

Congenital Cardiology Care for Life – Spread the word!

Congenital Heart Public Health Consortium Day of Education

February 5, 2018 – 12-2 pm ET

On social media channels everywhere!

Join the Congenital Heart Public Health Consortium (CHPHC) member organizations, Congenital Heart Disease (CHD) community members, and friends take social media by storm to raise awareness and educate the public that children, youth and adults living with CHD require lifelong congenital cardiology care so that they can live, learn, work and play to their fullest potential.

Infants and young children require surgery and other interventions to sustain life so that they can grow to be adults. Advances in surgical and other interventions mean that most infants born with a CHD will live to become adults. While lifesaving, those procedures do not mean that the CHD was cured. Children, youth and adults living with a CHD need to be monitored for lingering effects from procedures and/or from their underlying heart condition throughout their lifetime.

People living with a CHD will feel well most of the time. At the same time, they will most likely need more than one operation or other invasive procedure in their lifetime. Continuous congenital cardiology care empowers individuals living with a CHD to stay healthy and plan for medical procedures as needed.

Call to action

Participate in this day of education so that you can join the CHPHC in providing leadership and a unified voice regarding the need for lifelong continuous congenital cardiology care. Use the materials prepared by the CHPHC in combination with the information and resources from your organization to raise awareness and expand opportunities for individuals living with CHD.

What the CHPHC will do:

- Send the CHDcare4life educational handout to federally elected officials via email
- Post messages to Instagram and Twitter
- Disseminate a sharable newsletter article with our members

What you/your organization can do:

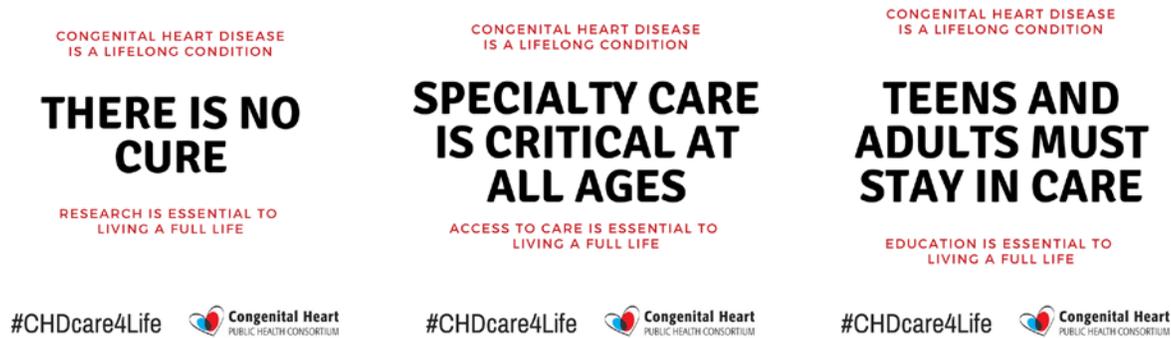
Join us on Monday, February 5 to spread the word about the need for continuous congenital cardiology care for life.

- Share the #CHDcare4life educational handout with your audiences in print and online
- Share the CHPHC Instagram and twitter messages via your social media channels (these will be posted between 12 pm and 1 pm ET) making sure to keep the #CHDcare4life hashtag
- Follow the conversation throughout the day (using the tag #CHDcare4life) to share, reply to and amplify messages from other organizations and/or your members and constituents
- Use our sample messaging using the tag **#CHDcare4life** to share tools and resources from your organization that reinforce the need for continuous congenital cardiology care.

Our goals are to engage more than 20 community organizations and individuals to participate in this campaign, and to demonstrate that by working together and uniting our voices we can communicate this impactful message further than any organization could do alone.

Messaging Suggestions

Graphics:



Social Media – The following messages can be adapted for any social media platform

1. Congenital heart disease is chronic, care is costly. Learn more about public health outcomes at <http://bit.ly/2v17Scd> #CHDcare4Life
2. Due to advances in medical and surgical therapies, more than 90% of #CHD patients will live to see their 18th birthday #CHDcare4life <http://bit.ly/2v17Scd>
3. Nearly 2.5 million in the US currently have a #CHD, over half of whom are adults #CHDcare4life <http://bit.ly/2v17Scd>
4. It costs nearly \$2.5 billion yearly to treat #CHD patients in an in-patient setting #CHDcare4life <http://bit.ly/2v17Scd>
5. If CHD is not detected and diagnosed early, #HealthcareCosts can be higher for patients #CHDcare4life <http://bit.ly/2v17Scd>
6. Uninsured infants with #CHD are 3 times more likely to die within the first month than privately-insured infants #CHDcare4life <http://bit.ly/2v17Scd>
7. Families of children with #CHDs can face other costs, such as lifestyle changes, emotional stress, family uncertainty, and being unable to return to work in order to care for their child #CHDcare4life <http://bit.ly/2v17Scd>
8. While most #CHD hospital admissions are children, a growing percentage are adult #CHDcare4life <http://bit.ly/2v17Scd>

Newsletters or Email

February—Heart Month—Congenital Heart Disease is Chronic, and Care is Costly (63 words)

The Congenital Heart Public Health Consortium (CHPHC) is a group of organizations that have united their resources in an effort to prevent congenital heart defects (CHD) and improve the lives of people affected by CHD. Join us at #CHDcare4life on Monday February 5 to raise awareness that everyone living with CHD needs continuous congenital cardiology care for life. Learn more at chphc.org.

February—Heart Month—Congenital Heart Disease is Chronic, and Care is Costly (73 words)

Individuals and organizations are invited to join the Congenital Heart Disease Day of Education on Monday, February 5, 2018 from 12-2 PM Eastern Time. Follow @theCHPHC and all of the Congenital Heart Public Health Consortium (CHPHC) partner organizations for this virtual event. Use #CHDcare4life to participate via social media to spread the word that #CHD is chronic, and care is costly <http://bit.ly/2v17Scd>. Visit chphc.org for additional information about the CHPHC and this campaign.

February—Heart Month—Congenital Heart Disease is Chronic, and Care is Costly (114 words)

For February—Heart month—the Congenital Heart Public Health Consortium (CHPHC) is raising awareness that children, youth and adults living with congenital heart disease (CHD) require lifelong congenital cardiology care so that they can live, learn, work and play to their fullest potential. All individuals and organizations are encouraged to join the Day of Education on **February 5, 2018** from 12-2 PM Eastern Time. This virtual event can be attended wherever you & the organization you represent can communicate with elected officials, decision makers and members of the public. Be sure to add #CHDCare4Life to your social media posts so that you can contribute to this campaign. Learn more at chphc.org.

February—Heart Month—Congenital Heart Disease is Chronic, and Care is Costly (134 words)

For February—Heart month—the Congenital Heart Public Health Consortium (CHPHC) is raising awareness that children, youth and adults living with congenital heart disease (CHD) require lifelong congenital cardiology care so that they can live, learn, work and play to their fullest potential.

Individuals and organizations are invited to join the Day of Education on **Monday, February 5, 2018** from 12-2 PM Eastern Time. Follow @theCHPHC, @pcha-heart, @acha_heart and all of the CHPHC partner organizations for this virtual event. Use #CHDcare4life to participate via social media to spread the word that #CHD is chronic, and care is costly <http://bit.ly/2v17Scd>.

The CHPHC is a group of organizations that have united their resources in an effort to prevent congenital heart defects and improve the lives of people affected by the disease. Learn more at chphc.org.