



American Heart Association.  
Heart Walk.

# 2021 SAN DIEGO HEART WALK

SEPTEMBER 18, 2021

[SDHEARTWALK.ORG](http://SDHEARTWALK.ORG)

## You can Heart Walk Here, there or anywhere.

The San Diego Heart Walk is back and ready to reinvigorate your heart healthy lifestyle by reuniting our community in better health! This fall, the American Heart Association is bringing you Heart Walk Here, a new Heart Walk experience offering different ways to participate for maximum flexibility. You can Heart Walk Here, there or anywhere. Choose our path or yours!



### JOIN A MILLION WALKERS

By offering three participation options, we're going to reach more people than ever



### TEAM CAMARADERIE

Nothing unites a team like doing good together

### LACE UP WITH US

Get moving together with our new activity tracker and challenges



### SAVE LIVES

Together we are fighting for the health & wellbeing of our community



### CONNECT EASILY

Our upgraded all-digital platform makes it easy to connect, share and get rewarded



### CELEBRATE

Join us on Walk Day to recognize all we have accomplished together

LOCALLY SPONSORED BY

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# NEW YEAR, **BIGGER IMPACT**



## **REDUCING BLOOD PRESSURE**

One in three San Diego & SW Riverside adults has been diagnosed with high blood pressure; even more are unaware they have this silent risk factor.

We are strengthening clinical systems and practices relating to chronic disease management with strategic trainings and partnerships with clinics serving our most vulnerable populations and coming alongside communities to increase health literacy and at-home blood pressure monitoring.



## **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.



## **ELIMINATING TOBACCO & VAPING**

By graduation, one in six California students reports recent use of a tobacco product, and that percentage is rising.

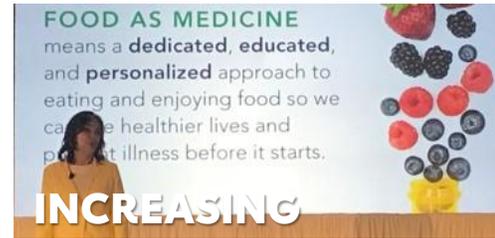
We are collaborating with cross-sectional stakeholders to eliminate youth access and use of tobacco products through concerted educational and policy efforts to reduce the intended effects of youth-targeted marketing and tackle the long-term implications of nicotine addiction.



## **REDUCING RISK FOR WOMEN**

Because heart disease kills 1 in 3 women, the American Heart Association 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 Go Red Goes STEM, we work to close gender and ethnicity gaps in research and STEM fields.



## **INCREASING NUTRITION SECURITY**

One in every seven San Diegans is experiencing food insecurity, which has lasting effects on mental health and chronic disease.

We are working with community stakeholders and healthcare providers to bridge gaps in food insecurity screenings, advocating for SNAP funding and incentives, pushing for increased drinking water and meal options in schools, exploring innovative solutions with communities in food deserts.



## **ADDRESSING COVID-19**

75% of those hospitalized with COVID-19 have a high-risk condition and people with heart disease, diabetes, or high blood pressure are at a higher risk. Heart attack and stroke patients fear calling 9-1-1 or seeking treatment within a hospital.

To address this, we invested \$2.5 million to specifically investigate the cardiovascular implications of COVID-19, established new CPR guidelines and a free healthcare COVID-19 registry.

# **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 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. This year's event invites you to Heart Walk Here with us in person or wherever you feel inspired on September 18th!



**START (OR JOIN) A TEAM.** Register today at [SDHeartWalk.org](https://SDHeartWalk.org) for instant access to fundraising tools and rewards. By offering flexible options for participation, we're going to reach more people than ever!



**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 Heart Walk Hero Gear and show your support of the American Heart Association all year long!

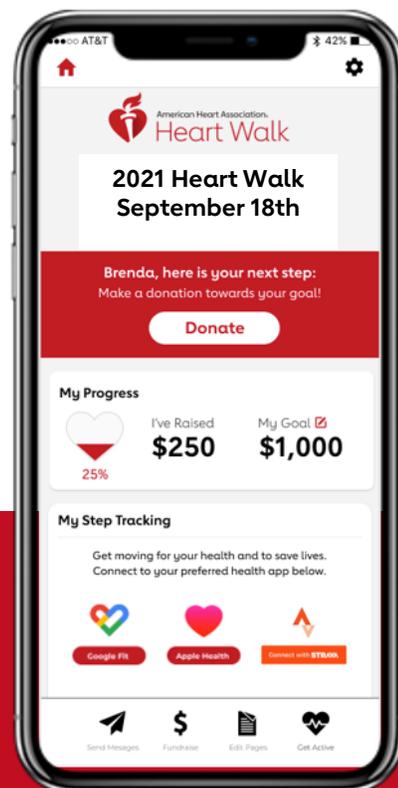
## My Personal Impact Goals:

Total Raised: \$ \_\_\_\_\_

Teammates to Recruit: # \_\_\_\_\_

I Walk For:

\_\_\_\_\_



**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

**9/13/2021 – 9/18/2021**

Exercise your mind, body and spirit during the week leading up to your Heart Walk. Find a daily dose of inspiration on the [@AHASouthernCA](#) Facebook Page !



## MOVE MORE MONDAY

**9/13/2021**

Get warmed up for **Week of Wellness** and [Stop Sitting](#) today with a binge break with our **#MadeYouMove** [Sofa Stretch](#), [Accent Chair Dips](#) or [Torso Twist](#).



## EAT SMART: HEALTHY TIPS TUESDAY

**9/14/2021**

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](#)!



## BE WELL WEDNESDAY

**9/15/2021**

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



## THANKFUL THURSDAY

**9/16/2021**

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.



## BEST FRIENDS FRIDAY

**9/17/2021**

Share a photo of you and your furry best friend on walk. Be a part of our Top Dog Contest by posting a photo of your dog at [@AHASouthernCA](#) using **#SDHeartWalk**.



## HEART WALK SATURDAY

**9/18/2021**

Join us on **9/18/2021** at 1 of 4 pop-up locations around San Diego for our Heart Walk celebration. Can't join us in person? Create your own start line in your neighborhood to get walking! Share your photos with **#SDHeartWalk** and **#HeartWalkHere!**

# HEART WALK DAY

Choose Your Path or Ours!

September 18, 2021

PREMIER SPONSOR

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## WALK WITH US!

Heart Walk Here at 8:00AM – 12:30PM at 1 of 4 San Diego locations! Everyone in our community can join in to go for a heart healthy Heart Walk and celebrate on Walk day.



[San Diego Heart Walk Pop-Up Locations Map](#)



[Ruocco Park - Embarcadero](#)



[Chula Vista Elite Athlete Training Center](#)



[Balboa Park](#)



[Harbaugh Seaside Trails hosted by Nature Collective](#)

## GET SOCIAL!

Join the fun on social media! When you share on Facebook, make sure you're sharing your posts with "Public" – and don't forget to tag us

[@AHASouthernCA](#) and use [#SDHeartWalk](#)

[#HeartWalkHere](#)



## CHALK YOUR WALK!

Can't join us in person? Decorate your sidewalk with a motivating and photo-worthy starting line. Be sure to share your pics [#SDHeartWalk](#)

## CELEBRATE SURVIVORS

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



# HEART WALK DAY 9/18/2021

Heart Walk Here!

PREMIER SPONSOR

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

Let us celebrate your achievement as a Top Walker achievement with:

- Recognition on the Heart Walk Website
- An official "heart Heroes" yard/office sign
- Internal Recognition from your company
- Official Heart Walk SWAG
- Shout out on Facebook

## GET YOUR SWAG

**Pick up your Top Walker,  
Coach and Survivor Swag  
Bags 9/14/2021**



- San Diego AHA Office
- \* Other locations TBA



## FINISH STRONG

No matter where your finish line is, finish strong. Be sure to share your pics with **#SDHeartWalk** so we can recognize all we have accomplished together!!



## GET YOUR GROOVE ON.

During your walk, listen to our **EXCLUSIVE** Heart Walk On Demand playlist available on 9/18/2021 on our Heart Walk website!



# DIGITAL TOOLS YOU CAN USE!

*(No Matter Where You Walk)*



## CELEBRATING SURVIVORS

Our heart and stroke survivors and our youngest CHD survivors are true superheroes. Custom Facebook frames are available to celebrate you!

And to be included in our survivor celebrations, please share your photos with #SDHeartWalk.



## WHY DO YOU WALK?

[Click here for a printable Tribute sticker](#) where you can write the name of a loved one affected by stroke or heart disease. What a great way to show you are walking in their honor!



## WE'RE GRATEFUL FOR YOU!

Zen away your stress by using [Simple Ways to Practice Gratitude!](#)

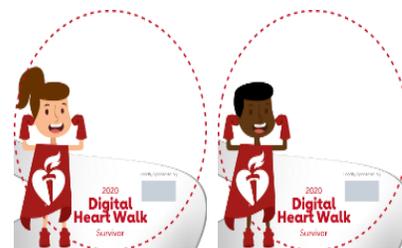


## SAVE LIVES

The American Heart Association remains committed to funding groundbreaking research and helping people be healthy through the excitement of walking together to change lives. We are still relying on your steps to help bring our mission to life.

[American Heart Association San Diego Heart & Stroke Walk | Facebook](#)

## CLAIM YOUR CUSTOM SURVIVOR FACEBOOK FRAME



## Stats

- Only about one in five adults and teens get enough physical activity to maintain good health.
- Adults should get at least 150 minutes per week of moderate activity or 75 minutes of vigorous activity.
- The 30% to 50% of U.S. Adults who perform little to no moderate-to-vigorous physical activity can realize valuable benefits by replacing sitting time with light activity.
- Our goal is for 25 million people to improve their level of physical activity.

# DIGITAL TOOLS YOU CAN USE!

*(No Matter Where You  
Walk)*

## HEALTHY SELFIE PLEDGE

Commit to a NEW [healthy habit with this printable pledge card](#). Share your Healthy Selfie pledge with us by using **#SDHeartWalk**.



American Heart Association®  
**Heart Walk**®

## WE APPRECIATE YOU

**Save lives and earn swag!** Your fundraising not only makes you a relentless force for longer, healthier lives, it also earns you points in your personal Rewards Center —points you can redeem for Heart Walk Hero Gear. It's our way of saying thanks and it's a great way to show your support of heart and brain health! Log in to your Heart Walk HQ on your PC or HW App to visit the [Rewards Center](#). The milestones and levels are:



**\$100**  
HERO



**\$250**  
MEDALIST



**\$500**  
WARRIOR



**\$1,000**  
LIFE SAVER



**\$2,500**  
ADVOCATE



**\$5,000**  
CHAMPION



Does your dog have what it takes  
to be

# TOP DOG?

Post a photo of your dog  
[@AHASouthernCA](#) using #SDTopDog.  
Encourage family and friends to "like"  
your post. The Top Dog to be  
announced on the Facebook Page!





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# SAN DIEGO HEART WALK

*Experience Vitals*

## DATES TO KNOW:



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



Move More Activity Challenge goes LIVE in the Heart Walk app



Participate in our city-wide Rally Day to recruit your full team and raise awareness!



Drive Through – Swag Bag Pick up your survivor, coach or top walker swag bags at one of our 3 locations throughout the county.

LOCALLY SPONSORED BY



San Diego Heart Walk  
#SDHeartWalk  
#HeartWalkHere

## FAQs

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

## SHARE THE <3 ON SOCIAL MEDIA!

Looking for sample social media text to include on your own pages? Copy and paste one of these!  
*This year I'm excited to host my own Heart Walk supporting the American Heart Association! I hope you'll join me at (location/date/time). We're going to be showing our support in the fight against the number one killer of Americans and having a lot of fun while we do it! Join me! #SDHeartWalk*  
[SDHeartWalk.org](http://SDHeartWalk.org)

*Have you heard? This year, I'm hosting my own Heart Walk in support of #SDHeartWalk. I want you to join me on (location / date / time) and bring your family, friends, and even furry friends! #SDHeartWalk* [SDHeartWalk.org](http://SDHeartWalk.org)

Join our Facebook event page [HERE](#) and don't forget to share our San Diego Heart Walk posts, which you can find on our social media channels.  
[Facebook](#) [Instagram](#) [Twitter](#)

