



American Heart Association.

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# HEART MONTH AND NATIONAL WEAR RED DAY TOOLKIT

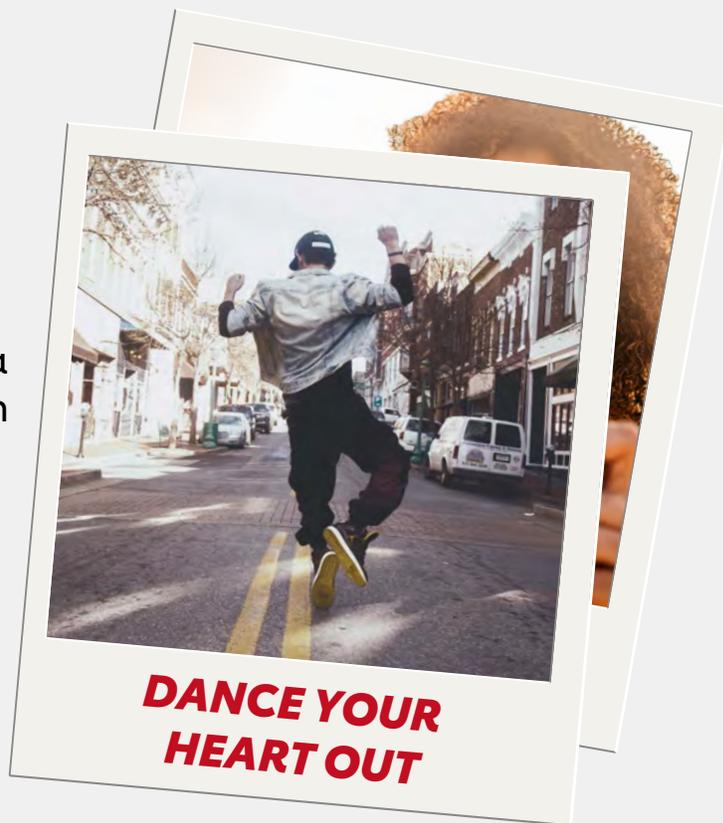
# WHY

# Reclaim Your Rhythm



After more than 18 months into this pandemic, Americans feel overwhelmed and stressed, which negatively impacts cardiovascular health. Heart disease deaths rose significantly in the past year. Cardiovascular diseases remain the greatest health threat to Americans, but the pressures of COVID-19 remain top of mind. People are suffering from lower physical health and mental well-being, as well as uncontrolled high blood pressure. Stress from the fallout of the pandemic is amplifying these conditions.

This February, we are uniting for American Heart Month to help **Reclaim Your Rhythm** to live longer, healthier, fuller lives. Because losing even one mom, brother, friend or neighbor to cardiovascular disease is too many. Poor mental well-being is a critical problem that, if neglected, can lead to serious health complications like heart disease. Today, 1 in 3 Americans report being worried and more than half of U.S. adults say that COVID-19 has negatively impacted their mental well-being due to worry and stress.



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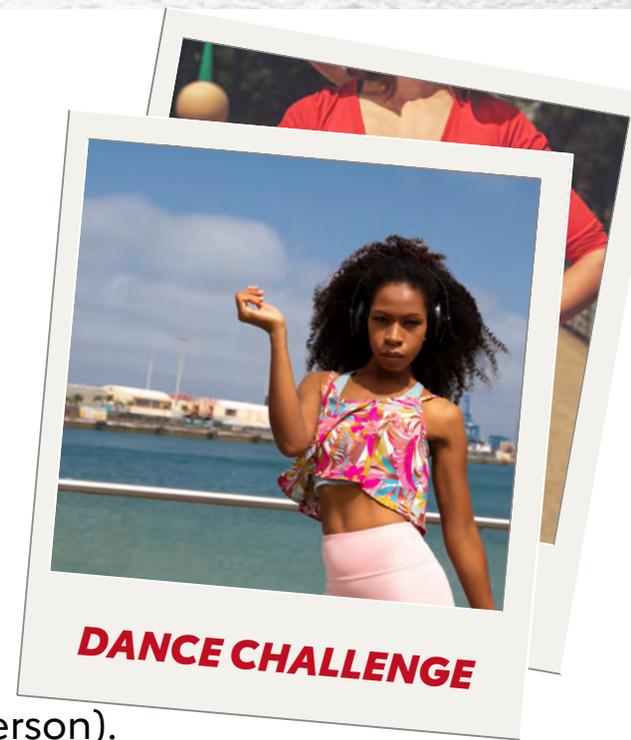
**Live Fierce™**  
Take Action



# GO RED

Whether you are in the office or working from home, many of us spend a large portion of our day at work. Reclaim Your Rhythm during the workday with these tips:

- Host a dance workout class at the office.
- Hold a TikTok dance challenge.
- Listen to your favorite soothing tunes.
- Get up and move throughout the day.
- Take dance breaks during meetings.
- Play upbeat music in meetings (virtual or in-person).
- Singing is good for your heart. Belt out your favorite songs during your commute.
- Join or create a company singing or dancing affinity group.



## **Kick off #HEARTMONTH on National Wear Red Day™**

**FRIDAY, FEBRUARY 4, 2022**

- On Friday, February 4, wear red for National Wear Red Day™.
- Arrange to have your building turn red to support women and heart health.
- Encourage your employees to show off their red outfits and post them to your social media channels.
- Encourage your team to show off their "coworkers" (babies, kids, pets) wearing red by posting photos.

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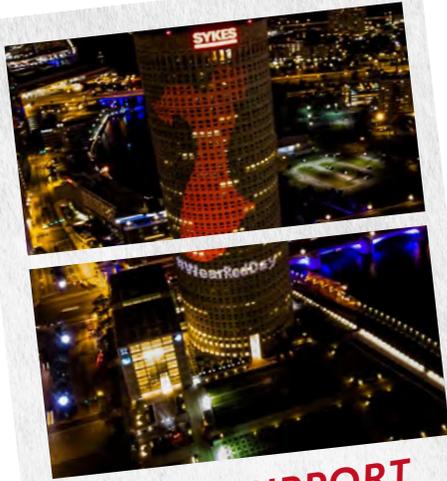




# RED CITIES

## Make a Go Red for Women™ statement turning your office space red

- Light your building red by using light bulbs or filters.
- Dress in red or turn your workspace red.
- Use a gobo to project the Go Red for Women™ logo on your building or other local landmarks.
- Create opportunities for your employees and friends to share a **Reclaim Your Rhythm** moment on social media.



SHOW SUPPORT  
FOR WOMEN

## EXAMPLES AND VENDOR PRICING FOR YOUR GO RED ACTIVATIONS. GET CREATIVE!

- 1 Turn your office red**  
Items that can bring red to your office space → Red gel filters - [Amazon.com](https://www.amazon.com)  
Red bulbs - [1000bulbs.com](https://www.1000bulbs.com)  
Cost estimate: \$6 - \$50
- 2 Go Red for Women™ merch**  
Stickers, magnets, red dress pins, pens, phone accessories, etc. → Find everything available at [shopheart.org](https://www.shopheart.org)  
Cost estimate: \$5 - \$20
- 3 Dress your building red**  
Project the Go Red for Women™ logo on your building → (248) 353-6130  
[pegasusentertainment.com](https://www.pegasusentertainment.com)  
Gobo projector -  
Cost estimate: \$179 - \$500



# SHOW UP!

During American Heart Month we want to help you **Reclaim Your Rhythm** and prioritize your and your team's physical health and mental well-being.

## WEEK

### Reclaim Your Rhythm: Nutrition

# 1

- Use more spices, less salt
- Make healthier food choices at restaurants
- Add plenty of fruits and veggies to every meal

### Reclaim Your Rhythm: Exercise

# 2

- Reach 10,000 steps daily
- Have a dance night at home
- Stay active outdoors

### Reclaim Your Rhythm: Well-Being

# 3

- Use a refillable water bottle
- Take a moment to breathe
- Surround yourself with elements of nature

### Reclaim Your Rhythm: Give Back

# 4

- Volunteer at a local food pantry
- Donate healthy food items
- Demand change in 2022
- Make a difference by donating



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Take Action



# ONLINE

As a supporter of this campaign, you can help rally our community with an urgent message to support each other in improving our physical health and mental well-being.



**Inspire your crew to reclaim their rhythm and share it on social media.**

- Text your **Reclaim Your Rhythm** moment on your most recent group chat.
- Start a sweaty heart-to-heart with a loved one during your health activity to show how easy it is!
- Already have a public platform? Develop your own personal **Reclaim Your Rhythm** content for your fans and followers.

**Reclaim  
Your Rhythm**  
MOVE MORE

## #GoRedDC

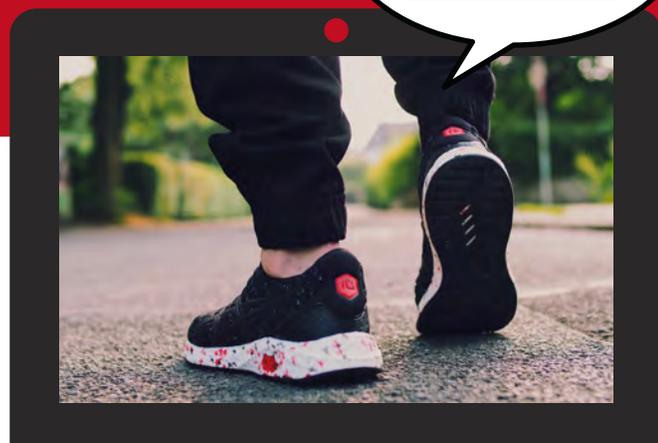
Post and let us know you posted by tagging us on



@GreaterWashingtonAHA



@HeartOfGWR



**SHARE YOUR RECLAIM YOUR RHYTHM MOMENTS**

American Heart Association®



# JOIN US

## CHECK IT OUT!

Download our 28 Days. 28 Ways. Guide to **Reclaim Your Rhythm** presented by Kaiser Permanente to help celebrate Heart Month!



**#GoRedDC**

**DCGoRed.heart.org**

**Facebook: @GreaterWashingtonRegionAHA**

**Twitter/Instagram: @HeartofGWR**

Go Red for Women is nationally sponsored by



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