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 (@AmericanHeart), Twitter (@American_Heart), Instagram (@American_Heart) + LinkedIn (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 health care 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 health care 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.
What Is Aortic Stenosis?

Fact Sheet

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
Resources for Patients and Caregivers

Messaging and Creative

Resources available for download at: www.heart.org/TargetAS
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, GIFs and posts or retweet from @AmericanHeart

**Image**

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

[heart.org/AorticStenosis](http://heart.org/AorticStenosis)

**Image**

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](http://heart.org/AorticStenosis)

**GIF**

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

[heart.org/AorticStenosis](http://heart.org/AorticStenosis)

**GIF**

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](http://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](http://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](http://heart.org/AorticStenosis)
Digital Banners
Patient/Consumer

Should link to:
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)

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

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
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

Talk with your doctor and manage it.

heart.org/AorticStenosis
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.
What Is 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.
Aortic Stenosis Symptom Tracker

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.
Resources for Healthcare Professionals

Messaging and Creative

Resources available for download at:
www.heart.org/TargetAS
Spot aortic stenosis early
Make sure your patients know the signs

heart.org/TargetAS

300 px X 500 px

Digital Banners
Healthcare professional

Spot aortic stenosis early
Make sure your patients know the signs

heart.org/TargetAS

1325 px X 290 px

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

Edwards 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

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heart.org/TargetAS

American Heart Association
Target: Aortic Stenosis
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.