

## HEART VALVE DISEASE AWARENESS DAY



# IMPACT

Every February 22nd, hundreds of advocates and organizations come together from around the world to raise awareness about heart valve disease, its risk factors and symptoms, and the importance of early detection and treatment in saving lives. This year's Heart Valve Disease Awareness Day was celebrated with screening events, social media campaigns, TV and radio interviews, public service announcements, and more. The non-profits, advocacy organizations, professional societies, foundations, hospitals, patient advocates, and heart centers joined forces once again to raise awareness, and we are excited and humbled by their collective impact.



**121**

committed  
partners



**44.7**

**THOUSAND**  
website views



**1.2**

**MILLION**  
true  
listeners on  
Pandora



**67.9**

**MILLION TV**  
impressions



**381**

press release  
pick-ups with  
**194 MILLION**  
potential  
audience



**456**

**THOUSAND**  
radio listeners



**42**

placements in  
news outlets  
with **100**  
**THOUSAND**  
estimated reach



**369**

**THOUSAND**  
video views



**52.6**

**THOUSAND** social  
engagements



**3.5**

**MILLION**  
impressions  
and **165,082**  
engagements from  
partner outreach



**1.2**

**MILLION ACTIVATIONS**

# PARTNERS

The Alliance was joined by 121 partners for the 7th Annual Heart Valve Disease Awareness Day. We are honored to be able to continue to lead this important campaign and raise awareness about valve disease with our committed national and international partners that include advocacy groups, aging organizations, professional societies, hospitals and heart centers, minority health groups, and other organizations who find impactful and unique ways to raise awareness about heart valve disease every year.







# FLAGSHIP EVENT

The 2023 Heart Valve Disease Awareness Day Flagship Event was held in partnership with the National Caucus and Center on Black Aging and MedStar Heart & Vascular Institute. The screening and awareness event was held at the NCBA Estates in NW Washington, DC—an independent living community. Interns from MedStar offered basic heart screenings including listening to the heart for the murmurs that often accompany valve disease. Featured speakers shared information on valve disease and answered audience questions. Our partners at Mended Hearts also distributed important information to attendees. Over 50 older adults were in attendance and screened for valve disease.



# CONGRESSMAN BARR

U.S. Representative Andy Barr (R-KY) visited cardiologist Dr. Nezar Falluji at CHI Saint Joseph Hospital in Lexington, Kentucky. Rep. Barr and Dr. Falluji discussed valve disease and the importance of stethoscope checks, while Barr and his staff had their hearts listened to and raised awareness about valve disease.



# GOOD MORNING AMERICA

Representative Barr appeared on Good Morning America to discuss his wife, Carol Leavell Barr, who died from sudden cardiac arrest due to an underlying condition known as mitral valve prolapse. Discussing his wife, Rep. Barr underscored the importance of not waiting to exhibit symptoms before getting a stethoscope check.

Rep. Barr discussed the Cardiovascular Advances in Research and Opportunities Legacy Act – the CAROL Act – passed by Congress and signed into law in December 2022, that he championed on behalf of his late wife. The bill will provide funds to the National, Heart, Lung, and Blood Institute (NHLBI) to give cardiologists the tools for early detection and intervention needed for those with valve disease.



# SOCIAL MEDIA AND ONLINE PROMOTION

Throughout February and on the 22nd, social media platforms such as Twitter, Instagram, LinkedIn and Facebook were flooded with posts, images, and videos related to Heart Valve Disease Awareness Day. Hashtag campaigns, such as #ValveDiseaseDay and #ListentoYourHeart were used in posts to increase visibility and reach a wide audience.

- Social media posts and marketing produced 52,645 engagements.
- This year, supporters could take the Listen to Your Heart Challenge which encouraged individuals to get their hearts listened to, and organizations to offer heart screenings for their communities.



- Digital and radio advertisements shared educational information in English, Spanish, and French.
- Advertisements on Pandora, a subscription-based music streaming service, producing an estimated 1,166,337 true listeners.\*  
\* Number of people listening when an ad airs.
- YouTube outreach and advertisements produced 329,240 video views.



# MEDIA HIGHLIGHTS

- Letters to the editor were placed in seventeen outlets with a total estimated daily reach of 416,137 readers.
- Lindsay Clarke, Senior Vice President of Health Education & Advocacy, and Mike Hodin, CEO of the Global Coalition on Aging, co-authored an op-ed in response to Dr. Ezekiel Emanuel's interview claiming that he will forgo medical screenings and interventions after age 75—including valve disease replacement. **Just Getting Started at 75** was placed on Smerconish.com which receives 100,000+ daily subscribers.
- Additional articles about Valve Disease Day were placed by partners around the world in at least 24 news outlets.
- A **press release** about Valve Disease Day received 381 pick-ups to an estimated 194.2 million potential audience.



**416**

**THOUSAND**  
readers



**100**

**THOUSAND**  
daily subscribers



**194**

**MILLION** potential  
audience

# RADIO MEDIA TOUR

A Radio Media Tour offered the opportunity to share the messages of the campaign through 18 interviews covering twelve states including Florida, California, Pennsylvania, and North Carolina. There were a total of 279 broadcasts in 85 markets to 456,600 true listeners.\*



*\*An estimate of people who are actually listening at the time of airing*



# PODCAST

Ellen Ross, Managing Director of Heart Valve Voice Canada, was featured in the Alliance for Aging Research podcast ***This is Growing Old***. Ellen spoke about the impact of heart valve disease on Canadians, the exciting events and outreach activities planned for Heart Valve Disease Awareness Day, and the great work Heart Valve Voice Canada is doing to raise awareness.

Katrin Werner-Perez, Health Programs Manager, interviewed Lindsay Clarke, Senior Vice President of Health Education & Advocacy, on ***This is Growing Old***. Lindsay discussed the risk factors, symptoms, and importance of increasing awareness about Valve Disease, as well as the history of Valve Disease Awareness Day.



## NEW PSA & TRANSLATED MATERIALS

A new video was created for 2023 and was translated/updated into Spanish and French, and English with Global statistics. The **Partner Resources page** on the **Valve Disease Day website** was also translated into French and Spanish, and offers downloadable social media toolkits in each language.



# TV PSA

The new Valve Disease Day PSA was sent to non-profit PSA directors across the country to be considered for placement. Previous years PSAs also continued to run and collectively all of the PSAs were aired more than 10,000 times and produced an estimated 67.9 million impressions.



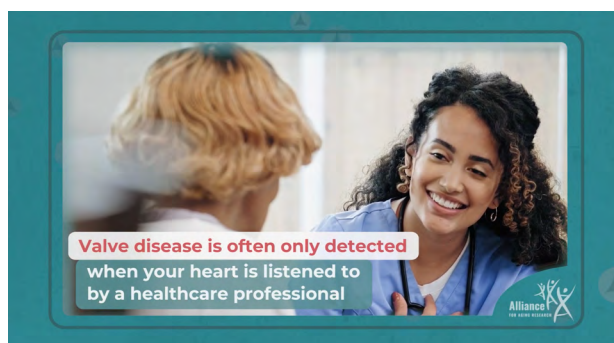
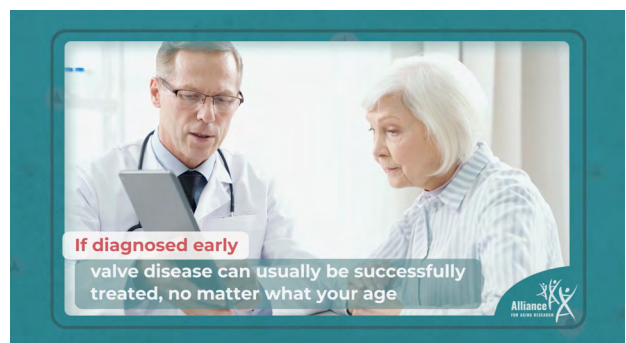
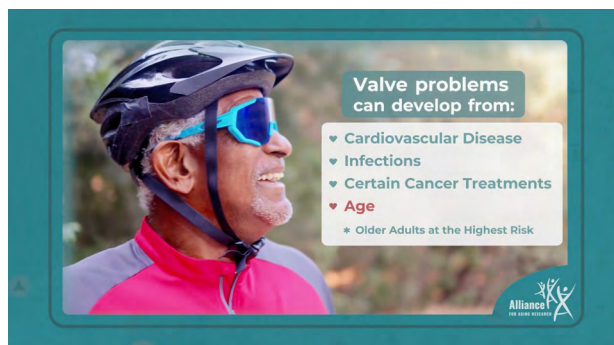
## 10,000

PSA airings



## 67.9

MILLION PSA impressions



# EVENTS

On Heart Valve Disease Awareness Day and throughout American Heart Month—campaign partners hosted in-person and online events including:

- Screening event hosted at West Edmonton Mall featuring complimentary stethoscope checks provided by Heart Valve Voice Canada and the Canadian Cardiovascular Society—over 229 attendees were screened for valve disease.
- Screening event and lunch reception held by Heart Valve Voice Canada, the Canadian Cardiovascular Society, and MPP Rudy Cuzzetto; with all Members of Provincial Parliament (MPP) and staff invited to attend in recognition of Heart Valve Disease Day.
- Concerts, VIP receptions, and educational symposiums hosted by Rock from the Heart in Minneapolis and Fargo.
- Interactive event featuring exhibits, speeches, a patient story and audience Q&A held by the Minneapolis Heart Institute Foundation.
- Educational and screening event hosted by Carondelet Health Network featured lectures, health screenings, and a raffle.
- Screening event featuring a comprehensive health screening hosted by Abrazo Health.
- Patient community from Voices of Support “Super Session” hosted by My Valve My Voice for those with an upcoming or recent heart valve procedure.
- Online webinar featuring guest speakers hosted by Hearts4heart and the Baker Institute.
- Facebook live series hosted by MedStar Heart & Vascular Institute, featuring cardiovascular experts.
- Educational virtual event hosted by Silver Cross Hospital and Interventional Cardiologist, Dr. Ravi Ramana.
- International webinar organized by Global Heart Care – PASCATS– in collaboration with the German Heart Center Charite Berline (GHCB), Euracare, Accra, Leiden University Medical Centre (LUMC), University of Free State (UFS), Bloemfontein, and University of Algiers (UA), featuring a faculty of experts from all over the world.
- A Heart Walk featuring speakers hosted by the Pan-African Society for Cardio-Thoracic Surgery – in collaboration with German Heart Center Charite Berlin, World Health Summit, and Euracare, Accra.
- Educational virtual event held by Lehigh Valley Health Network and the Lehigh Valley Heart and Vascular Institute.



