



Campaign Resources Catalog

This catalog features “Live to the Beat” campaign assets, educational resources and merchandise for promoting heart-healthy living. Each resource provided includes a thumbnail image, description and where it can be accessed or downloaded. To order print materials and merchandise, please fill out this form: bit.ly/lttbresources.



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Promotional Assets: **Video & Audio PSAs**



"Right Ways" Video PSAs

The "Right Ways" video public service announcement (PSA) recognizes everyday challenges to healthier living and inspires viewers to incorporate small changes, in their own way, to improve heart health. Available in :15, :30 and :60.



"On Rhythm" Video PSAs

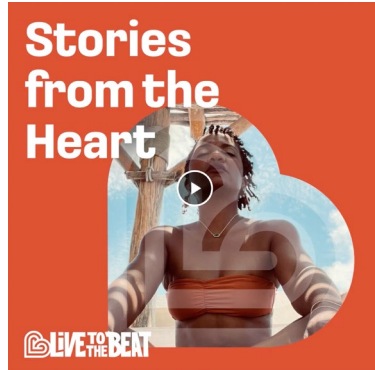
The "On Rhythm" video public service announcement (PSA) observes the intimate personal portrait of a man battling to find his new rhythm — wins and setbacks included — with honesty, vulnerability, and real human emotion. Available in :15, :30 and :60.



"Your Beat" Radio :30 PSA

The "Your Beat" :30 radio PSA reminds our audience that the journey to heart health is not always a straight line — small changes that work for you add up.

Promotional Assets: Social Media



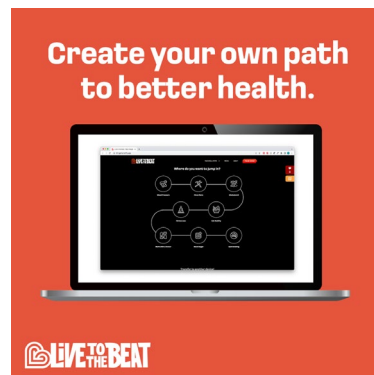
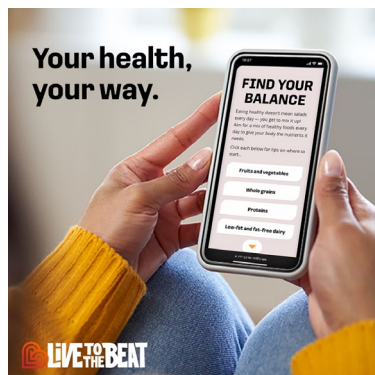
[“Stories from the Heart” Animated Graphics](#)

Testimonials from real people sharing their first-person story of how they improved their heart health, told in social graphics and video shorts, for use on social media.



[Campaign Social Graphics](#)

This link contains social graphics and copy you can use to help promote the “Live to the Beat” campaign and heart-healthy living.



[Pulse Check Social Graphics](#)

These animated graphics promote our Pulse Check Interactive Roadmap that lets you customize your own small steps for heart-healthy living.

Promotional Assets: **Print Materials**



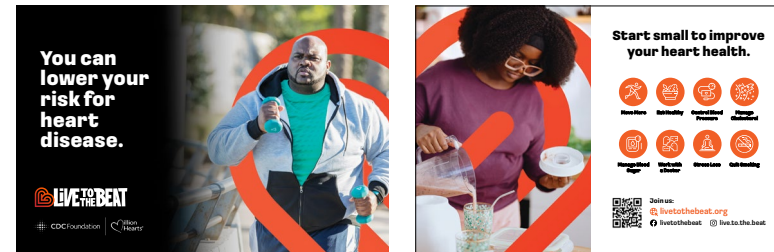
Campaign Flyer and Poster

These 8.5x11 flyers and 11x17 posters highlight the campaign's message of small steps making a difference in lowering risk for heart disease, with a call to action to visit livetothebest.org to learn more. Available for PDF download only.



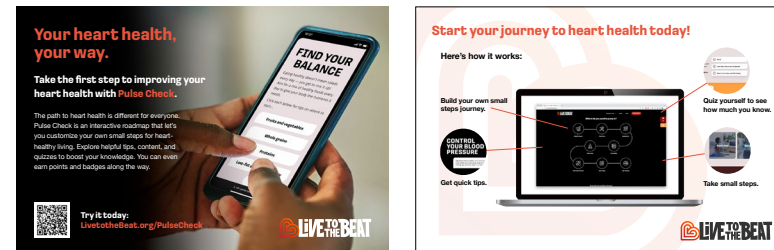
Campaign Table Tent

5x7 3D versions of the flyer and postcard art, perfect for adorning event or conference tables and catching passerby attention. Available for PDF download only.



Campaign Postcards

4x6 postcards available with two themes highlighting a variety of paths and specific steps to lower risk for heart disease, one step at a time. Limited quantities of these available in hard copies.



Pulse Check Postcard

4x6 postcard available highlighting our Pulse Check Interactive Roadmap that lets you customize your own small steps for heart-healthy living. Limited quantities of these available in hard copies.

Animated Videos



[Live to the Beat with KevOnStage Videos](#)

Watch and share videos in this seven-episode web series with comedian, actor and popular content creator KevOnStage to show how learning about and improving your health can be fun. Available in full, and promotional clips.

Episode 1: “KevOnTheDoc” featuring Dr. Marije Chukumerije

Episode 2: “Age is Just a Number” featuring Dr. Marije Chukumerije

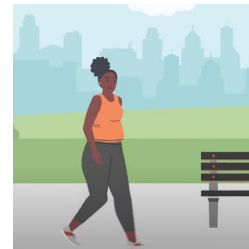
Episode 3: “You Get it From Yo Mamma” featuring Dr. Anna Darby and Tara Robinson

Episode 4: “Outta Sight, Outta Mind” featuring Dr. Donald Brown

Episode 5: “Too Much Sauce” Chef Marvin Woods

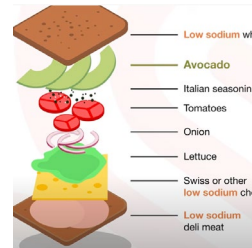
Episode 6: “Ain’t Nobody Got Time for That” featuring Dr. Cori Cooper

Episode 7: “Finding Your Rhythm” featuring GirlTrek Founders (Morgan Dixon and Vanessa Garrison)



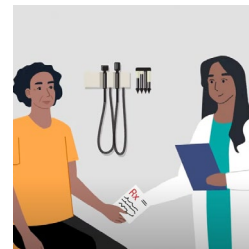
[“Move More”](#)

This video acknowledges that barriers to heart-healthy habits are real, while encouraging small step solutions now.



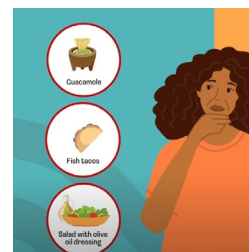
[“Sneaky Sodium”](#)

This video centers messaging on the promise of a heart-healthy lifestyle and how it affects the quality of living, to inspire small step solutions.



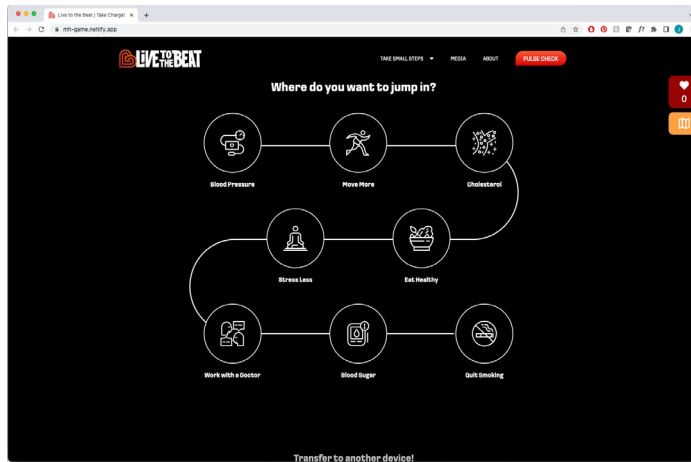
[“Rx for a Healthy Heart”](#)

This video explains that, even with healthy eating and physical activity, medicine may be required to keep your numbers in a healthy range.



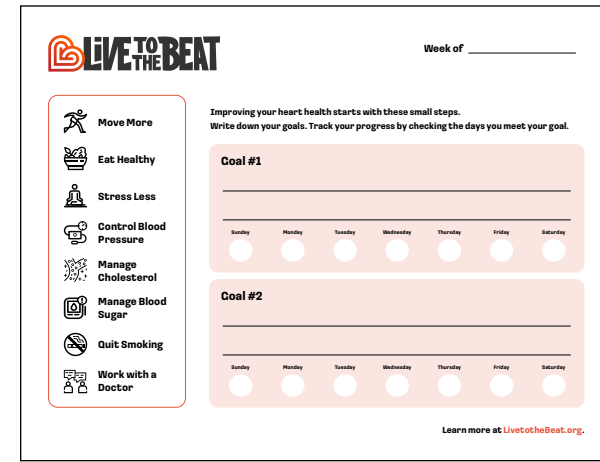
[“Keep Your Cholesterol in Check”](#)

This video explains how making small changes to your eating can impact your cholesterol and help reduce your risk of heart attack or stroke.



[Pulse Check Roadmap](#)

Use this digital interactive roadmap on LivetotheBeat.org/PulseCheck to learn all about these steps and customize your journey with our tips, content, and quizzes. You can even amp up the fun by earning points and badges as you boost your knowledge along the way.



[Small Steps Tracker](#)

Download and print this customizable weekly tracker for setting & tracking heart-healthy goals. Available on Livetothebeat.org.

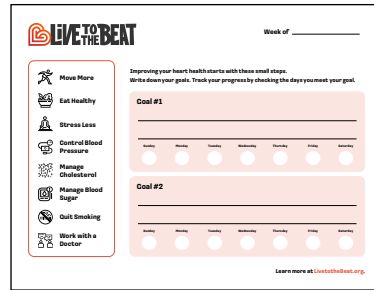
Merchandise

(Limited Supply)



Adjustable Measuring Spoons

For your next heart-healthy recipe



Small Steps Tracker Magnets

Personalized weekly tracker for setting & tracking heart-healthy goals



Cooling Towels

For when your workout is heating up and you need to cool down



Aprons

Living and cooking to the beat



Water Bottles

Increase your H2O intake with a stylish accessory



T-Shirts

To show others that you "Live to the Beat" and wear it proudly



Bento Lunch Boxes

An easy reminder to pack a healthy and portioned lunch



Cordless Jump Ropes

A fun way to raise your heart rate

To order print materials and merchandise,
please fill out this form: bit.ly/lttbresources.

