



American Heart Month Communications Toolkit 2025

About this Toolkit

February is American Heart Month! The National Association for Chronic Disease Directors (NACDD) is excited to invite you to help spread awareness of heart-healthy lifestyle behaviors. Join efforts around the country to promote heart health in your community and use these resources to motivate others to protect their hearts!

Heart Disease Quick Facts

- Heart disease is the leading cause of death in the U.S.
- In 2022, 1 in every 5 deaths in the United States was caused by heart disease.
- High blood pressure is a leading cause of heart disease.
- Nearly half of U.S. adults have high blood pressure, which puts them at risk for heart disease and stroke. And just 1 in 4 people with high blood pressure has it under control.

Who this Toolkit is for:

This resource is designed for public health professionals, clinicians, community-based organizations, faith-based organizations, and community leaders to help drive awareness of heart-healthy strategies to support education and engagement efforts, empowering communities to take action in preventing heart disease. By leveraging these resources, stakeholders can promote heart health, and encourage preventive care, ultimately fostering healthier communities.

What the Toolkit includes:

This toolkit includes sample social media messages, e-blast copy, and resources with graphics that can be used across your communication channels.

SOCIAL MEDIA (Targeting Individuals)

General Awareness

❤️ **February is American Heart Month!** Heart disease is the leading cause of death in the U.S., but it's largely preventable. Join us in raising awareness and promoting heart-healthy habits! #HeartMonth #OurHearts

Hypertension & Prevention

📢 **High blood pressure = higher risk for heart disease!** Get your BP checked regularly, eat a heart-healthy diet, and stay active. Small changes make a big difference! #HypertensionAwareness

🍎🥦 **Eat for your heart!** A diet rich in fruits, vegetables, and whole grains helps lower blood pressure and cholesterol. What's your favorite heart-healthy meal? Share below! 📌 #EatSmart #HeartHealth

Physical Activity & Lifestyle

🏃💓 **Move more for a healthier heart!** Just **30 minutes of activity a day** can lower your risk of heart disease. How are you staying active this #HeartMonth? #MoveMore #HealthyHearts

💤 **Did you know sleep affects heart health?** Poor sleep can lead to high blood pressure & heart disease. Aim for 7-9 hours of quality sleep each night! #SleepWell #HeartHealthy

Women & Heart Health

💖 **Heart disease is the #1 killer of women.** Know the signs of a heart attack—women's symptoms can be different than men's! Don't ignore chest pain, shortness of breath, or extreme fatigue. #HeartHealth

Call to Action & Screening

🩺 **Know your numbers!** Blood pressure, cholesterol, and blood sugar levels matter. Schedule a screening this #HeartMonth and take charge of your heart health. #CheckYourHeart #KnowYourNumbers

🚭 **Quit smoking for a stronger heart!** Smoking increases your risk of heart disease, but quitting lowers your risk almost immediately. Need help? Call 1-800-QUIT-NOW. #QuitSmoking #HeartStrong

EMAIL (Targeting Partners)

Join us in driving heart health awareness in your community! Heart disease remains a leading cause of illness and death, but together, we can make a difference. Whether you're a healthcare provider, public health professional, community leader, or advocate, your efforts play a crucial role in promoting heart-healthy behaviors. Use available resources, engage with your networks, and spread awareness about the importance of heart health. By working together, we can empower individuals, families, and communities to take steps toward healthier hearts and longer lives.

EVENTS (For All)

Join organizations around the country throughout February and on **Friday, February 7th** for National Wear Red Day® to bring greater attention to heart disease as a leading cause of death for Americans. This annual observation day unites millions of people for a common goal: saving more women's lives. Cardiovascular disease is the No. 1 killer of women. **Wear red to be seen, to be counted, to be heard, and to make an impact.**

ADDITIONAL RESOURCES

- Centers for Disease Control and Prevention: <https://www.cdc.gov/heart-disease/php/heart-month/index.html>
- National Institutes of Health: <https://www.nhlbi.nih.gov/education/american-heart-month/resources>
- Go Red For Women: <https://www.goredforwomen.org/en/get-involved/give/wear-red-and-give>

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