



## Live to the Beat American Heart Month 2024 Toolkit

### KEY MESSAGES

1. Heart disease is the leading cause of death for women in the U.S. – killing more women than all cancers combined.<sup>i</sup>
2. For a variety of reasons, including some systemic factors outside of their control, Black women are bearing the brunt of the toll that cardiovascular disease is having on women in the U.S.
3. Black women are the heartbeats of the Black community, but many of their own hearts are in trouble. They are nearly 60% more likely to have high blood pressure<sup>ii</sup> and they experience higher rates of cardiovascular disease, coronary disease, and stroke deaths when compared to non-Hispanic White women in the U.S.<sup>iii</sup>
4. This American Heart Month, *Live to the Beat* is launching the “Heart2Heart Challenge” to help more Black women prioritize self-care for their heart health.
5. The good news is most cardiovascular disease can be prevented with appropriate medical care and lifestyle changes.
6. The “Heart2Heart Challenge” has one simple message: self-care is health care. *Live to the Beat* recommends beginning with small steps for practicing self-care for your heart health. The Challenge includes three calls to action:
  - 1: Make a commitment to take one small step this year. Start by visiting [LiveToTheBeat.org/Heart2Heart](https://LiveToTheBeat.org/Heart2Heart)
  - 2: Share your small step on social media. Let’s normalize self-care for heart health.
  - 3: Celebrate your commitment at the “Heart2Heart Self-Care Party.” On February 24, join this event in-person in Atlanta or online via a livestream at [LiveToTheBeat.org/Heart2Heart](https://LiveToTheBeat.org/Heart2Heart).

### DIGITAL COMMUNICATIONS COPY (for websites, e-newsletters, etc.)

#### ABOUT THE “HEART2HEART CHALLENGE”

Self-care is health care. This American Heart Month, the *Live to the Beat* campaign is launching the “Heart2Heart Challenge” to help more Black women prioritize self-care for their heart health. Prioritizing self-care for heart health doesn’t mean doing everything all at once. It can begin with small steps, like taking a daily self-care walk, taking a daily mindful breathing break, getting more sleep, talking to a professional or a friend. Check out the “Heart2Heart Challenge” to discover more small steps toward self-care and to make your own commitment to practice self-care for your heart health. Learn more at [bit.ly/heart2heartchallenge](https://bit.ly/heart2heartchallenge).

#### PROMOTING THE “HEART2HEART SELF-CARE PARTY” EVENT

This Heart Month, the *Live to the Beat* campaign wants to encourage more women to give themselves permission to prioritize self-care their own heart health. On February 24, the campaign invites women to experience self-care in action at the “Heart2Heart Self-Care Party.” From fitness, yoga and massage to comedy and health screenings, this FREE #HeartMonth event has self-care experiences for everyone. Audiences can join in-person in Atlanta or participate online via a livestream. Join national health and self-care influencers. You'll leave feeling uplifted, inspired, pampered and empowered with practical tools to take care of your own heart. Space is limited. RSVP today at [bit.ly/selfcareparty](https://bit.ly/selfcareparty).

## GRAPHICS & CONTENT



### “HEART2HEART CHALLENGE”

- Heart2Heart Challenge Graphics & Videos can be found [HERE](#). Choose one to share with your favorite post below.

### “HEART2HEART SELF-CARE PARTY” EVENT

- **ATLANTA Event:** Heart2Heart Self-Care Party ATLANTA Graphics can be found [HERE](#).
- **NATIONAL Livestream:** Heart2Heart Self-Care Party NATIONAL Graphics can be found [HERE](#).

## SOCIAL MEDIA POSTS & GRAPHICS

*No time to create your own posts? Remember, you can always share posts directly from our [Facebook](#) or [Instagram](#) accounts, so make sure to follow us! Our American Heart Month posts will begin by January 30th.*

### PROMOTING THE “HEART2HEART CHALLENGE”

#### **Social Media Posts for Organizations**

- #Selfcare is health care. Learn how small steps for self-care can improve your heart health and join the #Heart2Heart Challenge at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge).
- #Selfcare is health care. That’s why we are joining the #Heart2Heart Challenge this Heart Month – helping more Black women prioritize self-care for their heart health. Join us by making your own commitment to self-care at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge). #LiveToTheBeat
- Black women are the heartbeats of Black families and communities. This #HeartMonth, #LiveToTheBeat is reminding them to give themselves permission to prioritize self-care for their own heart health. Learn more about small steps for self-care and join the #Heart2Heart Challenge at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge).
- Sometimes being strong for others comes at the risk of your own health. It’s time for a heart-to-heart about how we can be strongest for others when we’re being kindest to ourselves. That means prioritizing self-care for your own heart! This #HeartMonth, we are joining the #Heart2Heart Challenge and encouraging others to make a commitment to small steps for self-care. Learn more and join us at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge). #LiveToTheBeat

#### **Social Media Posts For individuals**

- #Selfcare is health care. Learn how small steps for self-care can improve your heart health and join the #Heart2Heart Challenge at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge).
- I’m joining the #Heart2Heart Challenge and making a commitment to prioritize self-care for my heart health this year. My small step is to **INSERT YOUR STEP**. Join me by making a commitment to your own small step for self-care at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge). #LiveToTheBeat
- #Selfcare is health care. Sometimes we want strong for everyone else, but it’s hard to be there for others when your own heart health is in trouble. This #HeartMonth, I’m joining the #Heart2Heart Challenge and committing to prioritize self-care for my own heart health. Join me at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge)! #LiveToTheBeat
- It’s easier to make positive changes when you know you’re not alone. That’s why I’m making a commitment to prioritize self-care for my heart health and sharing that commitment with you all. This photo represents my commitment to **INSERT YOUR STEP**. Let’s normalize self-care! Join me by making a commitment to your own small step for self-care at [bit.ly/heart2heartchallenge](http://bit.ly/heart2heartchallenge). #LiveToTheBeat



- Prioritizing self-care for your own heart health doesn't mean doing everything all at once. You can begin with small steps. Check out the #LiveToTheBeat #Heart2Heart Challenge to discover ways you can take small steps toward self-care and lower your risk for heart disease and stroke. Learn more at [bit.ly/heart2heartchallenge](https://bit.ly/heart2heartchallenge).
- Sometimes being strong for others comes at the risk of your own health. It's time for a heart-to-heart about how we can be strongest for others when we're being kindest to ourselves. That means prioritizing self-care for your own heart! This #HeartMonth, I am joining the #Heart2Heart Challenge and encouraging others to make a commitment to small steps for self-care. Learn more and join me at [bit.ly/heart2heartchallenge](https://bit.ly/heart2heartchallenge). #LiveToTheBeat

### PROMOTING THE "HEART2HEART SELF-CARE PARTY" EVENT

#### **Social Media Posts for IN-PERSON Attendance in ATLANTA**

- Give yourself permission to prioritize your own heart. It's not always easy, but it's important. On February 24, we [\[or I\]](#) invite you to join us [\[or me\]](#) in Atlanta for the "Heart2Heart Self-Care Party." From fitness, yoga and massage to comedy and health screenings, this FREE #HeartMonth event has self-care experiences for everyone. Join us [\[or me\]](#) along with national health and self-care influencers. You'll leave feeling uplifted, inspired, pampered and empowered with practical tools to take care of your own heart.

Space is limited. RSVP today at [bit.ly/selfcareparty](https://bit.ly/selfcareparty). #LiveToTheBeat

#### **Social Media Posts for LIVESTREAM Attendance ONLINE**

- Give yourself permission to prioritize your own heart. It's not always easy, but it's important. On February 24, we [\[or I\]](#) invite you to join us [\[or me\]](#) for the "Heart2Heart Self-Care Party" livestream event. From fitness and yoga to comedy and cooking, this FREE #HeartMonth livestream event has interactive self-care experiences for everyone. We'll connect with national health and self-care influencers. You'll leave feeling uplifted, inspired, pampered and empowered with practical tools to take care of your own heart.

Space is limited. RSVP today at [bit.ly/selfcareparty](https://bit.ly/selfcareparty).

<sup>i</sup> Tsao CW, Aday AW, Almarzooq ZI, et al. Heart Disease and Stroke Statistics-2022 Update: A Report From the American Heart Association. *Circulation*. Feb 22 2022;145(8):e153-e639. doi:10.1161/CIR.0000000000001052

<sup>ii</sup> Carnethon MR, Pu J, Howard G, et al. Cardiovascular Health in African Americans: A Scientific Statement From the American Heart Association. *Circulation*. 2017;136(21):e393-e423. doi:10.1161/cir.0000000000000534

<sup>iii</sup> Lindley KJ, Aggarwal NR, Briller JE, et al. Socioeconomic Determinants of Health and Cardiovascular Outcomes in Women: JACC Review Topic of the Week. *J Am Coll Cardiol*. 2021;78(19):1919-1929. doi:10.1016/j.jacc.2021.09.011