

#TimeToTackleRHD

Campaign Communications

Call to Action

RHD is a global problem that needs a global solution. All countries must help to end this preventable disease. Help us **give hearts a voice** by convincing your government that it's **time to tackle RHD!**

What Can I Do?

Support the #TimeToTackleRHD campaign by educating your government about RHD and encouraging them to support a [global RHD Resolution](#) at the World Health Organization.

We need you to:

- ✓ Write to your national Ministry of Health and tell them about the RHD Resolution
- ✓ Share information about RHD in your local setting
- ✓ Get active on social media

Key Messages

- ◆ RHD is a silent killer all over the world. We are fighting to **give hearts a voice** and telling governments that **it's time to tackle RHD**
- ◆ Without global policies and plans, we will never beat RHD. Governments must support the global RHD Resolution at the WHO to tackle this preventable disease
- ◆ RHD affects 33 million people and causes 275,000 preventable deaths each year. Now is the **time to tackle RHD**
- ◆ RHD affects the poorest and most vulnerable people in our society. We are calling for a global RHD policy to **give hearts a voice**



Want to use this image in your campaign? Download it here: <http://bit.ly/2llqOxg>

Slogans & Hashtags

Our campaign is called **#TimeToTackleRHD** as we believe that RHD has been ignored by global decision-makers for too long.

Our aim is to **#GiveHeartsAVoice** by calling on governments to support a global RHD Resolution at the World Health Organization.

We encourage you to use these slogans and hashtags in your campaigning efforts.

Communication Tips

- ✓ Be clear, concise and compelling
- ✓ Stick closely to our key messages, slogans and hashtags
- ✓ Use statistics (local or national) to back up your argument and provide evidence
- ✓ Tailor your key messages and demands to local languages and customs
- ✓ Try different ways to get in touch with your governments, including letters, phone calls, email and personal visits
- ✓ Share evidence and information with your government to convince them to make RHD a priority
- ✓ Encourage your network to get involved in the campaign
- ✓ Keep trying - don't give up! One day we will achieve a global commitment on RHD!