

'Freeing Hearts' from HF in Greece

Hellenic Cardiological Society / Heart Failure Working Group introduced this year a variety of HF Awareness Initiatives address to the public and to specific audiences.

1. TV Media Campaign

TV Spot

The need to increase awareness of the disease and prevention triggered the design of an animation highlighting the risk factors of heart failure.

The various methods of intervention used in the spot began with a sequence of events showing a man in a hot air balloon progressively releasing sacks with a cigarette (unhealthy lifestyle), a salt pot (representing blood pressure management), a hamburger (reflecting the role diet plays in prevention) and a man sitting on a sofa (the negative effects of a sedentary lifestyle). As the sacks are released, the hot "heart" air balloon gains altitude, while similar hot "heart" air balloons appear on the screen.

The spot concludes with the Hellenic Cardiology Heart Failure Working Group message "Free you heart". The rationale behind these indirect and direct messages is rather simple: Free your body from any relevant risk factors in order to prevent heart failure.



The TV spot was aired from April 1st to April 30th, 2014 on all major national TV stations [MEGA, STAR, MAKEDONIA, ALPHA, ANT1 and NERIT]. Under local legislation regarding Social Messaging, the TV spot was broadcasted pro bono.

The spot has been created by Michael Kountouris, who recently won the Grand Prize of the World Press Cartoon event, nominated the best cartoonist worldwide last year.

2. Media coverage

Publicity

Interview with Mr. Alexander Douras, Vice President of the Heart Failure Working Group and Director of Cardiology Clinic at the General Hospital of Volos, on regional TV channel TRT.



3. Public Awareness campaign - Printed material

Two brochures informing of Heart Failure and Cardiovascular Risk were developed in collaboration with the distinguished cartoonist Michael Kountouris. They were distributed in outpatient clinics, pharmacies and public places.



4. One-day conference: "Learn about Heart Failure"

The Heart Failure Working Group of Hellenic Cardiology Society organized a one-day conference, which took place in General Hospital of Athens Hippocrates.

