



WORLD HEART RHYTHM WEEK

JUNE 03-09 2024

Act Smart. You Only Have One Heart!

Thank you for joining Arrhythmia Alliance during **World Heart Rhythm Week (WHRW)** via your social media platforms and other events.

Each year Arrhythmia Alliance hosts World Heart Rhythm Week and collaborates with organisations, associations, societies, public, patients, caregivers, healthcare professionals, industry, and policy makers to raise awareness of ALL heart rhythm disorders including AF, syncope, SVT, and more.

We hear from patients sharing their experience; from challenges doctors face to access the latest treatments and managements and what is new on the horizon, from industry bringing in new technologies and drugs to improve the outcomes for people living with heart rhythm disorders.

We engage with policy makers to ensure they are aware of the importance of:

DETECTION of an irregular heart rhythm

PROTECTION against AF-related stroke / sudden cardiac death and misdiagnosis

CORRECTION with access to appropriate treatments for individuals

PERFECTION if we achieve **DETECT PROTECT CORRECT** – we will strive for perfection in identifying people earlier with the condition and reduce the number of deaths and devastating life-changes by being treated sooner.

Arrhythmia Alliance is proud to host **World Heart Rhythm Week** each year and is looking forward to your support. You can show your support and get involved by sharing the messaging included in this tool kit and adding the events to your calendars. We have made it easy for you! Everything you need is all here in this toolkit to join us and raise awareness.

Be sure to tag us and use the hashtags

#WHRW2024 #ActSmart #YouOnlyHaveOneHeart



What's included in the toolkit?

1. Events Calendar
2. Social media kit with graphics
3. Media kit with press release template
4. Ordering your resources
5. Special Events: X Chat, Coffee Mornings, and FB Live Event
6. Know Your Pulse Events UK
7. Proclamation and MP outreach information
8. SVT Awareness Day resources
9. Awareness Resources and Activities
10. Partner benefits



**WORLD HEART
RHYTHM WEEK**

EVENTS CALENDAR

03-09 JUNE 2024

COFFEE MORNING

MON

11:00AM (BST) ATRIAL FIBRILLATION (AF)

11:00AM (EST) ATRIAL FIBRILLATION (AFib)

COFFEE MORNING

WED

#SVTawareness

11:00AM (EST) SUPRAVENTRICULAR TACHYCARDIA (SVT)



Arrhythmia Alliance

SVT Awareness Day

www.heartrhythmalliance.org

KNOW YOUR PULSE EVENT (UK)*

TUE

9:00AM (BST) CHIPPING NORTON CO-OP

LIVE CHAT ON X: HEART RHYTHMS

11:00AM (EST) JOIN US TO DISCUSS HEART RHYTHM DISORDERS

KNOW YOUR PULSE EVENT (UK)*

THU

9:00AM (BST) OXFORD JOHN RADCLIFFE HOSPITAL

FACEBOOK LIVE: SVT EXPERT

11:00AM (EST) JOIN US TO DISCUSS LIVING WITH SVT

COFFEE MORNING

FRI

11:00AM (BST)

SUPRAVENTRICULAR TACHYCARDIA (SVT)

ACT SMART. YOUR ONLY HAVE ONE HEART!

***IN-PERSON**

www.worldheartrhythmweek.org

#WHRW2024



Social Media Kit with Graphics

You can download suggested social media content and graphics to share on your platforms. Arrhythmia Alliance has created content for April/May to raise awareness of the forth coming week and WHRW content for you to share throughout the week.

[**Arrhythmia Alliance Social Media Toolkit**](#)

[**AF Association Social Media Toolkit**](#)

[**STAR Social Media Toolkit**](#)

Media kit

Arrhythmia Alliance has made it simple for you to share and promote World Heart Rhythm Week throughout your media channels. We have prepared a press release template for you, as well as media talking points.

[**WHRW2024 Press Release Template**](#)

[**WHRW2024 Media Talking Points**](#)

ORDER YOUR RESOURCES

Order your **FREE** resources!

Celebrate World Heart Rhythm Week by ordering your *FREE* resources

[place your order now](#)

Hosting a **Know Your Pulse** Event? Click the button above and mention *Know Your Pulse Toolkit* to receive **FREE** resources for your event!



Tell us what you're planning!

Interested in supporting WHRW2024 with an event or virtually? We would love to know what you're planning and how we can support you. We will be adding all our WHRW supporter logos to our website and we look forward to partnering with you.

[**info@heartrhythmalliance.org**](mailto:info@heartrhythmalliance.org)

Join us for an X Chat

Join Arrhythmia Alliance on **Tuesday 04 June 2024, at 11:00 AM EST** on X (formerly Twitter) for an hour-long LIVE X Chat. Engage with healthcare professionals, patients, and patient advocacy organizations as we raise awareness of SVT and other heart rhythm disturbance.

Arrhythmia Alliance will post 10 questions throughout the hour. Follow us on X and follow #WHRW2024 to join in the conversation.

[The full list of questions for the X Chat are available now on our website](#)



Arrhythmia Alliance USA
@HeartRhythm_US

Join Arrhythmia Alliance on Tuesday, June 04, 2024, at 11:00 AM EST for an hour-long LIVE X Chat.

Engage with healthcare professionals, patients, and patient advocacy organizations as we raise awareness of SVT and other heart rhythm diagnosis.

[#SVTawareness](#)

@HeartRhythm_US

Coffee Mornings

Arrhythmia Alliance will host four Coffee Mornings throughout World Heart Rhythm Week to accommodate our global audience.

Two will be held on **Monday, June 03, 2024, at 11:00 AM (Both BST and EST)**, **Wednesday, June 05, 2024, at 11:00 AM EST**, and on **Friday, June 07, 2024, at 11:00 AM BST**. It is the perfect place to discuss living with AF or SVT, exchange experiences and support each other. Our coffee mornings are **FREE** however [please register here to receive the link](#).

COFFEE MORNINGS

03 June 2024 - 11:00 AM (BST & EST)

Atrial Fibrillation (AF)

05 June 2024 - 11:00 AM EST

Supraventricular Tachycardia (SVT)

07 June 2024 - 11:00 AM BST

Supraventricular Tachycardia (SVT)



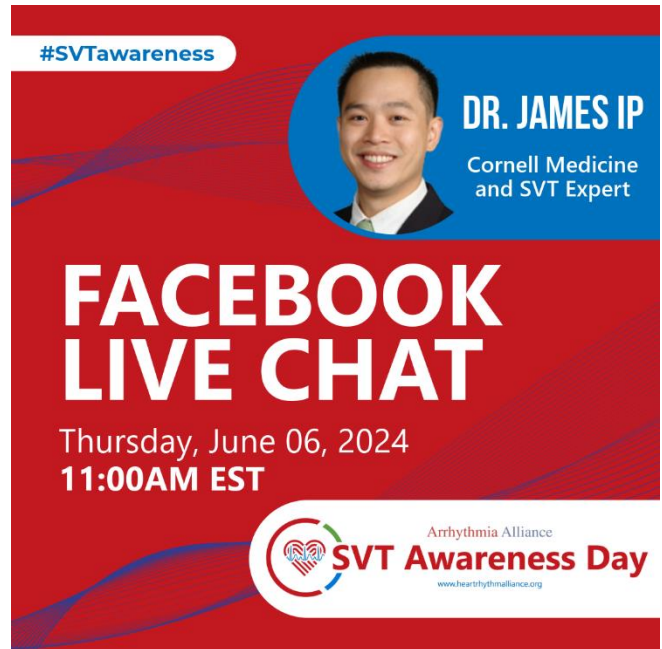
www.worldheartrhythmweek.org

Facebook Live Event

Spread the word and mark your calendars to join Arrhythmia Alliance on Facebook for a LIVE chat with Dr. James Ip, from Cornell Medicine and SVT expert.

The event will take place on Thursday, June 06, 2024, at 11:00 AM EST

[Facebook page](#)



#SVTawareness

DR. JAMES IP
Cornell Medicine
and SVT Expert

**FACEBOOK
LIVE CHAT**

Thursday, June 06, 2024
11:00AM EST

Arrhythmia Alliance
SVT Awareness Day
www.heartrhythmalliance.org

Join us in proclaiming June 03-09, 2024, World Heart Rhythm Week



ASK YOUR MAYOR OR GOVERNOR TO
ISSUE A PROCLAMATION

JUNE 03-09 2024



If you are located in the US, join us in raising awareness of World Heart Rhythm Week by requesting your local city/county/state to join us in proclaiming June 03-09, 2024, World Heart Rhythm Week.

We have made it simple for you:

Use the [email request template](#) and send it to your officials, along with the [template of a proclamation!](#)

Be sure to [share with us](#) when it is received.

Know Your Pulse Events

You can find us during World Heart Rhythm Week at these locations in the UK. If you are interested in hosting a Know Your Pulse event, please contact us for support.

04 June 2024

Co-operative Food, High Street, Chipping Norton, OX7 5AB

06 June 2024

John Radcliffe Hospital, Headley Way, Headington, Oxford OX3 9DU

KNOW YOUR PULSE EVENTS

04 June 2024 - 9:00 AM BST

*Co-operative Food, High Street,
Chipping Norton, OX7 5AB*

06 June 2024 - 9:00 AM BST

*John Radcliffe Hospital, Headley Way,
Headington, Oxford OX3 9DU*



www.worldheartrhythmweek.org

Be a World Heart Rhythm Week partner!

We have made it easy to partner with us to share the messages and raise awareness of heart rhythm disorders and how to take care of your one heart. We invite you to share our pre-made social media posts, use the hashtags, and join in on events.

Who can partner?

Any organization, hospital, or Company

Partnering is easy: Just commit to promoting the day, attending an event, and sharing resources during World Heart Rhythm Week 2024.

To sign on as a partner, please email Andrea Baer at a.baer@heartrhythmalliance.org and include your logo.

You can add the ‘proud supporter’ logo to your website or social media!



Find us on all our socials:



[@Arrhythmia Alliance](https://www.facebook.com/ArrhythmiaAlliance)



[@Knowyourpulse](https://twitter.com/Knowyourpulse)



[@arrhythmiaalliance](https://www.instagram.com/arrhythmiaalliance)



[@Arrhythmia Alliance](https://www.linkedin.com/company/ArrhythmiaAlliance)



ACT SMART. YOU ONLY HAVE ONE HEART!

World Heart Rhythm Week (WHRW) is Arrhythmia Alliance's annual awareness week, hosting a series of events to raise awareness of arrhythmias amongst both healthcare professionals, patients, caregivers, policy makers and Members of Parliament while promoting WHRW2024 theme:

ACT SMART. YOU ONLY HAVE ONE HEART!

Do you or a loved one have an implantable cardiac device such as a pacemaker? Did you know when you no longer need it (either because you receive a new one or after you have died) your device could provide life to someone else?

Arrhythmia Alliance Pace4Life does just that, we provide devices and training to cardiac teams to upskill or to establish device implant services to those in low and middle income-countries (LMIC) or where they would not otherwise be able to access these life-saving treatments.

ACT NOW to benefit the future. Give the gift of a second chance at life. To find out more about how to pledge to donate your device when you no longer need it, please visit [website](#).