The Modesto Bee
modbee.com

Times Tribune
SCRANTON

The Herald-Dispatch
herald-dispatch.com
HUNTINGTON, WV

Daily Record
PART OF THE USA TODAY NETWORK

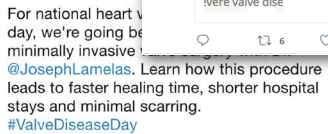
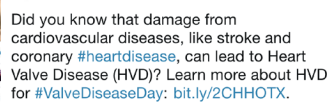
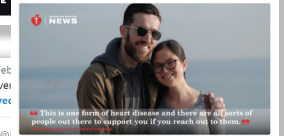
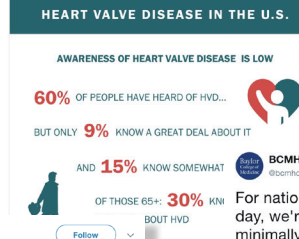
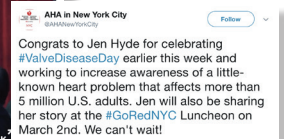
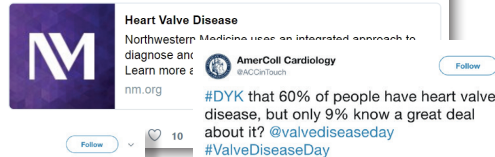
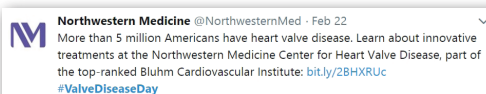
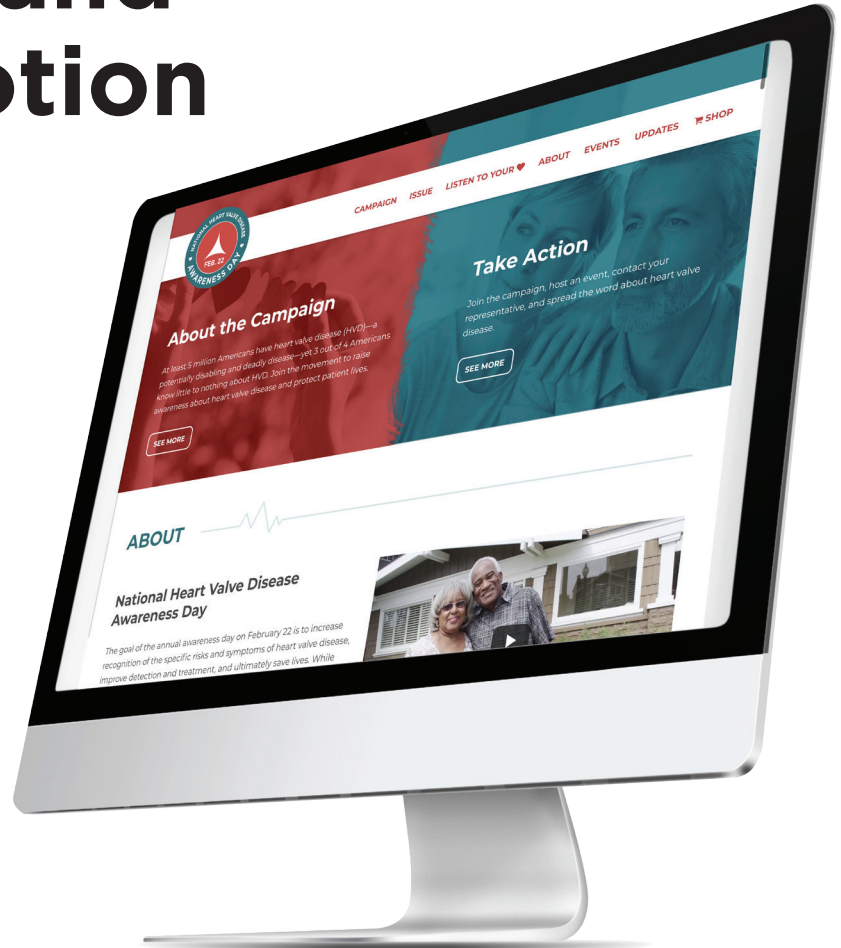
The News-Gazette

**PENN
LIVE**
The Patriot-News
PA MEDIA GROUP

Social Media and Online Promotion

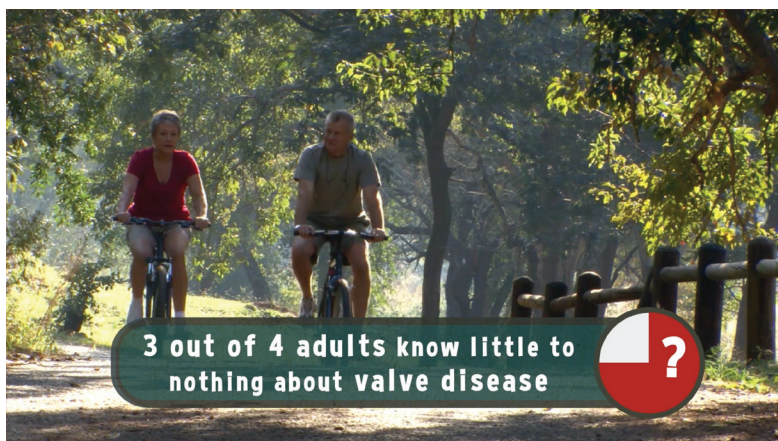
On Valve Disease Day and throughout American Heart Month people across the country shared selfies, personal stories, educational resources, and more.

- #ValveDiseaseDay trended on February 22nd with Tweets from more than 260 contributors and a reach of more than 84 million impressions.
- A Twitter chat co-hosted with Everyday Health and the American Heart Association had a reach of more than 54 million impressions.
- ValveDiseaseDay.org had more than 10,000 visits during February.
- More than 300,000 reached on Facebook by @ValveDiseaseDay.



Public Service Announcements

A television PSA on valve disease was aired more than 15,000 times by more than 8,300 stations in 70 different markets. The total audience is estimated at more than 80 million impressions. The TV PSA also ran on DIRECTV and was aired for more than 1.1 million adults ages 65 and older. Additionally, the PSA ran on-line, targeting lower income older adults and had more than 1.2 million impressions.



Higher Risk for Valve Disease

- Previous heart condition
- Over the age of 65



ValveDiseaseDay.org



