



Aortic Disease Awareness Week 2020: September 19-26

This year, Aortic Disease Awareness Week was expanded from Aortic Disease Awareness Day to put an enhanced focus on this potentially life-threatening condition. While the passion of the medical community and patient community remains the same, the initiative had a different look this year due to the pandemic.

Rather than in-person meet-ups this year, patient support was virtual.

Instead of grand rounds and in-hospital medical education events, online learning was the focus.

And social media continued to take center stage as in-person events were mostly eliminated due to the pandemic.

Here are highlights from around the world:

- The Marfan Foundation held its successful social media campaign, showcasing people in the worldwide community of those with Marfan, Loeys-Dietz, VEDS, and related conditions raising their hands to raise awareness of the risk factors for aortic disease. (You can see [part 1](#), [part 2](#), and [part 3](#).) Additionally, the Foundation launched a [medical education video](#) on the diagnosis and treatment of aortic dissection in the ER.
- The John Ritter Foundation and GADA (Canada) had activities [throughout the week](#). They launched a [public awareness video](#) featuring celebrities asking doctors key questions about aortic dissection. Additionally, they held a day-long medical education day (online).
- SOS Aorte (France) launched new [patient educational materials](#) that were added to the organization's basic information [toolbox](#) for people with aortic disease.
- Hoag Hospital (California, USA) held an [online event](#) on September 19.
- The Waikato Aortic Center (New Zealand) held on [online event](#) on September 19.
- LMU Department of Vascular Surgery Endovascular Surgery (Germany) held an [in-person event](#) on September 19.
- Vascular Indonesia & HBTkVI held a [virtual event](#) on September 19.
- Linneträdgården Helsingborg Sweden held its annual survivor meeting, with social distancing rules in place.
- UK & Ireland held a [day-long program](#) on September 19.

To learn more about Aortic Disease Awareness Week, please visit adawareness.org.