**February 2021 Heart Health Month**

**Heart Health TOOLKIT**

February is Heart Health Month. Use this Toolkit to raise awareness about cardiovascular disease and promote heart protection.

*\*Some Resources may not be available to non-Anthem BlueCross BlueShield members.*

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| **Week** | **Action/Activity** | **Resources** |
| Week of February 22nd | ●Contact local health department, technical college nursing department, etc. to schedule a blood pressure screening  ●Consider hosting the \*[Heart Health Challenge](http://file.anthem.com/04298GAEENBGA.pdf)  ●Print *Promotional* items  ●National Go Red Day was February 5th, choose a date for your organization to Go Red  ●Hang flyers/posters announcing your organization’s Go Red Day and/or the Heart Health Challenge | \*[Heart Health Challenge Overview](http://file.anthem.com/04301GAMENBGA.pdf)  \*[Heart Health Challenge Intro Poster](http://file.anthem.com/04300GAMENBGA.pdf)  [National Heart, Lung and Blood Institute Wear Red Tool Kit](https://www.nhlbi.nih.gov/health/educational/hearttruth/materials/wear-red-toolkit.htm)  [Go Red for Woman Day](https://www.goredforwomen.org/) |
| Week of March 1st | ●Start to promote the Million Heart Challenge  ●Print *Promotional* Items  ●Hang flyers/posters announcing your organization’s Go Red Day, Million Hearts and/or the Heart Health Challenge | [Million Heart Challenge and Resources](https://millionhearts.hhs.gov/index.html)  [Go Red for Woman Day](https://www.goredforwomen.org/) |
| Week of March 8th | ●Continue promotion of the Million Hearts Challenge and your organization’s Go Red Day  ●Promote BP screenings date if holding one  ●Hang flyers/posters announcing your organization’s Go Red Day, Million Hearts and/or the Heart Health Challenge  ●Promote events on company’s social media site and company intranet sites | [Million Heart Challenge and Resources](https://millionhearts.hhs.gov/index.html)  [Go Red for Woman Day](https://www.goredforwomen.org/) |
| Week of March 15th | ●Promote the date of your organization’s Go Red Day  ●Promote events on company’s social media site and company intranet sites | \*[5 Ways To Help Your Heart](http://timewellspent.bcbsga.com/images/chronic-conditions-bcbsg/28809GAMENGBS_no_date.pdf)  \*[Guard Your Heart](http://file.anthem.com/MGASH0310BGA.pdf)  \*[Poster: Small Steps to A Healthier Heart in Just 10 Minutes](http://timewellspent.bcbsga.com/images/chronic-conditions-bcbsg/bcbsga-TWS-SneakyPoster1214.pdf)  ***Monday’s Mindfulness Moment:*** “Do what it takes to start to have a healthy heart.” |
| Week of March 22nd | ●Distribute flyers about Heart Health | \*[How To Lower Your Blood Pressure](http://timewellspent.bcbsga.com/images/chronic-conditions-bcbsg/bcbsg-article-high-blood-pressure-overview.pdf)  \*[ConditionCare: Get Heart Support When You Need It](http://file.anthem.com/MGASH3145G.pdf)  ***Monday’s Mindfulness Moment:*** “For where your treasures, there your heart will be also.” |
| Week of March 29th | ●Distribute flyers about Heart Health | \*[Risk Factors for Heart Disease](http://file.anthem.com/04302GAMENBGA.pdf)  \*[High Cholesterol: What You Need To Know](http://file.anthem.com/28906GAMENGBS.pdf)  ***Monday’s Mindfulness Moment:*** Start each day with a grateful and healthy heart.” |
| Week of April 5th | ●Distribute flyers about Heart Health | \*[Lifestyle Changes to Combat Heart Disease](http://file.anthem.com/04303GAMENBGA.pdf)  \*[Risk Factors for Stroke](http://file.anthem.com/35986GAMENBGA.pdf)  ***Monday’s Mindfulness Moment:*** “Keep a healthy heart, so we won’t be apart.” |
| Week of April 12th | ●Distribute flyers about Heart Health | \*[When You Quit Smoking](http://timewellspent.bcbsga.com/images/stop-smoking-bcbsg/bcbsg-promotional-wellness-flyer-smoking-cessation.pdf)  \*[Salt is Sneaky](http://file.anthem.com/04550GAMENBGA.pdf)  ***Monday’s Mindfulness Moment:*** “When we know how to read our own hearts, we acquire wisdom of the hearts of others….” |

*Heart Health Toolkit from Stephany Sherry, Anthem BlueCross BlueShield*