



WORLD HEART DAY 2010 REPORT

The reason for World Heart Day is simple: **Inform people around the globe that heart disease and stroke are the leading cause of death and raise awareness on preventive measures.** We at Kenyan-Heart have taken up the heart fight against Rheumatic Heart Disease, which is a preventable condition, primarily affecting children between the ages of 5 and 15. Kenyan-Heart wants to educate every Kenyan on the symptoms and preventive measures required to completely eradicate Rheumatic Heart Disease in Kenya and the world.

Kenyan-Heart National Foundation celebrated World Heart Day 2010, on Saturday 25th September. This event has been held in Kenya for the past 5 years - starting off with just 10 participating schools and now boasting of over 90 participating schools.

PREPARATION FOR WORLD HEART DAY 2010

Media

Utilized traditional and new media channels to spread the WHD-2010 message:

- 30sec TV and Radio commercials were developed and media sponsorship sought to flight the ads. Ads were aired on
 - KTN – one of the leading TV stations in Kenya
 - Family TV
 - Capital FM including an interview with Kenyan-Heart CEO
 - Radio 316
 - Hope FM
- Launched a Facebook page that has in just 4 weeks seen over 7,000 fans join and actively interact with Kenyan-Heart and the WHD message
- Refreshed the Kenyan-Heart website with a new landing page that raised awareness on World Heart Day

T-Shirts

These T-shirts had the theme of WHD-2010 printed on them i.e. **I Work With Heart.** They were distributed to schools and individuals at a cost as a fund raising and awareness initiative.

A MEMBER OF

- World Health Federation (WHF)
- African Heart Network (AHN)
- International Union of Health Promotion & Education (IUHPE)

PARTNERS

- Danish Heart Foundation (DHF)
 - Childspring International - Atlanta
 - Ministry of Public Health:NCD Dept - Kenya
 - Ministry of Education:City Ed - Kenya
 - Kenya Cardiac Society (KCS)
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Guest of Honour

The guest of honour was a representative from the Ministry of Health. His message dealt on the rise of heart disease, prevention measures and their successful ongoing collaboration with Kenyan-Heart on Heart Prevention initiatives.

Corporate Sponsorship

Sponsorships were generously awarded by:

- Equity Bank
- Kenya Commercial Bank
- Family TV
- Capital FM

WORLD HEART DAY CELEBRATIONS

The World Heart Day-2010 was celebrated at The Splash WaterWorld with over 5000 children and adults in attendance and what a day they had! They enjoyed

- A 5KM walk/run
- Water slides
- Jumping Castles
- Horse riding and Camel rides
- Acrobats
- School performances
- Food and drinks

Kenyan-Heart also awarded medals and trophies to:

- Fastest runners - male and female
- Highest fund raising school
- Highest fund raising student
- Highest fund raising teacher
- Certificates to all participating schools

Also in attendance were two young children who have been affected by Rheumatic Heart Disease. They graciously spoke with other children and helped Kenyan-Heart spread the message on heart disease prevention.

The WHD received media coverage on the event day from:

- * KBC (Kenya Broadcasting Corporation)
 - * GBS (Goodnews Broadcasting System)
- who interviewed the Kenyan-Heart CEO and the Ministry of Health representative

All in all, it was a fun-filled day with a message - Having Fun Can Save Lives!

POST-EVENT PUBLICITY

1. Interview on KTN Morning Show discussing:
 - WHD celebrations and post event analysis
 - View of video clip developed on WHD celebrations
 - Risk factors of CVD
 - Took phone-ins from general public
 - Handed out WHD T-shirts to KTN crew
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2. Interview on NTV Morning Show discussing
 - Kenyan-Heart activities