



#JustGo Campaign | June 15 - July 31

Thank you for taking part in the #JustGo campaign. This campaign is an international collaboration between heart patient organisations aimed at saving lives and reducing disability by encouraging those with symptoms of heart or stroke emergency to seek medical help without delay.

The campaign is an initiative of the Global Heart Hub in partnership with FH Europe, a European patient network whose mission includes the prevention of early cardiovascular disease with a particular focus on familial hypercholesterolaemia (FH) and related conditions. Both organisations have joined forces on this patient-to-patient communications campaign to highlight the importance of seeking medical help for cardiac and stroke emergency during the COVID-19 crisis.

Here we provide some guidance on how best to use the campaign materials.

#JustGo toolkit contains:

- **Press release** - you can adapt and translate this into your local language. Please share on your website and you can share with media in your country too.
- **Key messages** - the toolkit provides key messages around why we are running this campaign, the importance of seeking medical attention in a heart emergency, and awareness around signs and symptoms of heart disease. You can use these messages to create a landing page on your website, or for your social media content.
- **Graphics for social media** - these graphics are sized differently for each social media platform, including Facebook, Twitter, Instagram and LinkedIn. We recommend you try to rotate use of the graphics so it keeps the campaign visually appealing. The graphic text is translated into the following languages: English, French, German, Italian, Spanish, Dutch, Portuguese, Brazilian Portuguese, Slovenian, Latvian, Lithuanian, Czech and Polish.
- **A radio advert** - a script that you can use for a radio advert in English.

Tips for promoting the #JustGo campaign

- **Create a “#JustGo” landing page on your website** with information on the campaign and links to your resources for patients on recognising signs and symptoms. You can also use this link when sharing information on the #JustGo campaign across your social media channels.
- **Rotate use of the graphics** from the toolkit - mix up the images each week and share a new key message each week.
- **Use the campaign hashtag** - be sure to include the campaign hashtag (in your local language) in all your social media posts to help increase the reach.
- **Reshare #JustGo posts** - search for the #JustGo hashtag (or hashtag in your local language) on social media and use it to engage with other patient organisations that are taking part in the campaign.
- **Identify patient stories** from your country who serve as a great example for the #JustGo campaign. Example, a patient who did not delay and had a safe and life-saving experience in hospital. Or a patient who did delay and regrets not seeking help quickly. Capture images or share a selfie from the patient too (with consent).
- **Identify healthcare professionals** who will support this campaign - you could use local healthcare professionals to provide a quote or interview in support of this campaign and encourage patients to not delay. Clinicians can share information around why it is so important to not delay.
- **Seek support** from associations in your country - connect with professional organisations to endorse your #JustGo campaign.

Sample editorial calendar for the #JustGo Campaign:

The below can serve as a guide and suggestions on what type of content you can post as part of this campaign. We recommend you share information relevant to your country, for example patient stories, support from clinicians, statistics from your hospitals, etc.

JUNE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14	<p>15</p> <p><i>Launch of #JustGo campaign</i></p> <ul style="list-style-type: none"> - Share press release on your website if possible. - Share key messages on social media using the graphics from the toolkit. 	16	<p>17</p> <p><i>#JustGo Signs and Symptoms</i></p> <p>Share information around signs and symptoms for your patient network.</p>	18	19	<p>20</p> <p><i>#JustGo Patient Story</i></p> <p>Share a patient story that links to the #JustGo key messages - example, a patient who experienced symptoms and went to the hospital despite fears of COVID-19 and had a positive outcome.</p>
21	22	<p>23</p> <p><i>#JustGo</i></p> <p>Share statistics from your country around the drop in patients presenting to hospital or their GP. Reinforce the #JustGo key messages.</p>	24	<p>25</p> <p><i>#JustGo Signs and Symptoms</i></p> <p>Share information around signs and symptoms for your patient network.</p> <p>Link back to your own website for more information.</p>	26	<p>27</p> <p><i>#JustGo</i></p> <p>Share information on why are running this campaign - include reference to the GHH survey and the patient fear around going to hospital.</p>

28	<p>29</p> <p>#JustGo Patient Story</p> <p>Share a story from a healthcare professional that links to the #JustGo key messages - encouraging patients to not delay.</p>	30				
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JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	<p>1</p> <p>#JustGo</p> <p>Share information around what happens to your heart when you delay. Time = muscle</p>	2	<p>3</p> <p>#JustGo</p> <p>Share statistics from your country around the drop in patients presenting to hospital or their GP. Reinforce the #JustGo key messages.</p>	4
5	<p>6</p> <p>#JustGo Patient Story</p> <p>Share a patient story that links to the #JustGo key messages - example, a patient who experienced symptoms and went</p>	7	8	<p>9</p> <p>#JustGo Signs and Symptoms</p> <p>Share information around signs and symptoms for your patient network. Link back to your own</p>	10	11

	to the hospital despite fears of COVID-19 and had a positive outcome.			website for more information.		
12	13	14 #JustGo - Share key messages on social media using the graphics from the toolkit.	15	16	17	18
19	20 #JustGo - Share key messages on social media using the graphics from the toolkit.	21	22	23	24	25
26	27	28 #JustGo - Share key messages on social media using the graphics from the toolkit.	29	30	31	1