

The logo features a stylized heart icon on the left, composed of white and orange lines. To its right, the text "LIVE TO THE BEAT" is written in large, bold, white capital letters. Below this, "VIRTUAL COACHING PROGRAM" is written in smaller, bold, white capital letters. The entire logo is set against a background of orange and red geometric shapes.

LIVE TO THE BEAT

VIRTUAL COACHING PROGRAM

Live to the Beat Virtual Coaching Program Toolkit

Messaging, promotional copy, and social media resources to help you share the Live to the Beat Coaching Program with your community.

ABOUT THE PROGRAM

The **Live to the Beat Virtual Coaching Program** is a free, expert-led experience designed to help people build simple, sustainable habits that support heart health - without feeling overwhelmed.

- **What participants will learn:** Through interactive sessions, practical exercises, and real-world guidance, participants learn how to take small, meaningful steps to improve their health. The sessions will be delivered through these 5 modules:
 1. **Forming Healthy Habits** - Build habits that stick
 2. **Taking Charge of Your Blood Pressure** - Understand and manage blood pressure
 3. **Stressing Less & Sleeping More** - Reduce stress, improve sleep
 4. **Feeling Confident in Your Health Care** - Work effectively with health care professionals
 5. **Building Your Support Team** - Build a strong support system
- **What participants will gain:** Each session equips participants with clear, actionable tools and a personalized next step, while fostering encouragement, shared learning, and accountability to help habits stick over time.
- **How the program fits into their lives:** The flexible, virtual format allows participants to join the full series or select sessions that meet their needs.

ABOUT THIS TOOLKIT

This promotional toolkit is designed to make it easy for partners and community organizations to share the program and connect more people to these resources. It provides ready-to-use messaging, copy, and social content that can be quickly adapted for your audience - helping you raise awareness, drive participation, and support individuals on their heart health journey. By using this toolkit, you play an important role in reaching people who may be looking for clear guidance, practical next steps, and support to take control of their health.

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

Copy to use on your website, in newsletters, emails, and more to help spread the word about blood pressure control.

The **Live to the Beat Coaching Program** is a free virtual experience designed to help people take small, realistic steps toward better heart health. Through expert guidance, interactive discussions, and practical tools, participants will learn how to build healthy habits, take charge of their blood pressure, reduce stress, improve sleep, work with their health care provider, and build a support team. Each session focuses on simple actions that can fit into everyday life and support lasting heart health. Take the next step toward better heart health by joining the Live to the Beat Coaching Program. Spots are limited. Learn more and register at livetothebest.org/coaching.

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 virtual coaching posts will begin by April 13th.

Graphics for these posts can be found [here](#).

Promoting the Program/Sign-Up for the Course (all 5 sessions) – Promote Now Through April 22nd



The Live to the Beat Coaching Program is a free virtual experience designed to help you build heart-healthy habits that fit into real life. Join us to learn practical strategies for taking charge of your blood pressure, reducing stress, improving sleep, working with a health care provider, and more. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

The Live to the Beat Coaching Program features expert guidance from leaders in heart health, wellness, and community health across five interactive sessions. Learn how to build healthy habits, manage blood pressure, reduce stress, improve sleep, strengthen support networks, and work with healthcare providers. Spots are limited. Register today: livetothebest.org/coaching. #LiveToTheBeat #Coaching

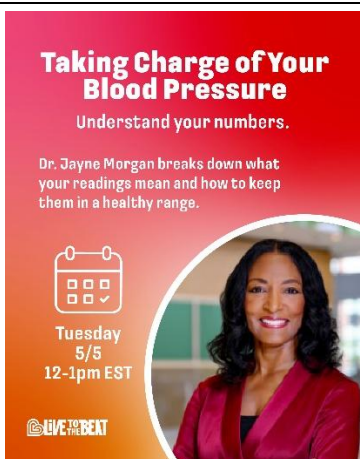
Forming Healthy Habits Session – Promote Now Through April 20th



Heart health is not about perfection. It's about progress. The Live to the Beat Coaching Program helps you take small, realistic steps toward healthier habits that stick. Join the free virtual program and start building a plan that works for you. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Build heart-healthy habits that stick. Join Robin May, Coach Training Leader and certified professional coach, and Chaffin Hart, Functional Wellness Coach, as they explore practical ways to turn small actions into lasting habits that support heart health. Participants will learn how to start small, stay consistent, and build routines that fit into everyday life. The session will be facilitated by Alicia Booker, board-certified health, and wellness coach. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Taking Charge of Your Blood Pressure Session - Promote from April 21st – May 4th



High blood pressure often has no symptoms — but taking small steps can make a big difference. The Live to the Beat Coaching Program offers practical tools and expert guidance to help you understand your numbers and take action to keep them in a healthy range. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Take charge of your blood pressure. Join Dr. Jayne Morgan, Cardiologist and Vice President of Medical Affairs at Hello Heart, as she helps participants understand their blood pressure numbers and explore practical ways to keep them in a healthy range. The session will be facilitated by Chaffin Hart, Functional Wellness Coach, who will guide the conversation and help translate insights into small, actionable steps. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Stressing Less & Sleeping More Session - Promote from May 5th – May 18th

Stressing Less & Sleeping More

Give your heart the rest it needs.

Dr. Marshauna Sagesse shares simple ways to manage stress and improve sleep.



Tuesday
5/19
12-1pm EST

LIVE TO THE BEAT



Stress and sleep play a key role in heart health. The Live to the Beat Coaching Program explores practical ways to manage stress, improve sleep, and build habits that support your heart. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Stress happens. Sleep gets disrupted. And both can affect your heart. Join Dr. Marshauna Sagesse, pharmacist and founder of MGS Wellness, as she shares practical ways to unwind, reset, and give your heart the recovery it needs. Participants will also experience a guided breathing exercise led by Lauren Williams, breathwork facilitator and wellness practitioner, with facilitation from Chaffin Hart, board-certified health and wellness coach. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Feeling Confident in Your Health Care Session – Promote from May 19th – June 1st

Feeling Confident in Your Health Care

Be a partner in your care.

Dr. Karla Booker helps you ask the right questions, understand your options, and feel more confident at your next appointment.



Tuesday
6/2
12-1pm EST

LIVE TO THE BEAT



Your health care provider can be one of your strongest partners in protecting your heart. In the Live to the Beat Coaching Program, you'll learn how to prepare for appointments, ask the right questions, and better understand your health numbers so you can take an active role in your care. Learn more: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Make the most of your health care visits. Join Dr. Karla Booker, family physician and public health advocate, as she shares practical tips for working with your healthcare provider to better understand your numbers, ask the right questions, and take an active role in protecting your heart health. The session will be facilitated by Alicia Booker, board-certified health and wellness coach, who will guide participants through strategies for turning those conversations into meaningful action. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching

Building Your Support Team Session - Promote from June 2nd – June 15th

Building Your Support Team

Change is easier with support.

Carla Harris from GirlTrek shares how community, accountability, and care help you stay consistent.



Tuesday
6/16
12-1pm EST

LIVE TO THE BEAT



Taking steps toward better heart health is easier when you don't do it alone. In the Live to the Beat Coaching Program, you'll learn how to identify and build support networks—from friends and family to community groups—that can help you stay motivated and consistent with healthy habits. Learn more: livetothebest.org/coaching. #LiveToTheBeat #Coaching

You don't have to take steps toward better heart health alone. Join Carla Harris, Vice President of Member Care & Customer Service Strategy at GirlTrek, as she explores how support networks - from friends and family to community groups - can help you stay motivated and build healthier habits over time. The conversation will be facilitated by Alicia Booker, board-certified health and wellness coach, who will help participants reflect on how to identify and strengthen their own support systems. Spots are limited. Register now: livetothebest.org/coaching. #LiveToTheBeat #Coaching