



#loveyourheart

2014 MEP HEART GROUP VALENTINE'S DAY TWITTER CAMPAIGN OUTCOME REPORT

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For the third year in a row, the MEP Heart Group invited Members of the European Parliament (MEPs) to join the *2014 MEP Heart Group Valentine's Day Twitter Campaign* on 13 and 14 February.

The initiative aimed at spreading awareness on the reach of cardiovascular diseases (CVD), the n°1 killer in Europe causing 1.9 million deaths in the EU yearly.

The raising-awareness initiative was successfully far-reaching: all in all, **it is estimated that over 420 000 people were reached by heart health promotion messages on Valentine's Day**. This result marks a clear advancement compared to the 2012 and 2013 Campaigns, which reached ~125 000 people.

Notable supporters of the Campaign include:

32 MEPs | 32 MEPs from 15 EU Member States and all major European Political Groups supported the initiative. Mr Martin Schulz MEP, current President of the European Parliament (EP) and runner-up for the Presidency of the European Commission, and the former EP President, Mr Jerzy Buzek MEP tweeted too!

EUROPEAN COMMISSION | The Campaign was supported by Mr Tonio Borg, EU Commissioner for Health. Tweets were also published by the European Commission, Directorate General for Health and Consumers (DG SANCO).

MEMBERS OF THE EUROPEAN PARLIAMENT

Austria

	<p>Evelyn Regner @Evelyn_Regner · 1 min #loveyourheart Get active and cut your chances of getting heart disease & stroke by 19% (PLS RT) bit.ly/1hvC6qJ</p>	<p>@Evelyn_Regner: 1 084 followers</p>
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Belgium

	<p>Philippe de Backer @debackerphil · 3 min #loveyourheart Invest for the heart! Research can do much to prevent & treat heart disease & stroke (PLS RT) bit.ly/1hvC6qJ</p>	<p>@debackerphil: 2 358 followers</p>
	<p>Kathleen Van Brempt @kvanbrempt · 5 min Met #loveyourheart zet de MEP Heart Group, waar ik lid van ben, zich extra in voor een gezond #hart voor iedereen. pic.twitter.com/kc05Cgu4g6</p>	<p>@kvanbrempt: 5 061 followers</p>

Bulgaria

	<p>Ivailo Kalfin @IvailoKalfin · 14 h #loveyourheart Eat healthily! 33% of heart diseases & strokes are due to a diet poor in fruit & veg (PLS RT) bit.ly/1hvC6qJ</p>	<p>@IvailoKalfin: 1 273 followers</p>
	<p>Ivailo Kalfin @IvailoKalfin · 4 min #loveyourheart On Valentine's Day I support heart health! bit.ly/1hvC6qJ Ouvrir Répondre Retweeter Favori ...</p>	
	<p>Antonia Parvanova @AParvanova · 2 min #loveyourheart Health is wealth! Make the EU a force for protecting and promoting heart health! bit.ly/1hvC6qJ</p>	<p>@AParvanova: 1 657 followers</p>
	<p>Antonia Parvanova @AParvanova · 2 min #loveyourheart Follow your heart! Like me, consider the impact on heart health when voting on EU legislation bit.ly/1hvC6qJ</p>	
	<p>Antonia Parvanova @AParvanova · 3 min #loveyourheart На Свети Валентин подкрепям здравето на сърцето! bit.ly/1hvC6qJ</p>	
	<p>Antonia Parvanova @AParvanova · 4 min #loveyourheart On Valentine's Day I support heart health! bit.ly/1hvC6qJ Ouvrir Répondre Retweeter Favori ... Plus</p>	

Croatia

	<p>Davor Ivo Stier @davorstier · 5 min #loveyourheart Health is wealth! Make the EU a force for protecting and promoting heart health (PLS RT) bit.ly/1hvC6qJ</p>	<p>@davorstier: 387 followers</p>
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Cyprus

	<p>Antigoni Papadopoulou @AntPapadopoulou · 6 min #loveyourheart Follow your heart! Like me, consider the impact on heart health when voting on EU legislation mepheartgroup.eu/images/CVHW/d5...</p>	<p>@AntPapadopoulou: 1 119 followers</p>
	<p>Antigoni Papadopoulou @AntPapadopoulou · 7 min #loveyourheart On Valentine's Day I support heart health! bit.ly/1hvC6qJ Ouvrir Répondre Retweeter Favori ... Plus</p>	

Finland

	<p>Sirpa Pietikäinen @spietikainen · 2 min Pidetään sydämistä huolta! Krooniset sairaudet kasvussa. #loveyourheart #Sydänliitto @VerkkoSydan</p>	<p>@spietikainen: 6 723 followers</p>
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France

	<p>Jean-Marie CAVADA @JeanMarieCAVADA · 3 min #loveyourheart Pour la St Valentin, je soutiens la santé du coeur! bit.ly/1hvC6qJ</p>	<p>@JeanMarieCAVADA: 3 434 followers</p>
	<p>Nathalie Griesbeck @ngriesbeck · 1 min Le @Europarl_FR s'engage dans la lutte contre les maladies cardiovasculaires. Soutenez la campagne #loveyourheart #mepheartgroup #PE</p>	<p>@ngriesbeck: 2 381 followers</p>
	<p>Corinne Lepage @corinnelepage · 5 min #loveyourheart Follow your heart! Like me, consider the impact on heart health when voting on EU legislation bit.ly/1hvC6qJ</p>	<p>@corinnelepage: 48 567 followers</p>
	<p>Corinne Lepage @corinnelepage · 7 min #loveyourheart On Valentine's Day I support heart health! bit.ly/1hvC6qJ cc @AParvanova et Linda McAvan</p>	
	<p>Michèle Rivasi @MicheleRivasi · 1 min #loveyourheart Eat healthily! 33% of heart diseases & strokes are due to a diet poor in fruit & veg bit.ly/1hvC6qJ</p>	<p>@MicheleRivasi: 7 084 followers</p>
	<p>Michèle Rivasi @MicheleRivasi · 1 min #loveyourheart Pour la St Valentin, je soutiens la santé du coeur! bit.ly/1hvC6qJ</p>	

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Germany

	<p>Martin Schulz @MartinSchulz · 2 min #loveyourheart Am Valentinstag setze ich mich für Herzgesundheit ein! bit.ly/1hvC6qJ</p>	<p>@MartinSchulz: 71 975 followers</p>
	<p>Martin Schulz @MartinSchulz · 3 min #loveyourheart Follow your heart! Like me, consider the impact on heart health when voting on EU legislation bit.ly/1hvC6qJ</p>	

Ireland

	<p>Nessa Childers MEP @NChildersMEP · 2 h RT: #loveyourheart Fight tobacco! By the time you finish reading this 6 people will have died from smoking! bit.ly/1hvC6qJ</p>	<p>@NChildersMEP: 3 022 followers</p>
	<p>Jim Higgins MEP @MEPJimHiggins · 6 min #loveyourheart Prevent heart disease & stroke! In the EU, they kill over 5000 people daily</p>	<p>@MEPJimHiggins: 407 followers</p>
	<p>Pat the Cope MEP @Pat_theCope · 5 min On #ValentinesDay I support heart health! (PLS RT) bit.ly/1hvC6qJ #loveyourheart</p>	<p>@Pat_theCope: 96 followers</p>

Italy






 Sonia Alfano @SoniaAlfano · 1 min #loveyourheart Per San Valentino sostengo la salute del cuore! (PLS RT) bit.ly/1hvC6qJ	@SoniaAlfano: 32 188 followers
 Aldo Patriciello @PatricielloAldo · 2 min #loveyourheart Per San Valentino sostengo la salute del cuore! bit.ly/1hvC6qJ	@PatricielloAldo: 636 followers
 Aldo Patriciello @PatricielloAldo · 2 min #loveyourheart Prevent heart disease & stroke! In the EU, they kill over 5000 people daily @IRCCS_NeuroMed bit.ly/1hvC6qJ	
 Oreste Rossi @OresteRossiPDC · 8 min Oggi e domani twittiamo un messaggio con #loveyourheart per unirici alla campagna di S.Valentino per la cura delle malattia cardiache!	@OresteRossiPDC: 114 followers
 David Sassoli @DavidSassoli · 2 h #loveyourheart On Valentine's Day I support heart health! (PLS RT) bit.ly/1hvC6qJ	@DavidSassoli: 62 075 followers
 Patrizia TOIA @toiapatrizia · 15 h #loveyourheart Per San Valentino sostengo la salute del cuore! bit.ly/1hvC6qJ fb.me/32Ob0z5Ci	@toiapatrizia: 1 142 followers
 Andrea Zanoni @Andrea_Zanoni · 1 min #loveyourheart Per San Valentino sostengo la salute del cuore! (PLS RT) bit.ly/1hvC6qJ	@Andrea-Zanoni: 734 followers

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Netherlands

 Judith Merkies @JudithMerkies · 5 min #loveyourheart Eat healthily! 33% of heart diseases & strokes are due to a diet poor in fruit & veg bit.ly/1hvC6qJ #ValentinesDay	@JudithMerkies: 3 879 followers
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Poland

 Jerzy Buzek @JerzyBuzek · 3 min #loveyourheart W Dniu Walentynek wspieram zdrowe serce! (PLS RT) bit.ly/1hvC6qJ	@JerzyBuzek: 72 620 followers
 Jerzy Buzek @JerzyBuzek · 3 min #loveyourheart Invest for the heart! Research can do much to prevent & treat heart disease & stroke (PLS RT) bit.ly/1hvC6qJ	
 Jerzy Buzek @JerzyBuzek · 1 min #loveyourheart Get active and cut your chances of getting heart disease & stroke by 19% (PLS RT) bit.ly/1hvC6qJ	
 Filip Kaczmarek @fkaczmarek · 2 h #loveyourheart On Valentine's Day I support heart health! (PLS RT) bit.ly/1hvC6qJ	@fkaczmarek: 779 followers
 Marek Siwiec @mareksiwiec · 1 min #loveyourheart W dniu św. Walentego wspieram kampanię PE na rzecz zdrowego serca! (PLS RT) bit.ly/1hvC6qJ	@mareksiwiec: 15 673 followers










Portugal

 <p>Maria Graça Carvalho @mgracacarvalho · 6 min #loveyourheart Invest for the heart! Research can do much to prevent & treat heart disease & stroke (PLS RT) bit.ly/1hvC6qJ</p>	<p>@mgracacarvalho: 671 followers</p>
 <p>Maria Graça Carvalho @mgracacarvalho · 14 févr. #loveyourheart Eat healthily! 33% of heart diseases & strokes are due to a diet poor in fruit & veg (PLS RT) bit.ly/1hvC6qJ</p>	
 <p>Maria Graça Carvalho @mgracacarvalho · 14 févr. #loveyourheart No dia dos namorados eu cuido da saude do coração! (PLS RT) bit.ly/1hvC6qJ</p>	

Slovenia


 <p>Romana Jordan @romanajordan · 49 min Follow your heart! Like me, get active and cut your chances of getting heart disease & stroke by 19%. #loveyourheart bit.ly/1hvC6qJ</p>	<p>@romanajordan: 2 131 followers</p>
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United Kingdom

 <p>Jill Evans ASE/MEP @JillEvansMEP · 6 min #loveyourheart On Valentine's Day I support heart health (Please RT) bit.ly/1hvC6qJ @Plaid_Cymru @TheBHF @DelythCric @ehnheart</p>	<p>@JillEvansMEP: 3 050 followers</p>
 <p>Jill Evans ASE/MEP @JillEvansMEP · 2 h #loveyourheart #caradylgalon ar ddiwrnod Sant Ffolant rwy'n cefnogi iechyd y gallon. AD ogydd bit.ly/1hvC6qJ @SionOwain @ehnheart</p>	<p>5</p>
 <p>Jill Evans ASE/MEP @JillEvansMEP · 2 h @ukhealthradio #loveyourheart On Valentine's Day I support heart health (Please RT) bit.ly/1hvC6qJ @SionOwain @TheBHF @ehnheart</p>	
 <p>Linda McAvan MEP @LindaMcAvanMEP · 16 h #loveyourheart Get active and cut your chances of getting heart disease & stroke by 19% (PLS RT) bit.ly/1hvC6qJ</p>	<p>@LindaMcAvanMEP: 3 080 followers</p>
 <p>Linda McAvan MEP @LindaMcAvanMEP · 2 h Cardiovascular diseases (CVD) are the n°1 killer in Europe - #loveyourheart on Valentines Day! mepheartgroup.eu/images/CVHW/d5...</p>	
 <p>Catherine Stihler @C_Stihler_MEP · 16 min #loveyourheart Fight tobacco! By the time you finish reading this 6 people will have died from smoking! (PLS RT) bit.ly/1hvC6qJ</p>	<p>@C_Stihler_MEP: 3 025 followers</p>
 <p>Catherine Stihler @C_Stihler_MEP · 58 min #loveyourheart On Valentine's Day I support heart health! (PLS RT) bit.ly/1hvC6qJ</p>	
 <p>Catherine Stihler @C_Stihler_MEP · 16 h #loveyourheart Prevent heart disease & stroke! In the EU, they kill over 5000 people daily (PLS RT) bit.ly/1hvC6qJ</p>	
 <p>Catherine Stihler @C_Stihler_MEP · 5 min #loveyourheart Invest for the heart! Research can do much to prevent & treat heart disease & stroke (PLS RT) bit.ly/1hvC6qJ</p>	

	Catherine Stihler @C_Stihler_MEP · 1 min #loveyourheart Health is wealth! Make the EU a force for protecting and promoting heart health (PLS RT) bit.ly/1hvC6qJ	
	Catherine Stihler @C_Stihler_MEP · 3 min #loveyourheart Eat healthily! 33% of heart diseases & strokes are due to a diet poor in fruit & veg (PLS RT) bit.ly/1hvC6qJ	
	Catherine Stihler @C_Stihler_MEP · 2 min #loveyourheart Get active and cut your chances of getting heart disease & stroke by 19% (PLS RT) bit.ly/1hvC6qJ	
	Glenis Willmott MEP @GlenisWillmott · 19 min #loveyourheart Invest for the heart! Research can do much to prevent & treat heart disease & stroke bit.ly/1hvC6qJ	@GlenisWillmott: 4 114 followers
	Glenis Willmott MEP @GlenisWillmott · 16 h #loveyourheart Eat healthily! 33% of heart diseases & strokes are due to a diet poor in fruit & veg bit.ly/1hvC6qJ	
	Glenis Willmott MEP @GlenisWillmott · 2 min #loveyourheart On Valentine's Day I support heart health! (PLS RT) bit.ly/1hvC6qJ	
	Glenis Willmott MEP @GlenisWillmott · 2 h #loveyourheart Get active and cut your chances of getting heart disease & stroke by 19% (PLS RT) bit.ly/1hvC6qJ	
Total Followers		362 530

EUROPEAN COMMISSION

	Tonio Borg @borgton · 1 min #loveyourheart Prevent heart disease and stroke! in the EU, they kill over 5000 people daily (PLS RT) bit.ly/1hvC6qJ	@borgton: 1 285 followers
	Tonio Borg @borgton · 2 min ~loveyourheart Eat healthily! 33% of heart diseases and strokes are due to a diet poor in fruit and veg (PLS RT) bit.ly/1hvC6qJ	
	Tonio Borg @borgton · 1 min #loveyourheart Get active and cut your chances of getting heart disease and stroke by 19% (PLS RT) bit.ly/1hvC6qJ	
	EU_Health @EU_Health · 2 min #loveyourheart Get active and cut your chances of getting #heart disease & stroke by 19% bit.ly/1hvC6qJ	@EU_Health: 6 321 followers
	EU_Health @EU_Health · 2 h 80% of #cardiovascular diseases (CVD) can be prevented - #EU #Health Program funded EuroHeart II bit.ly/1gDm6PG #loveyourheart	
Total Followers		7 606