



American Heart Association.
Heart Walk.

TUCSON HEART and STROKE WALK

Digital Experience Guide

April 24, 2021

From digital swag bag items to our Week of Wellness, we have so many fun and healthy things planned to take this Digital Experience to the next level! Be sure to join us on Facebook for the 2021 Tucson Heart and Stroke Walk Digital Experience!



JOIN A MILLION WALKERS

By moving the action online, 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



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



SAVE LIVES

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

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Sponsors



Brookline College - Casino Del Sol - Citi - Pima Community College - Phoenix Children's Specialty Care

TUCSONHEARTWALK.ORG

SAY YES TO HEALTH. SAY YES TO SAVING LIVES.

NEW YEAR, **BIGGER IMPACT**



REDUCING BLOOD PRESSURE

27.7% of Tucson adults have high blood pressure (hypertension) and nearly half are not aware.

We are working within Federally Qualified Health Centers to provide access to self-monitoring blood pressure program. We work with faith-based communities and corporations to provide education and programming through our *Check.Change.Control.* program.



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

Our community has been at the forefront of anti-tobacco policy, most recently in passing Tobacco 21, which raised the minimum age to buy all tobacco products from 18 to 21.

The AHA is working directly in support of youth anti-tobacco advocacy efforts, as well as with school districts to address the youth tobacco crisis.



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 Go Red Goes STEM, we work to close gender and ethnicity gaps in research and STEM fields.



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 working advocating for food security through a regional food system.

The AHA is working with community partners and health providers to create innovative ways to address nutrition security in the populations they serve.



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 and Stroke 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 wherever you are on April 24th!



START (OR JOIN) A TEAM. Register today at TucsonHeartWalk.org for instant access to fundraising tools and rewards. By moving the action online, 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.



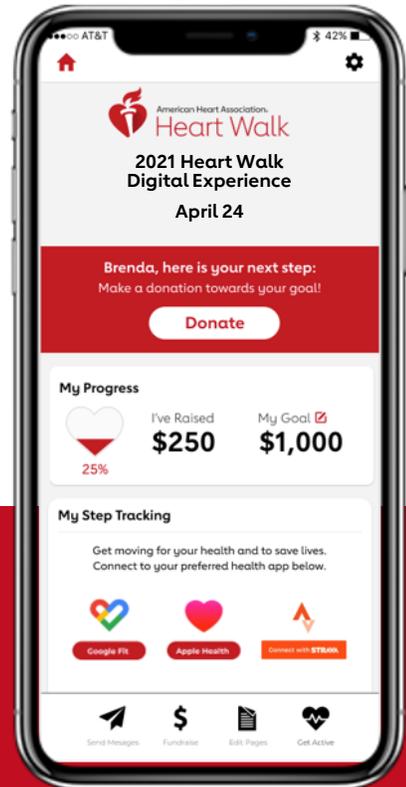
LET US CELEBRATE YOU! The more funds you raise, the more points you earn to redeem for Heart Walk Hero Gear and show your support of the American Heart Association all year long!

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

April 19th-24th

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



MOVE MORE MONDAY April 19th

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 April 20th

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 April 21st

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 April 22nd

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 April 23rd

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 on the [@ArizonaAHA](#) using **#TUCHeartWalk**. And if you need a little pep in your step, try the [Heart Walk Playlist](#).



CELEBRATION SATURDAY April 24th

IT'S TIME! Join us on Facebook [@ArizonaAHA](#) at 9a.m. for a celebration and some special surprises. And then get walking, wherever you are! Share your photos with **#TUCHeartWalk** HeartWalk!

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HEART WALK DAY

4/24/21

(How Can I participate?)

GET READY!



Kick off your Heart Walk Day by coming together with your company or team to celebrate crossing the finish line!

TUNE IN!



Join us on [Facebook](#) on Walk Day to connect with all the other walkers from your city.



CHALK YOUR WALK



Ready to go for a walk? Decorate your sidewalk with a motivating and photo-worthy starting line. Be sure to share your pics [#TUCHeartWalk](#)

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 4/24/21

(How Can I participate?)

Life Is Why Sponsor



ENTER THE KIDS ZONE

Keeps your eyes peeled with the printable scavenger hunt to make your walk extra fun. Take a giggly Funny Walk Break and share your photos or videos with **#TUCHeartWalk**

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EARN POINTS FOR FUNDRAISING

The more funds you raise, the more points you earn to redeem for Heart Walk Hero Gear. Once you reach a new fundraising milestone, additional points will automatically be added to your points balance

Fundraising Milestones

 \$100 Hero + 100 Points Added Total Points= 100	 \$250 Medalist + 200 Points Added Total Points= 300	 \$500 Warrior + 200 Points Added Total Points= 500	 \$1,000 Life Saver + 300 Points Added Total Points= 800	 \$5,000 Champion + 600 Points Added Total Max Points= 1400
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How to redeem your points

- Log Into Heart Walk HQ or via the Heart Walk App
- Click to Visit the Reward Center
- Find the perfect gear and add to basket
- Apply all or some of your points
- Check-out and we will ship out your gear!

FINISH STRONG

No matter where your finish line is, finish strong. Tune in to the [Facebook Page](#) to cross the digital finish line and recognize all we have accomplished together!

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Thank you for being a

TOP WALKER!



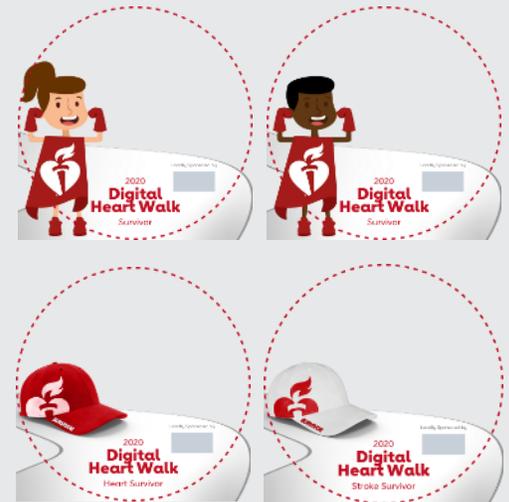
FINISH



DIGITAL TOOLS YOU CAN USE!

(No Matter Where You Are)

CLAIM YOUR CUSTOM SURVIVOR FACEBOOK FRAME



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CELEBRATING SURVIVORS

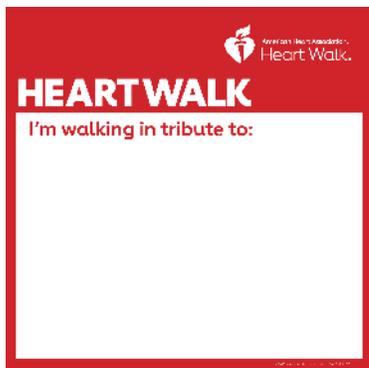
Our heart and stroke survivors and our youngest CHD survivors are true superheroes. Custom Facebook frames are available to celebrate you!

And to be included in our survivor celebration video, please share your photos with #TUCHeartWalk



WHY DO YOU WALK?

Tribute Stickers 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 taking the 21 Days of Gratitude Challenge!



- Day 1:** Write down 1 thing you're really good at.
- Day 2:** Find 3 positive things to describe yourself, write them down and post them somewhere you will see them.
- Day 3:** Take a photo of something you find beautiful. (Bonus points for posting it to social media!)
- Day 4:** If something frustrates you today, take a moment to breathe and find something that is going your way.
- Day 5:** Take 2 minutes to list the awesome things your body can do, and remember them when you're feeling down.
- Day 6:** Remove your alarm to a nice message, like "The universe has your back," to help you start the day in a positive frame of mind.
- Day 7:** Think of something about your body that you consider like this perfect. Then, write a little note of appreciation about it.
- Day 8:** Look for someone to help today without expecting anything in return.
- Day 9:** Reach out to someone who could use some extra appreciation.
- Day 10:** Think of someone who makes your day better and invite them to lunch.
- Day 11:** Write a note of appreciation to someone you really care about.
- Day 12:** Offer a hug to someone you're grateful for. Make it a genuine two-way hug!
- Day 13:** Text someone and tell them why you're grateful for them.
- Day 14:** Schedule some time to volunteer in your community. Don't know where to start? Look for opportunities at localgood.org.
- Day 15:** Write down what you've eaten today and be grateful for every item without judging any of it as "good" or "bad."
- Day 16:** Next time life doesn't go your way, try to think of something about the situation that you can be grateful for.
- Day 17:** Take a moment to invite someone you're thankful for to dinner.
- Day 18:** Pause before your next meal to sit in gratitude. Notice how yummy it looks and smells, and feel grateful to the person who prepared it (especially if it was you!).
- Day 19:** Think of someone whose cooking warms your soul and tell them how much their commitment has meant to you.
- Day 20:** During your next meal, try to put your fork down between each bite and really enjoy the flavors, rather than wolfing it down.
- Day 21:** Take 2 minutes to reflect and write about how you feel after participating in this challenge. Then, keep the "hugs going all year long!"

GET MORE WELLNESS TIPS AT heart.org/HealthyForGood



Visit your Heart Walk HQ for these great digital resources and MORE!



American Heart Association.

Heart Walk.

Tucson HEART and STROKE WALK

Digital Experience Vitals

DATES TO KNOW:

**TO
DAY**

Register online for access to our NEW digital tools and rewards at Tucsonheartwalk.org

**JAN.
27 TH**

National Spring Heart Walk Coach Kick-off

**March
25th**

Move More Activity Challenge goes LIVE in the Heart Walk app

**APR
24th**

Tucson Heart and Stroke Walk Digital Experience
#TUCHeartWalk

FAQs

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

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