



American Heart Association®  
Heart Walk®

# FIRST COAST HEART WALK

## Week of Event Guide

JOIN US

Friday September 10th -

Digital Kick off Facebook Experience 12pm - 12:25pm

Saturday September 11th -

First Coast Heart Walk 8am - 12pm

[www.FirstCoastHeartWalk.org](http://www.FirstCoastHeartWalk.org)

For this year's First Coast Heart Walk, we are inviting you to walk with us in one of our 3 locations around the city. Each location has its own Jacksonville flair, and we want you to be a part of it! There are so many exciting things happening leading up to the Heart Walk on September 11th to take advantage of.

- Week of Wellness
- Participate in our Move More Activity Challenge Sponsored by Baptist Health
- Pick up Days Sponsored by Ascension St. Vincent's and the Jacksonville Jaguars
- Donation Drop Off Days Sponsored by Alive Credit Union
- Facebook Kick off Digital Experience Sponsored by Ascension St. Vincent's
- Top Dog Contest Sponsored by Pet Paradise
- Heart Walk Scavenger Hunt



### WEEK OF WELLNESS

Prepare for the Heart Walk by making healthy choices, and following our Week of Wellness activities.



### COME VISIT US

Come visit us at our donation drop off, Top Walker and Survivor pick up days and receive a swag bag from our sponsors!



### LACE UP WITH US

Visit one of our 3 pop up locations around the city



### MOVE MORE ACTIVITY CHALLENGE

Download the Heart Walk App and start tracking your activity for the Move More Activity Challenge!



### CELEBRATE

Join us on Walk Day to recognize all we have accomplished together by posting your photos to #FirstCoastHeartWalk



### SAVE LIVES

Help the 40% of COVID hospitalizations that are heart or stroke patients

# SAY YES TO HEALTH. SAY YES TO SAVING LIVES.

Locally  
Sponsored  
By:



Ascension  
St. Vincent's

## A Message from our Heart Walk Chair

# First Coast Heart Walk Chair, Tom VanOsdol

## President and CEO of Ascension Florida and Gulf Coast



*I'm extraordinarily proud to serve as Chair of the First Coast American Heart Association's 2021 Heart Walk. The American Heart Association's mission is to be a relentless force for a world of longer, healthier lives. Each and every one of you are helping put that mission into action and I cannot thank you enough. The funds we have raised over the past year are funding education, programs, services and critical research that helps save lives. This research is also enabling us to learn more each day about the implications of COVID-19 on heart and stroke patients.*

*The Heart Walk reminds us that physical activity is a critical part of a healthy lifestyle, not only to prevent heart disease and stroke, but also to improve personal well-being. As many of us are spending our days at home, sticking to our fitness goals can lead to better sleep, lower stress and anxiety, and improved cognition. I encourage you to find ways to keep moving and have your family join you. I would like to take a moment to thank our Executive Leadership Cabinet members who have worked tirelessly alongside me over the last year to help raise critical funds and awareness. As they have worked to keep their employees, patients and clients safe, they have also found time to champion this important cause for our community, and for that I am deeply grateful.*

*However you decide to engage, be sure to connect by posting photos and using #Firstcoastheartwalk. Because of your support of the American Heart Association, we are able to continue the work of saving lives.*

## SPONSOR TIPS OF THE DAY

### Tip of the Day Sponsored by Batson-Cook Construction

Sodium can be sneaky! Breakfast, lunch, dinner, and snacks can add up to more than 4,000 mg of sodium for the day. Throughout the day, the average American consumes nearly 3,500 mg of sodium for the day. That is more than two times the amount recommended by the American Heart Association. Too much sodium can be risky for your health.

### Water Tip of the Day Sponsored by Brasfield & Gorrie

Don't forget to drink your h2O! Studies have shown that water keeps the mind and body healthy, transporting nutrients, removing waste, regulating body temperature and keeping the cells working.

### Sleeping Tip of the Day Sponsored by Sleep Management Services of America

Research has shown that, even among adults, naps provide many benefits to help you make it through the day. Want to super-charge your afternoon? Plan your snooze in advance and it'll go a lot smoother.

1. Pick a time today, tomorrow or later this week when you could use a recharge.
2. Now, determine where you'll nap: in your car, at your desk or a comfy spot at home.
3. Finally, put it on your calendar.

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# HEART WALK WEEK



# JOIN US!

## Survivor, Top Walker & Money Donation Days!

Choose either Tuesday, 9/7 from 4pm-6pm or Thursday, 9/9 from 11am-1pm at 7751 Baymeadows Road E Jacksonville, FL 32256

### CELEBRATE SURVIVORS

Survivors are the HEART of every walk. If you or your child is a survivor, show everyone your triumphs. As part of our Heart Walk swag bag, survivors are given commemorative red or white ball cap to wear during the walk to show triumph over heart disease or stroke. To celebrate our child Heart Heroes, we are offering special SUPERHERO CAPES to young survivors.



### TOP WALKERS (Raise \$1K+) APPRECIATION

Top Walkers are participants who have raised \$1,000 or more individually. Let us celebrate your achievement as a Top Walker! Stop by one of our pick up days to receive your Top Walker gifts.

### DONATION DROP OFF

We appreciate your efforts to help us fund life saving science to keep hearts beating! Your fundraising not only makes you a relentless force for longer, healthier lives, it also earns you points in your personal Rewards Center in your Heart Walk Headquarters— points you can redeem for Heart Walk Hero Gear to include this year's exclusive t-shirts. It's our way of saying thank you and it's a great way to show your support for heart and brain health!

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# NEW YEAR, **BIGGER IMPACT**



## **REDUCING** **BLOOD PRESSURE**

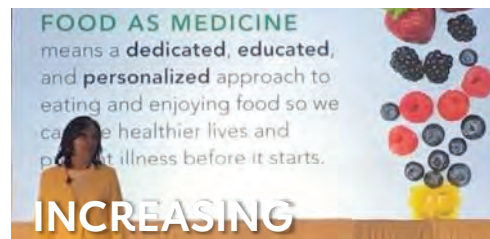
Nearly half of adults have high blood pressure and many do not know they have it. Black Americans have among the highest in the world. We are supporting clinics in our communities, including Federally Qualified Health Center, to provide access to community education and resources around better blood pressure engagement.



## **ELIMINATING** **TOBACCO & VAPING**

Tobacco use and vaping remains the single largest cause of death and disease in the United States. The tobacco industry targets youth, people of color, and those from LGBTQ+ communities and others with limited access to resources to get them addicted.

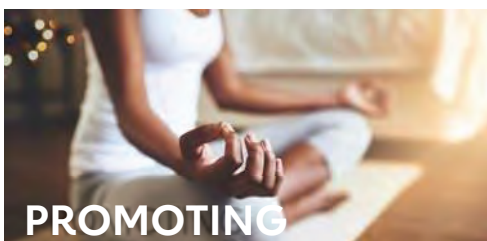
If we do not address this issue, tobacco will kill nearly half a million Americans each year.



## **INCREASING** **NUTRITION SECURITY**

1 in 10 people in America are at risk of not getting enough food each day. To address this issue, we're advocating for food security through regional food system.

We've successfully helped advocate for state and federal funding to grow Supplemental Nutrition Assistance Program (SNAP) incentive funding allowing SNAP recipients to purchase twice as much fresh produce with the funds they receive.



## **PROMOTING** **MENTAL WELL-BEING**

Mental well-being and physical health are connected, and historically excluded communities are disproportionately impacted, especially now. Despite being treatable, there is an enormous treatment gap and barriers with stigma, discrimination, and access.

We are focused on achieving total and equitable health for all. The AHA is promoting and providing mental well-being content to our corporate and community partners.



## **REDUCING** **RISK FOR WOMEN**

Because heart disease kills 1 in 3 women, the AHA is focused on ensuring that women are aware of their risk factors, represented in research and have access to equitable treatment they need to live longer, healthier lives.

Through our efforts in just one decade 627,000 women's lives have been saved and 330 fewer women are dying every day.



## **ADDRESSING** **COVID-19**

The COVID-19 pandemic has the potential to accelerate diseases caused by delayed or lack of access to medical care, medications and healthy food. It is also contributing to unhealthy stay-at-home habits, high unemployment, stress and poor mental health.

In response, we invested \$2.5 million to investigate the cardiovascular implications of COVID-19, established new guidelines for administering CPR and worked with organizations to support physical activity.

# **NOW MORE THAN EVER, YOUR SUPPORT IS NEEDED.**

By giving to the American Heart Association, you are contributing to, witnessing, and progressing life-saving science.

# LET'S GET STARTED!

## Heart Walk Digital Experience Made Easy!



Participating in the Heart Walk is about coming together, getting hearts pumping, honoring survivors, raising lifesaving funds – and having fun along the way. Get ready to “lace up” with us and walk on September 11th, 2021!



**START (OR JOIN) A TEAM.** Register today at [www.FirstCoastHeartWalk.org](http://www.FirstCoastHeartWalk.org) for instant access to fundraising tools and rewards!



**RAISE FUNDS & SAVE LIVES.** Start Fundraising fast with Facebook. Log into your Heart Walk HQ to connect your fundraiser and follow the steps to invite your friends, share updates and collect donations.



**LET US CELEBRATE YOU!** The more funds you raise, the more points you earn to redeem for Hero Gear and show your support of the American Heart Association Heart Walk all year long!

### My Personal Impact Goals:

Total Raised:

\$ \_\_\_\_\_

Teammates to Recruit:

# \_\_\_\_\_

I Walk For:

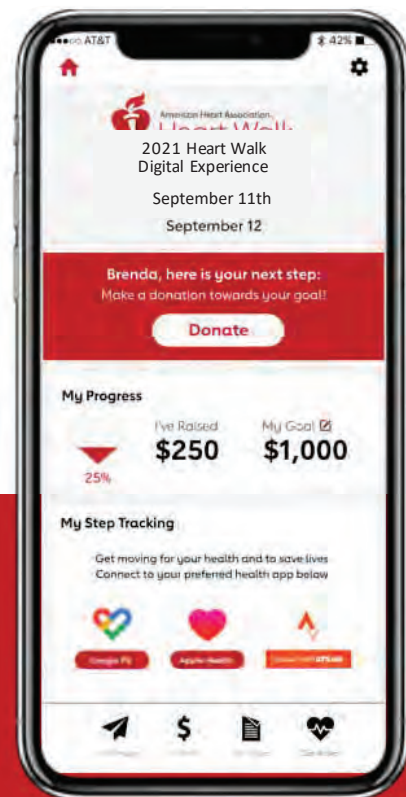
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Move More Activity Tracker  
Sponsored By:



Changing Health Care for Good®



Download the Heart Walk App to Join the Move More activity challenge and kick off your fundraising. You now can track your minutes of exercise right from your phone! Through the Heart Walk app you'll be able to log in and start tracking 30 days before the Heart Walk!

# WEEK OF WELLNESS

## September 6 - 11, 2021

Exercise your mind, body and spirit during the week leading up to your Heart Walk. Find a daily dose of inspiration on the Facebook page at [Facebook.com/AmericanHeartFlorida](https://www.facebook.com/AmericanHeartFlorida)



### MOVE MORE MONDAY

September 6, 2021

Get warmed up for a Week of Wellness and Stop Sitting today with a binge break with our #MadeYouMove

[Sofa Stretch](#), [Accent Chair Dips](#) or [Torso Twist](#).



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### EAT SMART: HEALTHY TIPS TUESDAY

September 7, 2021

Cooking more meals at home gives everyone in the family an opportunity to build better eating habits, one plate at a time. Eat Smart with [healthier condiments](#) or [smart substitutions](#)!

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### BE WELL WEDNESDAY

September 8, 2021

On Be Well Wednesday, take a short break in your day to be mindful, improve your mood, reduce stress and increase energy with a [guided meditation](#).

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### THANKFUL THURSDAY

September 9, 2021

Gratitude is more than a buzzword. It's a habit that may change your sense of well-being. Take a moment today to call or text someone you are thankful for.

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### BEST FRIENDS FRIDAY

September 10, 2021

Be a part of our Top Dog Contest by posting a photo of your dog on our [event page](#) or email us at [AHAFirstCoast@heart.org](mailto:AHAFirstCoast@heart.org). The winner will receive a gift basket from Pet Paradise and be the featured dog for all 2022 First Coast Heart Walk collateral.



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Pet Paradise



### First Coast Heart Walk SATURDAY

September 11, 2021

IT'S TIME! Join us at one of our 3 locations to Heart Walk! Make sure to grab your water bottles, masks, dogs, and camera. Use [#FirstCoastHeartWalk](#)

- Losco Regional Park
- Riverside Park
- South Beach Sunshine Park & Playground



# BEFORE YOU WALK!

September



12pm-12:25pm

## Friday Digital Kick Off Experience

- Friday September 10th 12pm - 12:25 pm
- Log onto our Facebook at [Facebook/AmericanHeartFlorida](https://www.facebook.com/AmericanHeartFlorida)
- Listen to our Digital Kick Off Experience to start our First Coast Heart Walk!
- Explore our Survivor, Healthcare Hero and Top Walker Frames on Facebook
- Get ready to post your walk pictures to our page [#FirstCoastHeartWalk](https://www.facebook.com/FirstCoastHeartWalk)



Stoke Survivor Frame [Here](#)

Heart Survivor Frame [Here](#)

Top Walker Frame [Here](#)

Healthcare Hero Frame [Here](#)

## First Coast Heart Walk Playlist



Scan the QR code to listen to the First Coast Heart Walk playlist or find it on our website [www.firstcoastheartwalk.com](http://www.firstcoastheartwalk.com)

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# HEART WALK DAY

(How Can I participate?)

9/11/21

## GET READY!

Kick off your Heart Walk Day by grabbing your water bottle, masks and decide which of our 3 locations to walk at!



### Ride the waves with us at our South Beach Park and Sunshine Playground Walk

Osceola Avenue and S Beach Parkway  
Jacksonville Beach, FL 32250  
On site parking available



### Enjoy a taste of what Florida has to offer at Losco Regional Park

10931 Hood Road S  
Jacksonville, FL 32257  
On site parking available



### Take in the city views at Riverside Park

735 College St, Jacksonville, FL 32204  
Parking available at Riverside Park United Methodist Church  
and Riverside Presbyterian Church

We want to see how you Heart Walk using  
**#FirstCoastHeartWalk**





# HEART WALK DAY!

**Here's some ways to have fun while you walk!**

## KEEP AN EYE OUT FOR THE FOLLOWING

Survivor Selfie Frame  
Top Walker Selfie Frame  
Health Care Hero Selfie Frame  
Selfie Station  
First Coast Heart Walk Playlist  
Physical Fitness Challenge Areas

## TOP DOG CONTEST

Take a picture of your dog heart walking and post it to our [First Coast Heart Walk Page](#) or email us at [AHAFirstCoast@heart.org](mailto:AHAFirstCoast@heart.org).

The dog with the most likes will win a basket from Pet Paradise and be the featured dog for all 2022 First Coast Heart Walk materials! The winner will be announced September 17th.

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## SCAVENGER HUNT

Try to find all of our sponsor logos while you Heart Walk!



**CROWLEY**



# FIRST COAST HEART

Heart Walk Week Vitals

[www.FirstCoastHeartWalk.org](http://www.FirstCoastHeartWalk.org)

## DATES TO KNOW:

## FAQs

[Click Here](#) to visit our  
frequently asked  
questions!

TO  
DAY

Register online for access to our NEW digital tools  
and rewards at [www.FirstCoastHeartWalk.com](http://www.FirstCoastHeartWalk.com)

AUG  
16Th

Move More Activity Challenge goes LIVE in the Heart Walk App

SEP  
6TH

Week of Wellness Begins  
Monday September 6th - Saturday September 11th

SEP  
7TH

Pick up your Survivor Swag bag, Top Walker gift, and make any money  
donations between 4pm - 6pm!

SEP  
9TH

Pick up your Survivor swag bag, Top Walker gifts, and make any money  
donations between 11am - 1pm!

SEP  
10TH

Digital Facebook Kick Off Experience  
Join us on our Facebook AmericanHeartFlorida at  
12pm for our First Coast Heart Walk Kick Off

SEP  
11TH

First Coast Heart #FirstCoastHeartWalk  
Join one of our three pop up start lines or walk where you are!

# THANK YOU TO OUR GENEROUS 2021 SPONSORS!

## First Coast Heart Walk Sponsors

### LIFE IS WHY SPONSORS



Changing Health Care for Good.®



### CAUSE SPONSOR

### LIFE IS WHY WE GIVE SPONSOR



### SIGNATURE SPONSOR

### LOCAL SPONSORS



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### MEDIA SPONSORS

