



# 2025 HIGHLIGHTS & OVERVIEW

HEART VALVE DISEASE AWARENESS DAY

# IMPACT

On February 22, 2025, the Alliance for Aging Research led the 9th Annual Heart Valve Disease Awareness Day alongside 139 committed partners. With continued dedication and innovative outreach, this year’s campaign saw nearly 2 million high-impact engagements and a potential reach of over 383 million. Our efforts spanned across media, in-person and virtual events, social campaigns, and key partnerships, all aimed at educating the public on the risks, symptoms, and treatments for heart valve disease.

From the halls of the Mall of America to radio waves across Spotify and Pandora, and from international events to PSAs on TV and streaming platforms, Valve Disease Day 2025 made a global mark. The Alliance is grateful to its partners, funders, and advocates who make this work possible.



# PARTNERS

For the 9th Annual Heart Valve Disease Awareness Day, the Alliance celebrated a record-breaking 139 partners. This achievement demonstrates the growing commitment to raising awareness about heart valve disease and its impact worldwide. Our partners include advocacy groups, hospitals and health systems, aging organizations, community-based nonprofits, and more who are dedicated to raising awareness each February 22 and throughout the year.





# ROCK FROM THE HEART

The 2025 flagship event for Heart Valve Disease Awareness Day was hosted in partnership with Rock from the Heart in Saint Paul, Minnesota. This marked the first time the annual concert coincided with Heart Valve Disease Awareness Day on February 22. The two-day event featured an Aortic Educational Symposium, a Survivor Recognition Dinner, and a benefit concert headlined by the Spin Doctors.

The Aortic Educational Symposium included an expert presentation from Dr. John Whyte, Chief Medical Officer at WebMD, alongside top cardiologists, surgeons, and patient advocates. Topics included the importance of early

detection, the latest in surgical innovations, and comprehensive patient care strategies.

The Survivor Recognition Dinner brought together patients and caregivers for a heartfelt evening of acknowledgment, connection, and support. The event culminated in a high-energy concert celebrating survivorship and community.

Other special moments included a video message from Senator Amy Klobuchar and official proclamations from Minnesota and South Dakota recognizing February 22 as Heart Valve Disease Awareness Day.



## PODCASTS

In a special episode of the Alliance's podcast *This is Growing Old*, Amy Johnson, President and Director of Rock from the Heart, shared her personal journey and why she continues to advocate for heart health. The podcasts produced more than 3,500 listens.



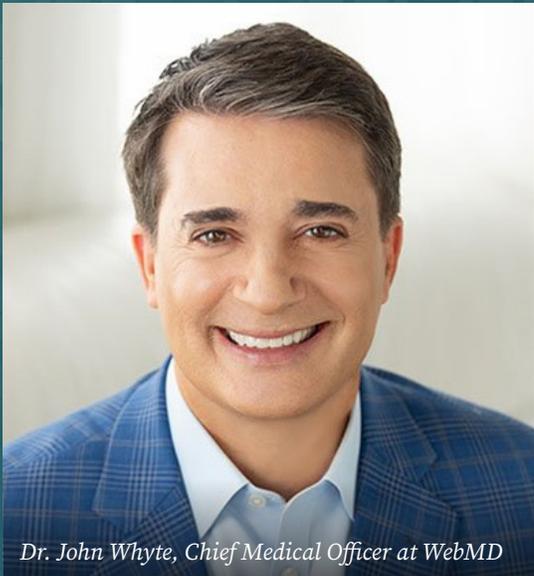
# SUNGLASSES & STICKERS

Heart-shaped sunglasses and stickers remained a campaign favorite in 2025. Over 3,150 sunglasses and 3,000 stickers were mailed out to individuals and partners planning awareness events.



## DIGITAL RADIO ADS

The campaign reached digital audio listeners via Spotify and Pandora with an ad voiced by Dr. John Whyte, educating audiences on symptoms and the importance of getting your heart listened to. The ad earned 314,600 completed listens.



*Dr. John Whyte, Chief Medical Officer at WebMD*

# SOCIAL MEDIA AND ONLINE PROMOTION

Social platforms like Facebook, Instagram, LinkedIn, and X (formerly Twitter) were filled with images, stories, and videos promoting Valve Disease Day. Campaign hashtags #ValveDiseaseDay and #ListenToYourHeart helped increase visibility. The ‘Heart Hands Challenge’ campaign engaged users to share creative heart-hand selfies across generations.



**9.7**

**MILLION**

impressions from social media posts and marketing



**185**

**THOUSAND**

high-impact engagements



**1.3**

**MILLION**

2025 PSA impressions on YouTube

## MEDIA HIGHLIGHTS

Letters to the Editor appeared in 13 publications across the country, reaching an estimated audience of more than 141 million. Valve Disease Day received global media attention, with a dozen news articles featured in outlets around the world. Additionally, a multi-platform press release highlighting Dr. John Whyte, Chief Medical Officer of WebMD, was distributed widely—picked up by 227 news outlets and 956 Associated Press affiliates—potentially reaching 188.4 million people.

**141**

**MILLION**

readers of letters to the editor

**12**

news articles on Valve Disease Day, featured around the world

**188**

**MILLION**

potential audience from a multi-channel press release

**SASKTODAY**

### Doctor hosts open stethoscope screening for heart valve disease

Heart Valve Voice Canada raises awareness about the importance of stethoscope checks.

**CVILLE**  
RIGHT NOW

### Heart Valve Disease Awareness: A Crucial Conversation with Dr. Kenan Yount

**FREE PRESS JOURNAL**

### Navi Mumbai: Apollo Hospitals Marks Heart Valve Awareness Day 2025 With Groundbreaking Structural Heart Disease Treatments

Marking Heart Valve Disease Awareness Day on February 22, the hospital hosted an event to raise awareness about early detection, lifestyle modifications, and innovative treatment options that can save lives.



# PUBLIC SERVICE ANNOUNCEMENTS

The new 2025 PSA was aired 655 times nationwide, generating 8.8 million impressions. Legacy PSAs continued to air, contributing an additional 14,273 broadcasts and 28.7 million impressions. On Roku and other streaming platforms, the PSA generated 252,854 completed views.



**14.9**  
THOUSAND PSA broadcasts



**28.7**  
MILLION total PSA impressions



**Symptoms of Heart Valve Disease:**

- L** Lightheadedness, faint, or dizzy feelings
- I** Irregular heartbeat, heart flutter, or chest pains
- S** Shortness of breath after light activity or while lying down
- T** Tiredness, even if you've had plenty of sleep
- E** Edema (swelling of the ankles and feet)
- N** Not feeling like yourself in general




*Listen to your heart*



**Valve Disease Day.org**  
A MESSAGE BROUGHT TO YOU BY THE ALLIANCE FOR AGING RESEARCH

# EVENTS

Valve Disease Day was celebrated around the world through in-person and online events:

- Heart Valve Voice Canada hosted ten educational sessions, health screenings, and opportunities across Canada for the public to learn more about heart valve health.
- MedStar Heart & Vascular hosted a Heart Month 2025 Facebook Live Series which featured a webinar on Valve Disease Day. The webinar, *Recent Advances in Heart Valve Disease*, featured cardiac surgeons and interventional cardiologists from MedStar who discussed recent advancements in treatment options.
- The Minneapolis Heart Institute Foundation hosted a live educational event designed for community members, patients, and family members affected by valvular heart disease. The program included presentations by medical experts, a patient story, and an audience Q&A session.
- PASCATS held the first Pan-African Cardiothoracic Surgery Summit in Accra, Ghana. This two-day multi-disciplinary forum brought together cardiothoracic and vascular physicians, critical care nurses, perfusionists, and industry experts to discuss the current challenges and future of cardiovascular and thoracic surgery in Africa.
- Alpha Kappa Alpha Sorority, Inc. hosted 'Pink Goes Red' with a walk, workout, and guest speaker from the Texas Heart Institute.
- Blessing Health System provided no-cost murmur screenings supported by local public figures.
- WomenHeart and Heart Valve Voice US held a joint educational webinar that explored heart valve disease in women, including the unique challenges women face in understanding, diagnosing, and managing valve disease.



