

BE THE BEAT



American
Heart
Association.

American Heart Association.



AMERICAN HEART MONTH 2023

BE THE BEAT & ROCK YOUR RED

How You Can Go Red for
Women's Heart Health



#WearRedDay

WearRedDay.org

BETHE BEAT



Last year, we asked women to reclaim their rhythm with Go Red for Women because for so many, living through a global pandemic derailed their healthy habits and moved wellness goals to the bottom of the never-ending “to do” list.

As we continue to settle into our next normal, we’re asking women to keep the rhythm going and **Be the Beat**. Wherever you are in an effort to reclaim your healthy rhythm – keep the beat going – turn up the tempo, add a new step, set a new goal.

Small actions build up to big changes over time. Good health is a journey, not a destination.

And for American Heart Month this year, we’re rallying everyone to:

Join the CPR Challenge.

Be the Beat for Someone You Love by Learning CPR at [Heart.org](https://www.heart.org).

Why? Because losing even one woman is too many.

#WearRedDay

[WearRedDay.org](https://www.WearRedDay.org)

MARK YOUR CALENDAR

February is our month! This year, American Heart Month is full of ways for you to Go Red and help raise awareness for women's heart health.



NATIONAL WEAR RED DAY

February 3, 2023, National Wear Red Day® is the icon day of American Heart Month. On February 3, join us as we wear red and help raise awareness of women's No. 1 killer – cardiovascular disease.

Be the Beat by wearing red, sharing at least one healthy habit you're prioritizing – it could be around sleep, stress, physical activity, nutrition or whatever works best for you – and encourage others to do the same. We can help the women we know, and love reduce their risk for cardiovascular disease by building the healthy habits we know work.



GO RED WHEN YOU SHOP

CVS Health and Big Lots! stores are raising funds and awareness during American Heart Month:

CVS Pharmacies: January 29 – February 25, 2023

Big Lots: February 1 – 20, 2023



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SAVE LIVES: WEAR RED AND GIVE

**BE THE
BEAT**

Making an impact doesn't just feel good, it's fun! Here's how you can help in 3 easy steps:

- 1** WEAR RED AND BE THE BEAT
- 2** GET SOCIAL! SPREAD THE WORD
- 3** OPEN YOUR HEART



1 WEAR RED AND BE THE BEAT

Rock your red and share a photo or video on social media to make a bold statement for a great cause. Visit ShopHeart.org today to choose your favorite red gear. From the iconic Red Dress pin to hats, ties, scarves, or even socks, we've got you covered. Or consider including some musical props or costumes to incorporate Be the Beat in your Wear Red Day post. Looking to go red digitally? Download National Wear Red Day graphics, including digital backgrounds and social banners at WearRedDay.org.

#WearRedDay

WearRedDay.org

2

GET SOCIAL! SPREAD THE WORD

Tell us how you're keeping the beat in February by posting it to social media using the hashtags **#WearRedDay**, **#WearRedandGive** and **#HeartMonth** to help raise awareness that cardiovascular disease is the No. 1 killer of women.

GET YOUR SQUAD

Chances are we all know someone affected by heart disease and stroke because cardiovascular disease claims the lives of 1 in 3 women - that's a third of the women we can't bear to live without.

Together, we can change this because there is nothing women united with purpose cannot achieve. Bring together (in person or virtually):

- Friends
- Family
- Co-workers
- Neighbors
- Friends from school, your place of worship, social clubs
- Members of your community

There are lots of ways to be a part of National Wear Red Day and American Heart Month, so encourage each person to join in and Go Red!

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OPEN YOUR HEART

Contribute to the American Heart Association's mission to help build longer, healthier lives, free of cardiovascular diseases. Every dollar makes a difference in the fight against heart disease and stroke. On **WearRedDay.org**, you can:

DOWNLOAD RESOURCES TO SPREAD THE WORD

Pick out your favorite resources to help spread the word. There are posters, social banners, digital backgrounds and more you can easily download and use.

CREATE YOUR OWN DONATION PAGE

It's as simple as Join, Personalize and Fundraise!

JOIN

Make your way over to WearRedDay.org. Select "Set Up Your Page Now," then "Start Fundraising."

If your company or community group already has a team you'd like to join, choose "Join a Team" and search for your group. If not, create your own!

PERSONALIZE

Enter your information to create your personal fundraising page! Rock a fun photo, set your fundraising goal and add your personal story.

FUNDRAISE

That's it! With a couple of clicks you'll have a fundraising page set up and be ready to make an impact on **#WearRedDay!**



#WearRedDay

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PUMP UP THE VOLUME TO RAISE MORE

- 1 Share your personal connection to the mission. Your friends and family want to hear your story and why you're passionate about fighting women's No. 1 killer. Plus, you could save a life by raising awareness.
- 2 Share your fundraising page link on your social media accounts. Ask your friends to share the link for a ripple effect. TIP: There's an easy social media share button on your fundraising page!
- 3 Create some friendly competition. Challenge your friends to see who can raise more during February. Encourage them to set up their own fundraising pages to keep track of their impact!
- 4 Double your impact. People are more likely to give when their donation is being matched. Ask a friend or your company to match the amount you raise, doubling the impact of every dollar.
- 5 Don't be afraid to ask! You'll never know until you ask, so don't be afraid to ask someone to join in and save lives. And most importantly...**HAVE FUN!**

#WearRedDay

WearRedDay.org

MORE WAYS TO GO RED & BE THE BEAT FOR HEART MONTH



GO RED ON SOCIAL

Tips to turn your social networks red:

- Follow the American Heart Association and Go Red for Women's social media channels.



@AmericanHeart
@GoRedforWomen



@American_Heart
@GoRedforWomen



@AmericanHeart
@GoRedforWomen

- Share how you're planning to Be the Beat this Heart Month – from dancing to your personal anthem to making healthy changes, every beat counts.
- Share content from the American Heart Association and Go Red for Women on your social networks throughout February to help us reach more women and save more lives.
- Post a photo of yourself on National Wear Red Day (Friday, February 3, 2023) and share how cardiovascular disease has impacted your life.
- Tag your friends and ask them to Go Red, too.
- Share the link to your fundraising page on social media. TIP: There's an easy social media share button on your fundraising page!
- Engage your company's social media team and ask if they can create or share **#WearRedDay** posts for an even bigger audience.

#WearRedDay

WearRedDay.org

GO RED AT WORK

Whether you work in an office or from home, you can rally your team and Go Red together. Here are some fun tips to **Be the Beat** during the workday:

- Make an office playlist. Have every employee submit a song that helps them get moving or manage stress.
- Get up and move throughout the day. This could be a simple stretch break or a workout class at the office. Moving more will help reduce stress and is a great way to bond as a team.
- Hold a healthy eating challenge. Challenge your office to commit to healthy eating during American Heart Month. It's the perfect way to **Be the Beat** one bite at a time!
- Have a cooking demonstration. Bring your office together to learn about healthy meals that make lunch your favorite feel-good meal.
- Share how you're going to **Be the Beat** for the people in your life. Ask employees to each share how they are supporting their cardiovascular health this February. Each day, highlight one person's story, encouraging them to keep going and celebrating the wins.



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GO RED AT WORK

On National Wear Red Day, there are even more ways to Go Red at work. Here are some fun ideas to get you started:

- 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!
- Download the official virtual backgrounds. Visit WearRedDay.org to download a digital background for your online meetings. It's a great (*and easy*) way to show your Go Red pride and help spread awareness.
- Show your city you Go Red by making your building red. Use red lightbulbs or filters to Go Red at the office.
- Turn the office (*even your home office*) red. Download posters and other great resources from WearRedDay.org.
- Decorate your desk challenge. Encourage your employees to get creative and decorate their desk (*at the office or at home*) for National Wear Red Day.
- 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.
- Share your pics on social. And don't forget to use [#WearRedDay](https://twitter.com/WearRedDay), [#WearRedandGive](https://twitter.com/WearRedandGive) and [#HeartMonth](https://twitter.com/HeartMonth). And tag [@GoRedforWomen](https://twitter.com/GoRedforWomen)—we'd love to see how you Go Red!

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? QUESTIONS ?
● We've got the answers at [WearRedDay.org](https://www.WearRedDay.org). ●

STAY CONNECTED ALL YEAR

For the latest news, tips and resources, join the Go Red for Women Movement at [GoRedforWomen.org/Join](https://www.GoRedforWomen.org/Join) and follow [@GoRedforWomen](https://twitter.com/GoRedforWomen) on social media.

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