



HEART VALVE DISEASE AWARENESS DAY

2026 Highlights & Overview

Impact

On February 22, 2026, the Alliance for Aging Research led the 10th Annual Heart Valve Disease Awareness Day alongside **140 committed partners**. In this milestone year, the campaign achieved **over 1.7 million activations** and a potential reach of **over 300 million**. Our efforts spanned social 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 a celebratory reception at the U.S. Capitol Visitor Center to a billboard in the heart of Times Square, and from international screening events to PSAs on TV and streaming platforms, Valve Disease 2026 made its global mark again. As we reflect on a decade of raising awareness, the Alliance is grateful for its partners, funders, and advocates whose continued dedication makes this work possible.



140
committed partners



15,382
website pageviews



69 MILLION
TV impressions



410 press release pick-ups with
139.7 MILLION potential audience



300 MILLION+
potential impressions/reach



203,583 connected TV/
Roku completed views



750 sunglasses distributed



690,710
YouTube video views



1.7 MILLION+ total activations



Partners

For the 10th Annual Heart Valve Disease Awareness Day, the Alliance celebrated a record-breaking 140 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.





U.S. Capitol Visitor Center Reception

The 2026 flagship event for Heart Valve Disease Awareness Day, *10 Years of Valve Disease Awareness – A Celebratory Reception*, was held on February 25, 2026, at the U.S. Capitol Visitor Center in Washington, D.C. The reception brought together partners, patients, advocates, and policymakers to mark 10 years of raising awareness for heart valve disease and recommit to the work still ahead.

The reception featured remarks from a group of speakers representing different facets of the heart valve disease community, from a leading cardiologist to patient advocates, community health group leaders, and a member of the United States Congress. Together, they spoke to the urgency of detection, the power of partnership, and the lives that have been changed, and saved, over ten years of awareness.



SEN. DICK DURBIN (D-IL)

U.S. Senate Co-Chair of
the Congressional Heart
& Stroke Coalition



SUE PESCHIN, MHS

President and CEO,
Alliance for Aging Research



CELINA GORRE

Chief Executive Officer,
WomenHeart



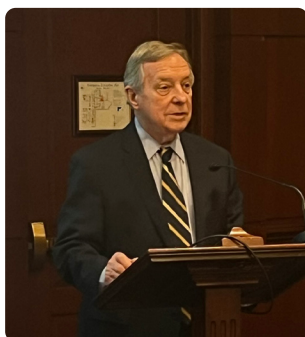
KARISSA CHARLES

Executive Director,
Heart Valve Voice US



PHILLIP DUNCAN, MD, FACC

Associate Professor of Medicine, VCU-Pauley Heart Center;
Association of Black Cardiologists



Podcast

The Alliance's *This is Growing Old* featured a Valve Disease Day episode released on February 11. Katrin Werner-Perez interviewed Lindsay Clarke, COO and Senior Vice President of Health Education, who founded Valve Disease Day. Lindsay reflected on 10 years of observances and discussed the campaign's future, including what she hopes to see as it continues to grow and evolve.



Sunglasses

Heart-shaped sunglasses remained a fan-favorite and campaign staple for 2026. Over 700 pairs of sunglasses were mailed to partners and individuals planning awareness events around the country.



Media Highlights

Letters to the Editor appeared in **16 publications** across the country, reaching an estimated audience of more than **273 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 the day and heart valve disease risks, symptoms, and treatment options – was widely distributed. The press release was picked up by **410 news outlets**, potentially reaching **139.7 million people**.



16 letters to the editor with an estimated circulation/web traffic of **273 MILLION+**



139.7 MILLION potential audience from **410** press release pick-ups

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.

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 increased visibility. A new social media toolkit with freshly created graphics, complementing the redesigned website, was released for partners to use.



1.4 MILLION impressions



1.1 MILLION 2026 PSA impressions on YouTube



10,700 high-impact engagements

Public Service Announcements

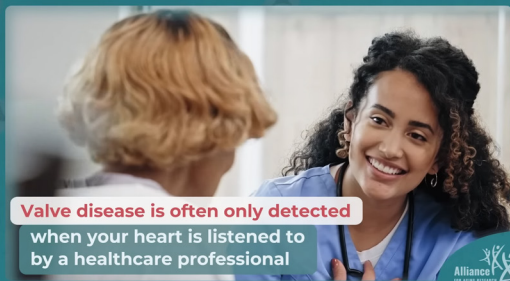
PSAs continued to air, totaling **69,979,500 TV impressions**. On Roku and other streaming platforms, PSAs generated **203,583 completed views**.



69.9 MILLION+
total PSA impressions



203,500
full views on Roku



Valve disease is often only detected
when your heart is listened to
by a healthcare professional



Symptoms of Heart Valve Disease:

- L** Lightheaded, 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 (missing out on daily activities)



Valve problems can develop from:

- ♥ Cardiovascular Disease
 - ♥ Infections
 - ♥ Certain Cancer Treatments
 - ♥ Age
- Older Adults at the Highest Risk



ValveDiseaseDay.org

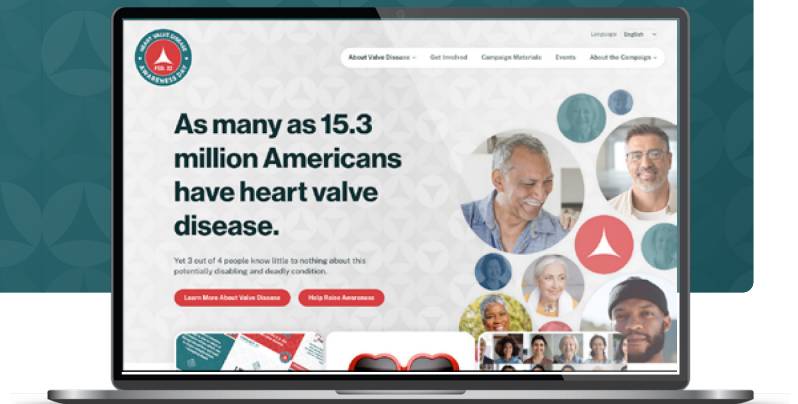
A MESSAGE BROUGHT TO YOU BY THE ALLIANCE FOR AGING RESEARCH

Website

A new ValveDiseaseDay.org launched this year, redesigned from the ground up for patients and partners. The site more prominently features the work of our partners, highlights campaign materials, and offers a comprehensive look at the campaign's collective impact across its now ten-year history. Whether someone is visiting for the first time or returning as a long-time partner, the new ValveDiseaseDay.Org serves as a more dynamic and accessible home for Heart Valve Disease Awareness Day.



15,382 total page views



Times Square Billboard

An ad featuring the Heart Valve Disease Awareness Day campaign displayed on a digital billboard in Times Square.



360,000
estimated pedestrian traffic



Events (Partner Activity)

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

- **HEART VALVE VOICE CANADA**

Hosted 10 “Listen to Your Heart” stethoscope check events across 5 provinces—screening 894 people and detecting a heart murmur needing follow-up in 11% of those screened. Related media earned a reach of 25.4 million+.

- **MINNEAPOLIS HEART INSTITUTE FOUNDATION**

Organized a free interactive educational event on February 21 at Dellwood Country Club which included expert presentations, a patient story, and a live Q&A.

- **ROCK FROM THE HEART**

Aortic Ed Sessions on February 13 at Canterbury Park; Minnesota Governor’s Proclamation secured; I-35W bridge illuminated in purple and red; 190,000+ digital impressions; Fox 9 and WCCO Radio appearances.

- **HEART VALVE VOICE US**

Hosted a free virtual webinar on February 19, “From Patients to Partners: Elevating Patient Voices in Research.”

- **HEARTS4HEART**

Led Australia’s Heart Valve Disease Awareness Week from February 16–22 which included the launch of the first “SLOW Symptoms” campaign, as well as free screenings in Melbourne and Perth.



