



Join Us and Save Lives from Heart Valve Disease

Heart valve disease (valve disease) involves damage to one or more of the heart's valves. This damage can disrupt blood flow, causing the heart to work harder and the body to get less oxygen—leading to major complications including death.



Valve disease is common: As many as **11.6 million people** in the U.S. are estimated to have valve disease, and more than 25,000 Americans die from the disease every year.

Awareness is low: **Fewer than 1 in 4** U.S. adults know somewhat or a great deal about valve disease.



Risk increases with age: **More than 1 in 10 people** ages 75+ are estimated to have **moderate to severe** valve disease.

Symptoms can be difficult to detect: **They are also too often dismissed as a “normal” part of aging making raising awareness about valve disease critical.**



Heart Valve Disease Awareness Day (Valve Disease Day) takes place every **February 22nd**—during American Heart Month—and is an annual day dedicated to increasing recognition of the specific risks and symptoms of valve disease, improving detection and treatment, and saving lives. The 100+ Valve Disease Day partners are committed to using education and advocacy to reduce the number of people who lose their independence and their lives to valve disease.

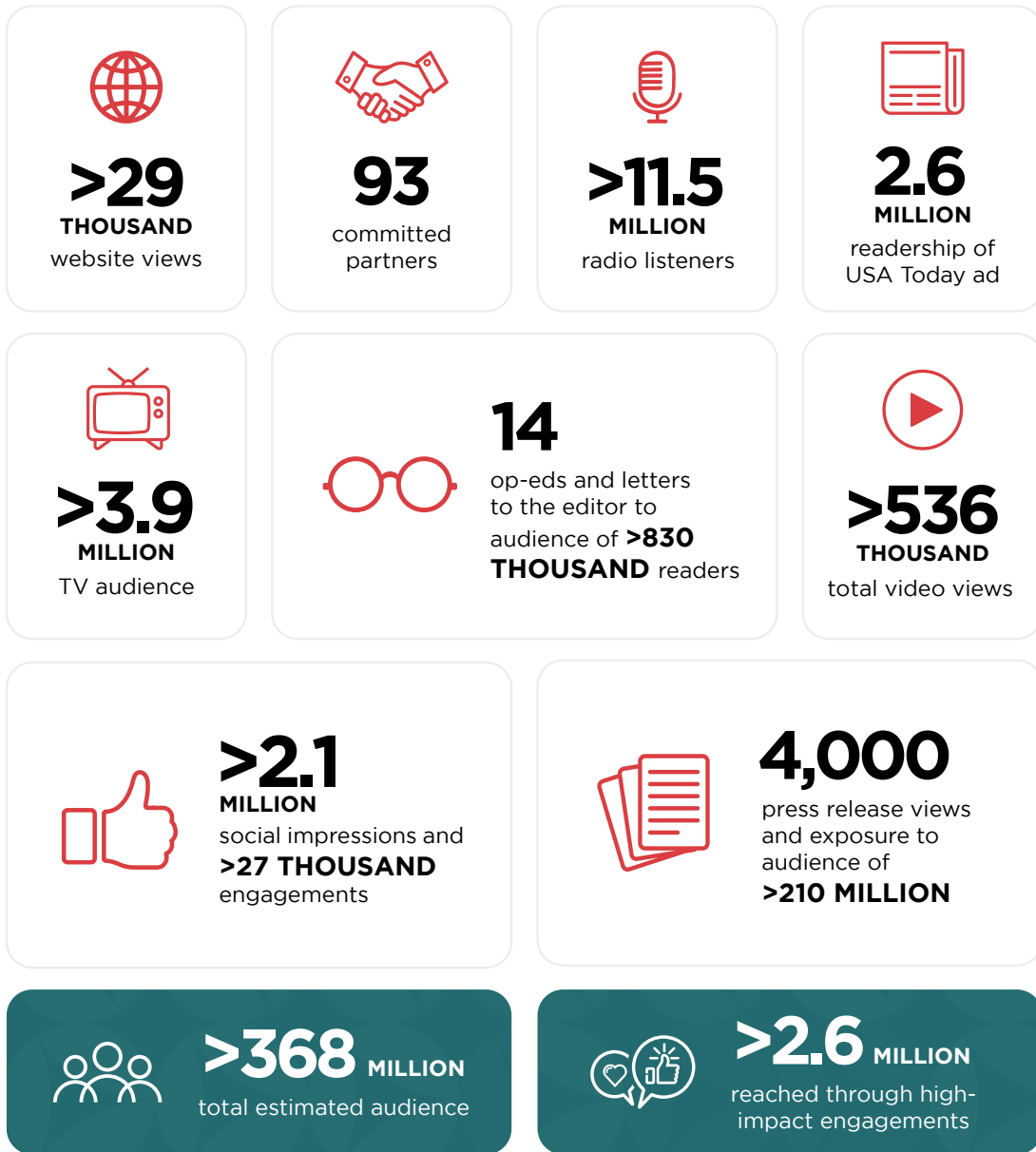


Our Impact



Since 2017, Valve Disease Day has engaged with more than 100 partners and has reached an estimated audience of more than 2.1 billion through a website, social media, magazine advertisements, TV PSAs, op-eds and letters to the editor, YouTube videos, press releases, and more.

2021 Campaign Highlights



Valve Disease Day Celebrates **100** Partners and Counting!



Become a Partner:



Valve Disease Day is accepting new partners—the more of us to amplify this message, the better. If your organization is interested in joining the campaign, you would join a list of 100+ prestigious healthcare organizations, hospital systems, non-profits, and academic groups that are all committed to making an impact and saving lives through awareness. Visit <https://www.valvediseaseday.org/campaign/become-a-partner/> to sign up to become a partner and to view a current list of partners.

We support partners by:

- Creating national campaign marketing materials such as videos, social media graphics, and sample magazine/newsletter articles
- Providing physical assets for events such as sunglasses and signs
- Promoting partner events and services through email listservs, ValveDiseaseDay.org, and social media
- Brainstorming ideas for partner engagement
- Connecting partners to each other
- Sharing educational materials that can be co-branded

Partners are asked when possible to:

- Share information about valve disease with their audiences through various channels.
- Talk to other advocates, public health educators, and health care professionals about the campaign.
- Organize events or incorporate messaging into existing events, in order to educate their audiences about valve disease.
- Keep us updated on your plans so we can cross-promote and include in our outreach.
- Report any metrics after your event to be included in our impact report.

There is no cost to join the campaign as an organizational partner. We simply ask that you commit to raising awareness of valve disease. We hope that you will join us! If you are interested in this partnership opportunity with the Valve Disease Day Campaign, please email Lindsay Clarke at lclarke@agingresearch.org or **sign up on our website**.