



American
Heart
Association.

2025 AMERICAN HEART MONTH

Company
Activation
Toolkit





February is American Heart Month

American Heart Month focuses on raising awareness about cardiovascular health and preventing heart disease. The American Heart Association utilizes this month to educate communities about heart disease, the leading cause of death in women, to honor heart heroes, and to urge every family in the U.S. to join the Nation of Lifesavers™ by learning CPR.

Inside this document, you'll find everything you need to join us as Indy Goes Red for American Heart Month:



KICK OFF ON FEBRUARY 7th FOR
NATIONAL WEAR RED DAY



IDEAS TO TURN YOUR OFFICE SPACE RED



WEEKLY CELEBRATION IDEAS



EMPLOYEE EMAIL TEMPLATES



ADDITIONAL HEALTHY
RESOURCES



CASSIE,
STROKE
SURVIVOR

Go Red with us during American Heart Month!

Our No. 1 killer, cardiovascular disease, unfairly targets women. We have been left out of research, testing, treatment and funding. Fortunately, women have an amazing resource – each other.

Women at every age, stage and season of life need our support, and that's why we Go Red. TO BE SEEN. TO BE COUNTED. TO BE HEARD. TO MAKE AN IMPACT. On Friday, Feb. 7, share your heart as we WEAR RED together.

Show your support on February 7th for National Wear Red Day™

- ✓ **Wear Red!** Encourage all employees to put on their favorite red outfits on National Wear Red Day. It's a fun, easy way for everyone to get involved. Bonus points for having a contest for the best red look.
[Go Red Gear](#)
- ✓ **Invite families to join the fun!** Encourage employees to share photos of friends, family members and pets as they Go Red. It's a fun way to bring everyone together for a good cause.
- ✓ **Use hashtags and tag us online!**
Tag us! @ahaindiana
Hashtags: #IndyGoesRed #HeartMonth #WearRedDay
[Facebook Cover Images](#) | [LinkedIn Cover Images](#) | [Social Media Posts](#)
- ✓ **Share your photos with us!** E-mail Tim.Harms@heart.org.



Paint the Town Red!

Make a statement by 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 on social media. [@ahaindiana](#) [#IndyGoesRed](#) [#HeartMonth](#) [#WearRedDay](#)

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

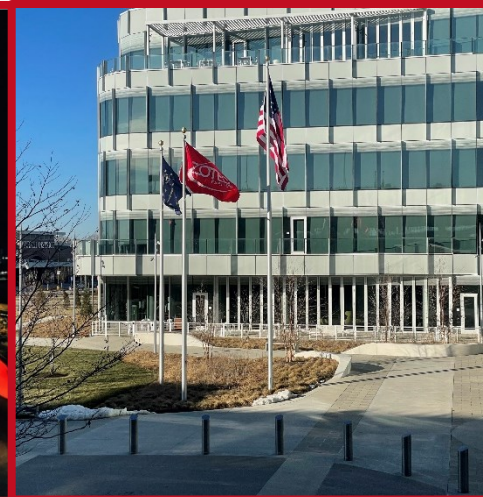


Red gel filters - [Amazon.com](#)
Red bulbs - [1000bulbs.com](#)
Cost estimate: \$6 - \$50

2 Dress your building red
Project the Go Red for Women logo on your building



[PegasusEntertainment.com](#)
Gobo projector: \$179 - \$500





Weekly Celebration Ideas

WEEK 1: FEB 3-7



Kick-off American Heart Month

Send a company-wide email or host an in-person rally to kick-off the month.

[Click for sample email](#) | [Activation Guide](#) | [Poster](#) | [Print Ad](#)



Go Red on Friday, February 7

Friday, February 7 is National Wear Red Day. Encourage employees to wear red and post a photo with #WearRedDay. You can also decorate your office in red, share heart health facts, or celebrate with a heart-healthy lunch!

[Click for sample email](#) | [Fundraising Guide](#)

WEEK 2: FEB 10-14



Celebrate Heart Heroes

February 7-14 is Congenital Heart Defect (CHD) Awareness Week, spotlighting the leading U.S. birth defect. Share a child survivor's story—whether from your workplace or provided by the American Heart Association—to show the impact of life-saving CHD research. [Click for sample email](#)

WEEK 3: FEB 17-21



Nation of Lifesavers

Heart Month raises CPR awareness and encourages participation in the American Heart Association's Nation of Lifesavers initiative, which aims to empower bystanders to act during cardiac emergencies and provide CPR, making everyone a vital link in the chain of survival.

[Click for sample email](#) | [Hands-Only CPR Volunteer Activity Toolkit](#)

WEEK 4: FEB 24-28



Share with Family and Friends

If you are called on to give CPR in an emergency, you will most likely be trying to save the life of someone you know: a spouse, a parent, a friend or a child. Encourage employees to share the important facts about CPR with someone they love.

[Click for sample emails](#) | [Printable Resources](#)



Sample Email Messages

Send on February 3

Subject Line: Let's Celebrate American Heart Month and Save Lives! ❤️

February is American Heart Month, and we're proud to join the American Heart Association to celebrate and raise awareness about heart disease and stroke. The American Heart Association utilizes this month to educate communities about heart disease, the leading cause of death in women, to honor heart heroes, and to urge every family in the U.S. to join the Nation of Lifesavers™ by learning CPR.

Here's how we'll be celebrating at **[Company Name]**:

- [Insert your company's plans here!]
- [Insert your company's plans here!]
- [Insert your company's plans here!]

Stay tuned for updates and opportunities to get involved throughout the month. Thank you for being part of this life-changing cause!

Send on February 6

Subject Line: Reminder: Wear Red Tomorrow for National Wear Red Day! ❤️

As we continue to celebrate **American Heart Month**, we want to invite everyone to wear red tomorrow, **Friday, February 7**, in support of [National Wear Red Day](#). This day helps raise awareness for heart disease, the leading cause of death in women.

We'll be taking a **company photo at [X time] at [X location]**, so be sure to join us! We also encourage you to post your own photos on social media using **#WearRedDay** to help spread awareness. Feel free to tag **@ahaindiana** in your posts as well.

Thank you for your support in raising awareness for this important cause! ❤️



Sample Email Messages (2)

Send on February 10

Subject Line: Celebrating Children Heart Heroes ❤️

As we continue to celebrate American Heart Month, this week marks Congenital Heart Defect (CHD) Awareness Week, a time to raise awareness about CHD, the number one birth defect in children. This impacts many children, [including Ava, who spent 579 days in the hospital waiting for a new heart.](#)

Every dollar we raise in February to support the American Heart Association helps further critical research to save more lives like Ava. Your support truly makes a difference.

If you would like to contribute and help fund lifesaving research to help save more lives like Ava, click [here](#). Thank you for all of your support!

Send on February 17

Subject Line: Learn Hands-Only CPR this American Heart Month

CPR can save lives. For adults and teens, Hands-Only CPR can double or even triple chance of survival.

[Hands-Only CPR](#) has two simple steps, performed in this order:

Step 1: Call 911 immediately if you see a teen or adult suddenly collapse.

Step 2: Push hard and fast in the center of the chest to the beat of a song with 100 beats per minute (i.e., "Staying Alive").

Did you know? Infants and children need CPR including breaths. More than 23,000 children experience cardiac arrest outside of the hospital each year. 40% are related to sports. Nearly 20% are infants.

Join our Nation of Lifesavers and be ready to step up for a loved one, a neighbor, a friend or a co-worker.

This week, we'll be [\[Host a game of name that tune, have a company dance party or simply pick a CPR song each day to share via email.\]](#) It's a fun and memorable way to make sure you're prepared to act when it matters most!



Sample Email Messages (3)

Send on February 24

Subject Line: You can be a lifesaver!

As we begin the final week of American Heart Month, we hope you've gained valuable insights into the lifesaving importance of CPR and the profound impact it can have.

Cardiac arrest can strike anyone, anywhere, at any time and knowing how to act quickly and effectively could mean the difference between life and death.

To drive this message home, [we're sharing a powerful video](#) of a local woman who stepped in, took action and saved her friend's life. Watch it, share it, and help us create a company and community of lifesavers.

Send on February 28

Subject Line: Thanks for celebrating American Heart Month!

Today is the last day of American Heart Month and we want to thank each of you for being part of this lifesaving movement to help more people feel prepared and ready to act in a cardiac emergency.

Remember, if you're ever called to perform CPR, it will likely be on someone you know and love. That's why it's so important to share these lifesaving skills with your family and friends.

Here's how you can continue spreading the knowledge:

- **Learn or refresh your [Hands-Only](#) CPR skills**, then share it with your family and friends.
- **Press Play!** Did you know, there is a [whole list of songs](#) that go to the beat of CPR? CPR should be performed at 100-120 beats per minute so have some fun and share these songs with your family and friends!

Thank you for being part of this important month, and for helping to build a community of lifesavers. Your efforts are making a difference!



Social Media

SOCIAL MEDIA

As your company celebrates American Heart Month, we encourage you to share your activities on social media by tagging the American Heart Association! Post photos of employees learning CPR, employees in red, and/or employees otherwise engaging in the spirit of Heart Month.

Sample Messages:

- **Company name** is proud to rock red for women's heart health. In celebration of National Wear Red Day, we're [**insert activity**].
- [National Wear Red Day Social Media Posts](#)
- **Company name** is committed to building a community of lifesavers in Indianapolis. In celebration of American Heart Month we're [**insert activity**].
- [Nation of Lifesavers Key Messages & Infographics](#)
- [Nation of Lifesavers Web Banners and Ads](#)
- [Nation of Lifesavers Social Media](#)

Tag us on social media! @ahaindiana #IndyGoesRed #HeartMonth #WearRedDay

Additional Resources

How you eat, move and manage stress impacts your well-being, physically and mentally. As we celebrate American Heart Month, the American Heart Association wants to inspire you and your employees to take small steps to build healthier habits. Below, we provide resources that promote a holistic well-being approach making it easier for you and your workforce to nourish your minds, hearts and bodies, one step at a time. The approach is simple: Eat smart. Move more. Be well.



RONIKA,
SAVED BY CPR

Eat Smart:

- [Heart healthy recipes](#)
- [Potluck meal with colleagues](#)
- [Texas Caviar](#)
- [Cottage Cheese Very Blueberry Pancakes](#)
- [Egg, Avocado, and Black Bean Breakfast Burrito](#)
- [Mediterranean Salad](#)

Share [heart healthy recipes](#) and have [a potluck meal with colleagues](#) incorporating healthy foods.

Move More:

- [Move More to Reduce Stress](#)
- [Make Movement a Habit](#)
- [Make Movement More Fun](#)
- [Find Your Strength](#)
- [Target Heart Rates Chart](#)
- [Warm Up with Cool-Weather Workouts](#)

Encourage employees to take a break throughout their workday to form healthy [habits](#).

Be Well:

- [Practice gratitude in the office](#)
- [Gratitude is Good Medicine Infographic](#)
- [Simple Ways to Practice Gratitude Infographic](#)
- [Gratitude is Good Medicine Video \(YouTube\)](#)
- [5 Easy Ways to Improve Your Well-Being at Work](#)

Find ways to practice [gratitude](#) in the office.

Support Employee Health with Well-being Works Better

Healthier business starts with healthier employees. Our [Well-being Works Better™](#) platform helps business leaders promote health and well-being for all. Building a culture where employees thrive is no longer an option. It's a business imperative. We'll help you re-evaluate pre-pandemic norms to unleash the power of a healthy, happy workforce.