

Promoting Heart Health This February

Internal communications copy focused on American Heart Month



American Heart Month

FEBRUARY 2023

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Promoting Heart Health This February

Internal communications copy focused on American Heart Month

To help promote heart health to your members during American Heart Month, here is some simple copy to support your internal communications like emails, blog posts, newsletters, and/or intranet posts.

February is American Heart Month, when the nation focuses on cardiovascular health. The attention is well deserved – heart disease is the leading cause of death in the United States. ([source](#))

The History of American Heart Month ([source](#))

American Heart Month was established by President Lyndon B. Johnson in December 1963 and officially launched on January 11, 1964, in the first Surgeon General's Report on Smoking and Health. This landmark publication was the first federal government report to link smoking and negative health impacts, including lung cancer and heart disease.

"American Heart Month provides an important opportunity to emphasize the sharing of best practices, aligning measurements, advancing implementation strategies, and providing leadership to focus on the burden of cardiovascular disease." - Surgeon General Luther Terry, MD

We've come a long way since 1964. Today, American Heart Month brings together many public, private, and governmental organizations to shed light on how far we've come and the work that needs to continue. While annual deaths from cardiovascular disease and stroke have declined since the first Surgeon General's report, heart disease continues to be a public health burden, accounting for one of every four deaths in the United States every year.

5 Easy Ways You Can Get Involved

1. Participate in our heart month activities!
2. Join the #OurHearts movement by sharing on social media how you're working with friends or family to be heart-healthy. Encourage your friends and family to do so as well. Be sure to use the hashtag!
3. Join **[YOUR COMPANY NAME]**'s social media promotions:
 - a. Take a team photo wearing red on National Wear Red Day, post it on LinkedIn, and tag @Hello Heart, #WearRedDay, and #HelloRedDay to enter **[YOUR COMPANY NAME]** for a chance to have a \$5,000 donation from Hello Heart made to the American Heart Association on **[YOUR COMPANY NAME]**'s behalf.

- b. Help spread awareness of the prevalence and impact of heart disease and heart conditions by sharing how you or a loved one has been impacted in a post on LinkedIn and tag @Hello Heart, @[YOUR COMPANY NAME], #HeartMonth, #LoveYourHeart, and #FromTheHeart
- 4. Take a walk with a friend, coworker, or family member! Research shows that just 5 minutes of walking a day can have a big impact on your heart health and potentially reduce the risk of heart attack or stroke. ([source](#))
- 5. Challenge your organization to participate in a “steps” contest. Use activity trackers to see which team takes the most steps.