About Target: Aortic Stenosis

The American Heart Association (AHA) has launched the **Target: Aortic Stenosis** initiative to help drive efforts for timely diagnosis, appropriate treatment and improved quality of care by:

- Raising awareness and understanding of aortic stenosis signs and symptoms
- Positively empowering people to better manage their risks and self-management with patient and caregiver resources

By integrating **Target: Aortic Stenosis** into your communities or health care outreach efforts, you are helping to bring awareness to the risks and the forefront of heart-health conversations, supporting people with aortic stenosis, their loved ones, and clinical teams in their efforts to identify at-risk patients and coordinate care plans to improve health outcomes.

Edwards Lifesciences is the national sponsor of American Heart Association’s Target: Aortic Stenosis.
Empowering aortic stenosis patients to be their own health advocate
WITHIN THIS GUIDE YOU WILL FIND

- Overview of why this matters and key facts
- How your organization can support the initiative
- Resources for patients & caregivers
- Messaging to reach patients/consumers & caregivers
- Resources for healthcare professionals
- Messaging for healthcare professionals
Aortic stenosis (AS) is one of the most common and serious valve disease problems. It affects about five percent of people 65 years and older. That number is expected to more than double by 2050, particularly among those 70 years and older. Often, people with aortic stenosis think the symptoms they are experiencing are a part of aging and do not get the medical attention they need to monitor and treat the condition. If left undiagnosed and untreated, AS can become more severe and potentially lead to heart failure and death. People with aortic stenosis may not experience noticeable symptoms until the narrowed valve greatly reduces blood flow. Aortic stenosis can be treated and managing it appropriately can reduce the negative impact on your quality of life. If there are no symptoms or if symptoms are mild, the best course of action could be regular follow up and monitoring to see if the valve opening has narrowed or if symptoms develop or worsen.
HOW YOUR ORGANIZATION CAN HELP SUPPORT: CAMPAIGN IMPLEMENTATION

Following are examples of how your organization can leverage the resources provided and elevate the voice and impact of the Target: Aortic Stenosis campaign.
Activate your Social Media Channels

- Share provided content across your social media platforms and encourage reposts and retweets (Facebook, Instagram, LinkedIn, Twitter).

- Follow the American Heart Association social media handles and engage (like, comment, repost/retweet campaign messages).

  **AHA:** [Facebook](https://www.facebook.com/AmericanHeart), [Twitter](https://twitter.com/American_Heart), [Instagram](https://www.instagram.com/American_Heart) + [LinkedIn](https://www.linkedin.com/company/americaneart association) (American Heart Association)

- Sample messages and graphics are included in this toolkit.
Leverage E-newsletters and Other Digital/Print Communications Tools

• Integrate campaign messaging and calls-to-action into your e-mail or print newsletters, magazines, etc.

• Utilize digital banners and link to the campaign resources on your organization’s website.

Build a Messaging Calendar with Additional Touchpoints to Drive the Conversation

• February – American Heart Month
• February 22 – Heart Valve Disease Awareness Day
• November – Caregiver Month
Engage Your Conference/Community Event Audiences

- Distribute patient and healthcare provider resources at applicable events.
- Invite your patient audiences to download the discussion guide and symptom tracker and watch our patient video series.
- Invite your healthcare provider audience to review/utilize the patient education resources and professional education resources and webinars.
CAMPAIGN RESOURCES
FOR PATIENTS AND HEALTH CARE PROFESSIONALS

At your fingertips, we’ve provided a robust repository of materials to educate patients and health care professionals. Organizations can use any or all these resources to support the campaign.
Resources for Patients and Caregivers
Heart.org/AorticStenosis

This patient/public health education website provides a comprehensive overview of aortic stenosis, including tools and resources for people living with aortic stenosis.

Patients and their loved ones review content and understand their risk, watch patient videos and stories of hope, get prepared with questions to ask their health care professional and download a guide to help them start a discussion with them.
Heart.org/ASResources

This patient/public health education resource webpage provides a comprehensive overview of all our aortic stenosis tools and resources for people at-risk or living with aortic stenosis.

From experiencing symptoms to preparing for a valve replacement, wherever one is on their patient journey, they can find the information they need to take control of their health.
One-page fact sheet that provides an overview of Aortic Stenosis, who is at risk, how it’s diagnosed and how to manage it and reduce the risk of heart failure and death.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.
Two-page printable piece that contains a brief overview of Aortic Stenosis and provides a list of questions that patients and their loved ones can use to guide the conversation with their healthcare professionals.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.
One-page tracker for patients to record the symptoms that they have been experiencing and frequency in order to share with their healthcare professional.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.
Two-page FAQ on AS & COVID-19 to help patients understand risks and ways to remain healthy while living with AS.

Video: Suzanne Arnold, MD discusses common questions for those living with or facing treatment for aortic stenosis during COVID-19

Uses: patient/provider conversations, patient education
What is Aortic Stenosis? Video

This two-minute video is designed to help those at-risk and recently diagnosed patients to learn more about aortic stenosis, understand its symptoms, how to get a diagnosis and treatment options.

Uses: patient/provider conversations, electronic patient education, media/press events, community events.
The addition of the Aortic Stenosis Care Team webpage educates patients and their caregivers about the team of health care professionals who will help manage and treat their aortic stenosis.
Messaging and Creative Resources for Patients and Caregivers

Resources available for download at: www.heart.org/TargetAS
Symptom Awareness Campaign

Patient/Consumer Campaign
Driving to heart.org/AorticStenosis
It’s not aging, it’s aortic stenosis

Aortic stenosis is one of the most common and serious valve diseases for people over 60. General physical decline could signal it, so know the symptoms:

• Chest pain
• Irregular heartbeat
• Shortness of breath
• Dizziness or fainting
• Swollen ankles or feet

Talk to your doctor and manage it.

heart.org/AorticStenosis

Time for a heart-to-heart

Aortic stenosis (AS) is a serious heart valve ailment that can mimic common signs of aging. It usually strikes people over 60. A painless echocardiogram can reveal whether you have AS.

Talk with your doctor to learn more.

heart.org/AorticStenosis
Social Media and Graphics
Patient/Consumer

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AmericanHeart

- Alliance for Aging Research
  - Main Accounts
    - Facebook - @AllianceforAgingResearch
    - Twitter - @Aging_Reasearch
    - Instagram - agingresearch
    - LinkedIn - https://www.linkedin.com/company/alliance-for-aging-research/
  - Heart Valve Disease Awareness Day Accounts
    - Facebook - @ValveDiseaseDay
    - Twitter - @valvediseaseday
    - Instagram - valvediseaseday

- Heart Valve Voice US
  - Facebook - @HeartValveVoiceUS
  - Twitter - @HeartValveUS
  - LinkedIn - https://www.linkedin.com/company/heart-valve-voice/
Social Media
Patient/Consumer

A painless echocardiogram tells you whether you have aortic stenosis, the heart ailment that can mimic common signs of aging. heart.org/AorticStenosis

Due to COVID-19, people sometimes delay doctor visits. Doing so could be a mistake for those with aortic stenosis, a heart valve ailment. heart.org/AorticStenosis

A loved one over 60 has lost vitality mysteriously. The problem could be aortic stenosis. Encourage a visit to the doctor. heart.org/AorticStenosis

Aortic stenosis is a heart valve ailment that often affects those over 60. Symptoms like fatigue and physical decline mimic aging. See a doctor. heart.org/AorticStenosis
It’s not old age, it’s aortic stenosis.
Fatigue, physical decline could be signs of heart ailment.

Get a checkup.
200 px X 680 px

Don’t let aortic stenosis shut you down.
Know the symptoms: chest pain, irregular heartbeat, shortness of breath, fatigue, dizziness or fainting, swollen ankles or feet.

See your doctor.
280 px X 680 px

Animated Option (rotating symptoms listed)

American Heart Association.
Target: Aortic Stenosis

Don’t let aortic stenosis shut you down.

970 px X 250 px
300 px X 250 px
300 px X 600 px
728 px X 90 px

160 px X 600 px
300 px X 50 px
320 px X 50 px

American Heart Association.
Target: Aortic Stenosis

It’s not old age, it’s aortic stenosis.

970 px X 250 px
300 px X 250 px
300 px X 600 px
728 px X 90 px

160 px X 600 px
300 px X 50 px
320 px X 50 px

Should link to:
heart.org/AorticStenosis
It’s not old age, it’s aortic stenosis

Don’t mistake a serious heart valve ailment for advancing years

Learn about aortic stenosis. Untreated, heart failure and death can result from this narrowing of the aortic valve opening.

Aortic stenosis can mimic general signs of aging — so doctors and loved ones can miss it. Seek treatment if you experience:

- Chest pain
- Irregular heartbeat
- Shortness of breath
- Fatigue
- Dizziness or fainting
- Swollen feet or ankles
- Swollen feet or ankles

Talk with your doctor and manage it.

heart.org/AorticStenosis
Take Control Campaign

Patient/Consumer Campaign
Driving to Heart.org/ASResources
(Content below provides specific jumplinks for this landing page)
Mild/Moderate Version

Get ahead of aortic stenosis

Your symptoms may be mild. And, maybe you haven’t noticed any physical problems. For now. But aortic stenosis can sneak up on you and if left untreated, the condition can worsen leading to heart failure and death. Take control of your aortic stenosis before it gets control of you. Watch this video.

Direct link: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources#learnaboutas

Image Options:
Severe Version

Take aortic stenosis to heart

Severe aortic stenosis requires treatment for a positive outcome. Get with your doctor to learn which procedure (TAVI or SAVR) and valve (mechanical or tissue) best suits you. Watch this video to empower your discussion about the options.

Direct link: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources#learnaboutas

Image Options:
Digital Banners

Patient/Consumer

Should link to:
heart.org/ASresources

Animated Option (rotates through messaging)
Social Media and Graphics

Patient/Consumer

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- Alliance for Aging Research
  - Main Accounts
    - Facebook - @AllianceforAgingResearch
    - Twitter - @Aging_Research
    - Instagram - agingresearch
    - LinkedIn - https://www.linkedin.com/company/alliance-for-aging-research/
- Heart Valve Disease Awareness Day Accounts
  - Facebook - @ValveDiseaseDay
  - Twitter - @valvediseaseday
  - Instagram - valvediseaseday

- Heart Valve Voice US
  - Facebook - @HeartValveVoiceUS
  - Twitter - @HeartValveUS
  - LinkedIn - https://www.linkedin.com/company/heart-valve-voice/
If you believe you may have aortic stenosis, download our discussion guide to be prepared for your doctor visit. Learn what to expect and what questions to get answered. It’s important to understand as much as you can about your condition and managing your aortic stenosis.

If you are 65+ and experience symptoms that could be related to aortic stenosis (chest pain, irregular heartbeat, shortness of breath, fatigue and/or dizziness), download our Symptom Tracker to track your symptoms and frequencies to share with your doctor.

What is Aortic Stenosis? It’s a common and serious heart valve disease that affects mainly people over age 65. If it goes undiagnosed, it can become severe and potentially lead to heart failure and death. Learn what you need to know, watch the full video:

URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas

File name: AHA Aortic Stenosis v5.mp4

URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms

Image file names:
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DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_09
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_09

URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam

Image file names:
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DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_03
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_03
You've been recently diagnosed with aortic stenosis. Now what? Early diagnosis and treatment can improve your quality of life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:  


Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_04
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_04
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_04

SOCIAL MEDIA – Mild/Moderate

Aortic stenosis is a lifelong condition that may get worse over time. You can manage the condition through monitoring your symptoms, treatment and a healthy lifestyle. Use our discussion guide when talking to your doctor about living with your aortic stenosis.


Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_04
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_04
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_04


Image file names:
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DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_05
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_05

If you have recently been diagnosed with aortic stenosis, then you are not alone.

FILE name:
DSD-177_AHA_AorticStenosis_Mix_01.mp4
If you’ve been diagnosed with aortic stenosis, it’s important to know your treatment options and be a part of those decisions with your doctor. Refer to our valve replacement decision aid when having those discussions.


Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_07
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_07
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_07

If you are living with aortic stenosis and have no symptoms or mild symptoms, schedule regular appointments with your doctor. Aortic Stenosis sneaks up on you – keep your guard up and live better.


Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_08
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_08
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_08
A severe aortic stenosis diagnosis can leave you feeling scared and lost about what comes next and the impact this condition will have on your life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey.

With a severe aortic stenosis diagnosis, you may need to have your aortic valve replaced. You and your heart team will discuss the SAVR and TAVI (also known as TAVR) procedures to determine the best option for you. Refer to our valve replacement decision aid when having those discussions.

Refer to our valve replacement decision aid when having those discussions.

Taking control of your aortic stenosis means that you and your loved ones work with your heart team to determine the treatment plan that’s right for you. Refer to our valve replacement decision aid when having those discussions.

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URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D9DC4008B1DD2F01935FF537#treatment

Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_02
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_02
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_06

Full Video:
URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D9DC4008B1DD2F01935FF537#learnaboutaorticstenosis

File name:
DSD-177_AHA_AorticStenosis_Mix_01.mp4

Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_02
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_02
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_06
What is a heart team? If you are being considered for valve repair or replacement, you’ll have a specialized team of health professionals who will treat and help manage your aortic stenosis. Let us help you understand their roles.


Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_12
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_12
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_12

It’s vital to know you’re not alone on your journey. Connecting with others affected by aortic stenosis and heart valve disease can provide you with the support and encouragement you need living with this condition.

URL: https://supportnetwork.heart.org/s/

Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_11
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_11
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Resources for Healthcare Professionals
Heart.org/TargetAS

This initiative website provides a comprehensive overview of Target: Aortic Stenosis, including tools and resources for health care professionals and quality systems improvement updates and resources.

- Health care professionals will find the latest science, professional tools and resources, and educational opportunities and upcoming webinars to support adherence to guidelines.

- Additionally, health care professionals can download patient education materials.

- Health systems and medical professionals will find information about quality improvement efforts supporting aortic stenosis management, treatment and diagnosis.
In December 2020, the American Heart Association will release NEW Valvular Heart Disease Guidelines to provide up-to-date comprehensive recommendations for healthcare professionals and patients on the management and treatment of heart valve disease. The guideline is new since the 2017 Focused Update to the Guidelines and 2014 Valvular Heart Disease Guidelines.

The Guideline Resources listed on this webpage are intended to help elevate awareness and drive quicker implementation of the new Valvular Heart Disease Guidelines - to ultimately improve heart valve patient outcomes, including aortic stenosis.
One-page fact sheet that provides an overview of Aortic Stenosis, who is at risk, how it’s diagnosed and how to manage it and reduce the risk of heart failure and death.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.
One-page tracker for patients to record the symptoms that they have been experiencing and frequency in order to share with their healthcare professional.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.
Two-page printable piece that contains a brief overview of Aortic Stenosis and provides a list of questions that patients and their loved ones can use to guide the conversation with their healthcare professionals.

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Two-page FAQ on AS & COVID-19 to help patients understand risks and ways to remain healthy while living with AS.

Video: Suzanne Arnold, MD discusses common questions for those living with or facing treatment for aortic stenosis during COVID-19

Uses: patient/provider conversations, patient education
This two-minute video is designed to help those at-risk and recently diagnosed patients to learn more about aortic stenosis, understand its symptoms, how to get a diagnosis and treatment options.

Uses: patient/provider conversations, electronic patient education, media/press events, community events.
Resources for Healthcare Professionals

Messaging and Creative

Resources available for download at:
www.heart.org/TargetAS
Early Diagnosis Campaign

Healthcare Professional Campaign
Driving to Heart.org/TargetAS
Digital Banners

Healthcare professional

Link to heart.org/TargetAS

Spot aortic stenosis early
Make sure your patients know the signs

heart.org/TargetAS

300X250, 300X250, 650X90, 728X90

350x250
Don’t wait. Stop this thief.
Here’s how to protect your patients

Aortic stenosis steals life
Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

Don’t wait. Get the tools and information to empower your patients to understand aortic stenosis and become engaged in their health journey.

We have what they need to know:

- Fact sheet
- Symptom tracker
- Discussion guide
- Patient testimonial videos

Edward Lifesciences is the national sponsor of American Heart Association’s Target: Aortic Stenosis.

heart.org/TargetAS

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heart.org/TargetAS
Spot aortic stenosis early

Timely diagnosis is key to treating this heart valve ailment. We can help you educate patients on signs, symptoms & treatment options.

heart.org/TargetAS

Aortic stenosis steals life

Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

Don’t wait. Get the tools and information to empower your patients to understand AS and become engaged in their health journey.

We have what they need to know
• Fact sheet
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• Patient testimonial videos

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heart.org/TargetAS
Follow the Guidelines Campaign

Healthcare Professional Campaign
Driving to Heart.org/TargetAS
Web Banners
Healthcare professional
Patient focused and HCP focused imagery
Link to heart.org/TargetAS

Follow the guidelines to diagnose and treat aortic stenosis
heart.org/TargetAS

Follow the guidelines to treat aortic stenosis
heart.org/TargetAS

Follow the guidelines to treat aortic stenosis
heart.org/TargetAS

728X90
300X500
250X250, 300X250, 350X250
650X90, 728X90
Follow the guidelines to treat aortic stenosis

Target: Aortic Stenosis focuses on addressing challenges in diagnosing and treating this common and deadly heart valve disease. We encourage you to follow the 2020 Valvular Heart Disease Guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients.  
http://heart.org/targetAS
Follow the guidelines to treat aortic stenosis

Your aortic stenosis patients deserve treatment they can trust.

Target: Aortic Stenosis focuses on addressing challenges in diagnosing and treating this common and deadly heart valve disease. We encourage you to follow the 2020 Valvular Heart Disease Guidelines for up-to-date comprehensive recommendations for diagnosing and treating your aortic stenosis patients.

Recommendations for patients with severe aortic stenosis include:

- Evaluation for valve intervention by a multidisciplinary team
- Valve intervention based on the severity of symptoms and heart function
- Expanding indications for TAVI including for those at low surgical risk
- Shared decision-making to weigh the risks and benefits between valve types (bioprosthetic vs. mechanical) and interventions (TAVI vs. SAVR)

heart.org/TargetAS
Social Media and Graphics

Healthcare professional

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AHAScience

- Association of Black Cardiologists
  - Facebook – @abcardio
  - Twitter - @ABCardio1
  - Instagram - abcardio1
  - LinkedIn - https://www.linkedin.com/company/association-of-black-cardiologists/
  - LinkedIn (Group) - https://www.linkedin.com/groups/8691649/

- American Society For Preventive Cardiology
  - Twitter - @ASPCCardio
  - LinkedIn - https://www.linkedin.com/company/american-society-for-preventive-cardiology/

- Association of Physicians Associates in Cardiology
  - Facebook – @PACardiology
  - Twitter – @APAC_Cardiology
  - Instagram - pasincardiology
  - LinkedIn (Group) - https://www.linkedin.com/groups/4023586/
Valve intervention for severe aortic stenosis is based on symptoms and heart function.

http://heart.org/targetAS

Work together with your patients with severe aortic stenosis in shared decision-making to discuss the risks and benefits of treatment options.

http://heart.org/targetAS

Did you know? The AHA recommends evaluation of patients with severe aortic stenosis for valve intervention by a multidisciplinary team.

http://heart.org/targetAS

We encourage you to follow the guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients with aortic stenosis.

http://heart.org/targetAS

Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04e_SoMe_1200x1200
DS-18351_AS_04e_SoMe_1200x675
DS-18351_AS_04e_SoMe_1200x628

Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04g_SoMe_1200x1200
DS-18351_AS_04g_SoMe_1200x675
DS-18351_AS_04g_SoMe_1200x628

Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04b_SoMe_1200x1200
DS-18351_AS_04b_SoMe_1200x675
DS-18351_AS_04b_SoMe_1200x628

Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04c_SoMe_1200x1200
DS-18351_AS_04c_SoMe_1200x675
DS-18351_AS_04c_SoMe_1200x628

Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04b_SoMe_1200x628
Social Media Amplification Calendar

For sharing/retweeting AHA’s social media accounts
If you believe you may have aortic stenosis, download our discussion guide to be prepared for your doctor visit. Learn what to expect and what questions to get answered. It’s important to understand as much as you can about your condition and managing your aortic stenosis.

If you are 65+ and experience symptoms that could be related to aortic stenosis (chest pain, irregular heartbeat, shortness of breath, fatigue and/or dizziness), download our Symptom Tracker to track your symptoms and frequencies to share with your doctor.

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What is Aortic Stenosis? It’s a common and serious heart valve disease that affects mainly people over age 65. If it goes undiagnosed, it can become severe and potentially lead to heart failure and death. Learn what you need to know, watch the full video:
Your aortic stenosis may progressively become more severe over time. It’s important to track your symptoms and their frequencies to determine if they’re getting better or worse. Don’t forget to document any new symptoms. Download our symptom tracker to help.

Aortic stenosis is a lifelong condition that may get worse over time. You can manage the condition through monitoring your symptoms, treatment and a healthy lifestyle. Use our discussion guide when talking to your doctor about living with your aortic stenosis.

You’ve been recently diagnosed with aortic stenosis. Now what? Early diagnosis and treatment can improve your quality of life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:

URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F0193FF537#learnaboutas

DATE SCHEDULED: July 15 at 12:37 PM CT

POSTING ACCOUNTS:
• @American_Heart (Twitter)
• American Heart Association (Facebook)

DATE SCHEDULED: April 19 at 2:35 PM CT

POSTING ACCOUNTS:
• @American_Heart (Twitter)
• American Heart Association (Facebook)

DATE SCHEDULED: March 29 at 2:34 PM CT

POSTING ACCOUNTS:
• @American_Heart (Twitter)
• American Heart Association (Facebook)
If you've been diagnosed with aortic stenosis, it's important to know your treatment options and be a part of those decisions with your doctor. Refer to our valve replacement decision aid when having those discussions.

URL:  https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment

DATE SCHEDULED: August 19 at 9:41 AM CT

POSTING ACCOUNTS:
- @American_Heart (Twitter)
- American Heart Association (Facebook)

If you are living with aortic stenosis and have no symptoms or mild symptoms, schedule regular appointments with your doctor. Aortic Stenosis sneaks up on you – keep your guard up and live better.

URL:  https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537

DATE SCHEDULED: November 7 at 2:43 PM CT

POSTING ACCOUNTS:
- @American_Heart (Twitter)
- American Heart Association (Facebook)
A severe aortic stenosis diagnosis can leave you feeling scared and lost about what comes next and the impact this condition will have on your life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey.

Full Video:

URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC400881DD2F01935FF537#learnaboutas

DATE SCHEDULED: December 16 at 2:44 PM CT

POSTING ACCOUNTS:
- @American_Heart (Twitter)
- American Heart Association (Facebook)
- American Heart Association (LinkedIn)

Taking control of your aortic stenosis means that you and your loved ones work with your heart team to determine the treatment plan that’s right for you. Refer to our valve replacement decision aid when having those discussions.

URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC400881DD2F01935FF537#treatment

DATE SCHEDULED: May 20 at 2:36 PM CT

POSTING ACCOUNTS:
- @American_Heart (Twitter)
- American Heart Association (Facebook)

With a severe aortic stenosis diagnosis, you may need to have your aortic valve replaced. You and your heart team will discuss the SAVR and TAVI (also known as TAVR) procedures to determine the best option for you. Know the risk and benefits of each procedure.

URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC400881DD2F01935FF537#treatment

DATE SCHEDULED: June 10 at 9:36 AM CT

POSTING ACCOUNTS:
- @American_Heart (Twitter)
- American Heart Association (Facebook)
What is a heart team? If you are being considered for valve repair or replacement, you’ll have a specialized team of health professionals who will treat and help manage your aortic stenosis. Let us help you understand their roles.


DATE SCHEDULED: September 19 at 2:42 PM CT
POSTING ACCOUNTS:
• @American_Heart (Twitter)
• American Heart Association (Facebook)

It’s vital to know you’re not alone on your journey. Connecting with others affected by aortic stenosis and heart valve disease can provide you with the support and encouragement you need living with this condition.

URL: https://supportnetwork.heart.org/s/

DATE SCHEDULED: November 30 at 10:43 AM CT
POSTING ACCOUNTS:
• @American_Heart (Twitter)
• American Heart Association (Facebook)
SOCIAL MEDIA – Heart Valve Disease Awareness Day
(AORTIC STENOSIS RELEVANT)

Patient/Consumer

February 5, 2022 – Facebook | Twitter
February 5, 2022 – Facebook | Twitter
February 22, 2022 – Twitter
February 22, 2022 – Twitter

****Content is not apart our downloadable messaging, but you can share/retweet from the links provided.****
Did you know? The AHA recommends evaluation of patients with severe aortic stenosis for valve intervention by a multidisciplinary team. http://heart.org/targetAS

Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: April 5 or July 6 or November 3*
POSTING ACCOUNTS: • @AHAScience (Twitter)

We encourage you to follow the guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients with aortic stenosis. http://heart.org/targetAS

Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: April 5 or July 6 or November 3*
POSTING ACCOUNTS: • @AHAScience (Twitter)

Work together with your patients with severe aortic stenosis in shared decision-making to discuss the risks and benefits of treatment options. http://heart.org/targetAS

Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: January 10: 12:53 PM CT
POSTING ACCOUNTS: • @AHAScience (Twitter)

Valve intervention for severe aortic stenosis is based symptoms and heart function. http://heart.org/targetAS

Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: April 5 or July 6 or November 3*
POSTING ACCOUNTS: • @AHAScience (Twitter)

*We know the post dates, but not which post will appear on that deployment date. HCP post schedule could also change due to other science requests.
### AHA Social Media Accounts

- **Patient/Consumer:**
  - @American_Heart (Twitter)
  - American Heart Association (Facebook)

### Patient/Consumer Posts

- December 13, 2020 - Post was popular on AHA State Social Accounts. Ex. Facebook | Twitter
- December 19, 2020 – Facebook | Twitter
- January 26, 2021 - Facebook | Twitter
- March 4, 2021 - Facebook | Twitter
- April 7, 2021 - Facebook | Twitter
- May 12, 2021 - Facebook | Twitter
- June 30, 2021 – Facebook | Twitter
- August 10, 2021 – Facebook | Twitter
- September 2, 2021 – Facebook | Twitter
- October 13, 2021 - Facebook | Twitter
- December 8, 2021 - Facebook | Twitter

### 2020-21 Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>1 2 3 4 5</td>
<td>6 7 8 9 10</td>
<td>11 12 13 14 15</td>
<td>16 17 18 19 20</td>
<td>21 22 23 24 25</td>
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<tr>
<td>October</td>
<td>1 2 3 4 5</td>
<td>6 7 8 9 10</td>
<td>11 12 13 14 15</td>
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<td>21 22 23 24 25</td>
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<tr>
<td>November</td>
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<td>6 7 8 9 10</td>
<td>11 12 13 14 15</td>
<td>16 17 18 19 20</td>
<td>21 22 23 24 25</td>
</tr>
<tr>
<td>December</td>
<td>1 2 3 4 5</td>
<td>6 7 8 9 10</td>
<td>11 12 13 14 15</td>
<td>16 17 18 19 20</td>
<td>21 22 23 24 25</td>
</tr>
</tbody>
</table>
A painless echocardiogram tells you whether you have aortic stenosis, the heart ailment that can mimic common signs of aging. 
heart.org/AorticStenosis

Due to COVID-19, people sometimes delay doctor visits. Doing so could be a mistake for those with aortic stenosis, a heart valve ailment. 
heart.org/AorticStenosis

A loved one over 60 has lost vitality mysteriously. The problem could be aortic stenosis. Encourage a visit to the doctor. 
heart.org/AorticStenosis

Aortic stenosis is a heart valve ailment that often affects those over 60. Symptoms like fatigue and physical decline mimic aging. See a doctor. 
heart.org/AorticStenosis

• December 19, 2020 – Facebook | Twitter
• May 12, 2021 - Facebook | Twitter
• October 13, 2021 - Facebook | Twitter

• December 13, 2020 - Post was popular on AHA State/Local Social Accounts. Ex. Facebook | Twitter
• January 26, 2021 - Facebook | Twitter

• April 7, 2021 - Facebook | Twitter
• August 10, 2021 – Facebook | Twitter
• December 8, 2021 - Facebook | Twitter
Jim’s story

- June 30, 2021 – Facebook | Twitter

Mark’s story

- September 2, 2021 – Facebook | Twitter
THANK YOU

By participating in the **Target: Aortic Stenosis** initiative you are joining the movement that is helping to reduce cardiovascular death in people living with Aortic Stenosis.