



American Heart Association®

Lawyers Have Heart™



Speaking from the Heart

Along with eating right and being active, real health includes getting enough sleep, practicing mindfulness, managing stress, keeping mind and body fit, connecting socially, and more.



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Speaking from the Heart – Mental Health

AHA is committed to being a trusted voice on health issues affecting our community. Furthermore, we know that communities need localized solutions that will help individuals and families escalate beyond poverty and achieve improved life outcomes. We provide educational resources, host panels and informative gatherings, and work with our community-based partners to provide targeted outreach to under-resourced populations throughout the Greater Washington Region. The chart below describes the direct problem we are working to solve.

People feel overwhelmed by the demands of their lives, especially during COVID

45% adults say that COVID has negatively impacted their mental health

Depression is the #1 cause of disability globally

76% of employees say that at least one issue has impacted their mental health

Mental health treatment is effective, yet 1 in 2 receive treatment, including at risk youth

Poor mental health impedes health behaviors like diet and physical activity



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Speaking from the Heart – Mental Health (cntd.)

How does mental health relate to heart disease?



Risk factors: a two-way street



Adults aged 20 and over with depression are much more likely to be cigarette smokers than those without depression



43% of adults with depression are obese; adults with depression are much more likely to be obese than adults without depression



27% of adults with hypertension also have depression; that is higher than national prevalence of depression



Depression is associated with chronic conditions that are risk factors for heart disease and stroke





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How can you make a difference?

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices.

Lawyers Have Heart and the American Heart Association have teamed up with a panel of mental health and wellness experts to help your employees overcome these barriers. You will have the opportunity to choose from the experts below and invite your employees, friends and family to a free, one hour zoom presentation on the importance of mental health and overall wellbeing. Speakers are signed on for only one presentation and will go to firms/companies on a first come basis. With this \$25,000 sponsorship you will receive a conversation for your employees and Lawyers Have Heart Race benefits listed on the following page.

Speakers:

[Laurie Besden](#) – The “Besden Redemption”

[Heidi Brown](#) – Author, “The Introverted Lawyer”

[Jeena Cho](#) – mindfulness

[Paula Davis Laack](#) – resiliency

[Craig Kramer](#) – Mental Health Ambassador/Chair,
Global Campaign for Mental Health, Johnson &
Johnson

[Eilene Zimmerman](#) – Author, “Smacked”

[Brian Cuban](#) – substance use, mental health

[Patrick Krill](#) – substance use, mental health

[Jon Krop](#) – mindfulness

[Dax-Devlon Ross](#) – social justice

[Lisa Smith](#) – Author, “Girl Walks Out of a Bar”

Interested in underwriting the series of Speaking from the Heart?! Presenting Sponsorship opportunities are available starting at \$100,000. Email Stephanie.Maher@heart.org to learn more.



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Diamond Sponsor – \$25,000

The Lawyers Have Heart 10K Race, 5K Run and Walk engages participants to live healthier lives, free of cardiovascular diseases and stroke. As a signature sponsor, your company/firm will engage a variety of audiences while offering a premium community experience.

Digital #RunLHH Benefits

- 25 complimentary race entries
- Logo displayed on specified RUNLHH collateral
- Logo displayed on event website
- Logo on race shirt
- Logo on Race Bib
- Logo in Thank You Sponsor Post on Facebook and Twitter
- Use of AHA/LHH Logo for 30 days
- 1 Social Campaign 14-Day (two-week Campaign)



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Campaign Timeline and Important Dates:

- April 16th – T-Shirt Sponsorship Deadline (see sponsorship details on next slide).
- April 27th – Virtual Lawyers Have Heart Kickoff
- April 28th – Rally Day
- May 1st – Prices Increase from \$49 to \$59
- May 14th – 30 Day [Move More Activity Challenge](#) Starts
- June 1st – Last day to register and receive swag before race (corporate coupon codes expire)
- June 11th – 13th – Digital #RunLHH





You're in

Good Company

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THANK YOU!

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