

2022

National Wear Red Day and American Heart Month



Photo by [Susn Matthiessen](#) on [Unsplash](#)

Communication Tools and Resources for Partners from the Heart Disease, Stroke, and Diabetes Prevention Unit at the Washington State Department of Health

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DOH 345-357 January 2022 English
For people with disabilities, this document is available on request in other formats.
To submit a request, please call 1-800-525-0127 (TDD/TTY call 711).

Background

February is American Heart Month and since 2004, the first Friday in February is recognized as National Wear Red Day. In 2022, National Wear Red Day falls on February 4. Initially, National Wear Red Day was created to raise awareness of the risk of heart disease in women, who underestimate their risk of cardiovascular disease, thinking it only impacts men.

Progress has been made in raising women's awareness of their own risks of heart disease and the specific symptoms of heart attack in women that may differ from men's symptoms. Now well-known, National Wear Red Day and American Heart Month provide a platform for communication with all groups about heart health.

Even during our current pandemic, heart disease and stroke combined are leading causes of death in Washington State and the nation. To help people avoid heart attacks, heart failure, strokes, and kidney failure, there are many things we can do. One key action is seeing our health care providers (including dentists), especially if we've put off appointments. An initial telehealth visit can be a good way to reconnect. Know your blood pressure numbers and make a plan to improve them, if they are high.

This year, the Department of Health is using American Heart Month as an opportunity to encourage people to “get back on track with heart health.” Making an appointment with one's primary care provider or dentist, restarting physical activity, committing to eating in a heart-healthy pattern, and committing to quitting smoking/vaping are all actions can lead to better heart – and overall – health.

Objectives & Desired Outcome

In order to raise awareness about the importance of preventing and managing high blood pressure and high blood cholesterol, the purpose of this document is to:

- Encourage people to focus on heart health, while navigating COVID-19 considerations;
- Capitalize on 22 years of awareness-raising activities to promote new heart health messages; and,
- Amplify national messaging that promote heart health.

In 2022, we aim to use American Heart Month and National Wear Red Day as platforms to promote the connections between heart health and oral health, physical activity, healthy eating and steering clear of smoking and vaping.

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Talking Points

All Audiences:

- February is American Heart Month and Friday, February 4, 2022 is National Wear Red Day. American Heart Month and National Wear Red Day remind us to take actions to protect our heart health.
- Cardiovascular disease (CVD) leads to heart disease and stroke, which are leading causes of death in Washington and the nation. People of any age can take actions to protect their heart and brain from cardiovascular disease. Heart attacks and strokes impact people of all genders. People with diabetes are at increased risk of CVD.
- Did you know that poor oral health can contribute to heart disease and stroke risk? To stay on top of oral health, visit your dentist or regular oral health care provider. Need help finding affordable dental care? Your local Community Health Center can help!
- It may have been a while, but your health care provider wants to hear from you! Your health care provider may recommend certain blood tests to better know your heart disease risk, and, based on the “big picture” of your individual test results, give you tailored recommendations. They can also help you make a plan to lower your risk.
- If you've noticed changes in your eating, exercise patterns and stress during the pandemic and you are worried about the impact on your heart, you are not alone. Focus on eating good-for-you foods you love, finding movement you enjoy, and seeking out healthy stress relief. These activities will help you feel better, have more energy, and improve your heart health.
- Your community has resources to help you know and manage your blood pressure and cholesterol, and other factors that contribute to your heart disease risk. The more we support and use these resources, the more we can improve health for our own communities. Community Health Workers, Community Health Representatives, and Promotoras can support you in making lifestyle changes to lower your risk of heart attack and stroke.

For Health Care Team Members – including Community Health Workers:

- Many of us have gained weight during the pandemic. An approach free of shame and blame is recommended. Encourage a focus on favorite, culturally relevant, and patient-centered good-for-you foods, activities, and stress-reduction.
- There are 8 basic things people can do to lower their risks. We call these the “Great 8” and you can find resources on these in English, Spanish, and 26 other languages. The “Great 8” Healthy Heart Behaviors are: ♥ Be Active ♥ Eat Well ♥ Practice Wellness ♥ Check Your Blood Pressure ♥ Understand Your Blood Sugar Numbers ♥ Know Your Cholesterol Levels ♥ Steer Clear of Smoking and Vaping ♥ Follow Your Doctor's Recommendations.
- Health Care Providers, Community Health Workers and Representatives, Pharmacists, and Community Health Educators can access Great 8 materials for free in English, Spanish, and 26 other languages spoken by Washington residents. (see page 8) Mobile-friendly versions are available for all languages.

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Social Media Sites

Department of Health

Main page: <https://www.doh.wa.gov/>

Facebook: <https://www.facebook.com/WADeptHealth>

Twitter: <https://twitter.com/WADeptHealth>

Instagram: <https://www.instagram.com/wadepthealth/>

You can also look to national partners' social media sites to copy or share posts that fit your organization's needs.

New Campaign: Get Down with Your Blood Pressure:

Ad Council site: <https://www.adcouncil.org/campaign/high-blood-pressure-control>

American Heart Association

AHA's Get Down with Your Blood Pressure site: <https://www.heart.org/en/health-topics/high-blood-pressure/commit-to-a-plan-to-lower-your-blood-pressure>

Go Red For Women Washington State 2022 Toolkit – Reclaim Your Rhythm:

https://www2.heart.org/site/DocServer/Heart_Month_2022PlanningGuide.pdf

Go Red for Women/Wear Red Day website: <https://www.goredforwomen.org/>

Facebook: <https://www.facebook.com/AmericanHeartWA/> (Washington State)

Twitter: https://twitter.com/American_Heart

Instagram: <https://instagram.com/americanheartwa>

Know Diabetes by Heart (with the American Diabetes Association):

<https://knowdiabetesbyheart.org/>

The Heart Truth

Sponsored by the National Heart, Lung, and Blood Institute, National Institutes of Health

National Heart, Lung, and Blood Institute American Heart Month website:

<https://www.nhlbi.nih.gov/health-topics/education-and-awareness/heart-month>

#OurHearts Movement: <https://www.nhlbi.nih.gov/health-topics/education-and-awareness/heart-truth/our-hearts>

Facebook: <https://www.facebook.com/hearttruth/>

Twitter: <https://twitter.com/TheHeartTruth>

Pinterest: <https://www.pinterest.com/thehearttruth/>

Million Hearts

Co-led by the Centers for Disease Control and Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS)

Million Hearts website: <https://millionhearts.hhs.gov/learn-prevent/index.html>

Facebook: <https://www.facebook.com/millionhearts/>

Twitter: <https://twitter.com/MillionHeartsUS>

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Sample Social Media Messages

Hashtags

#WearRedDay #GoRedWA #HeartMonth #AmericanHeartMonth #OurHearts #HealthySelfie

Suggested Date	Post	Channel
Mon., Jan. 31	Are you ready to Wear Red? Next Friday is #WearRedDay. Help motivate others to be heart healthy and snap a #HealthySelfie! Catch yourself in the act of health, then share it! #GoRedWA	FB, Twitter, Instagram
Tues., Feb 1	February is #HeartMonth, and Friday the 4 th is Wear Red Day. Don't leave your heart on red. Listen to your body and follow us for more healthy heart habits all this month.	FB, Twitter, Instagram
Thurs, Feb 3	Roll out the red carpet, #WearRedDay is tomorrow! #goREDwa @americanheartWA #goredforwomen OR Are you red-y? #WearRedDay is tomorrow! #goREDwa @americanheartWA #goredforwomen OR Prepare to #WearRed and snap a healthy selfie tomorrow. #healthyselfie #GoRedWA	FB, Twitter, Instagram
Fri., Feb 4	Today is #WearRedDay! Lets #GoRedWA by putting on those crimson cardigans, snapping a #HealthySelfie and sharing it!	FB, Twitter, Instagram
Mon., Feb. 7	<p>During #HeartMonth, remind yourself of the symptoms of a heart attack or stroke. The info is available in more than 30 languages. Call 911 at the first sign of symptoms. http://doh.wa.gov/strokeheartattacksigns</p> <div> <p>Signs and Symptoms in Multiple Languages</p> <p> English Español - Spanish አማርኛ - Amharic العربية - Arabic ဗမာစာ - Burmese 中文 - Chinese 繁體中文 - Chinese (traditional) Fosun Chuuk - Chuukese kreyòl ayisyen - Haitian Creole فارسی - Farsi Français - French Deutsch - German Npe Hom Lus - Hmong हिन्दी - Hindi 日本語 - Japanese ខ្មែរ - Khmer 한국어 - Korean ລາວ - Lao Kajin Majel - Marshallese Mixteco bajo Tu'un savi - Mixteco Bajo नेपाली - Nepali Maqaa Afaan Keessanii - Oromo Português - Portuguese ਪੰਜਾਬੀ - Punjabi Româna - Romanian Русский - Russian Igoa o le Gagana - Samoan Af-soomaali - Somali Kiswahili - Swahili Tagalog தமிழ் - Tamil మీ భాష పేరు - Telugu ไทย - Thai ᱵᱚᱠᱟᱨ - Tigrinya Українська - Ukrainian اوپ کی زبان کا نام - Urdu Tiếng Việt - Vietnamese </p> </div>	FB, Twitter, Instagram

Tues., Feb. 8	Get down with your blood pressure and learn the “Get it, Slip it, Cuff it, Check it” dance. Then share it! https://www.instagram.com/p/CXu_1wAg90/	Instagram
Thurs., Feb. 10	If you've noticed changes in your eating, exercise patterns and stress during the pandemic, you are not alone. This #HeartMonth focus on eating your favorite good-for-you foods, finding movement you enjoy, and seeking out healthy stress relief. https://health.gov/myhealthfinder/topics/health-conditions/heart-health/manage-stress	FB, Twitter, Instagram
Mon., Feb. 14	Has it been a while since your health care provider has seen your lovely face? Show yourself some love, and help those you love get connected with their healthcare provider. https://youtu.be/0q27pqezaKM	FB, Twitter, Instagram
Tues., Feb. 15	Can you name all of the Great 8 healthy behaviors? Brush up on taking care of your heart. Available in 27 languages. <div> <div>♥ Be Active</div> <div>♥ Eat Well</div> <div>♥ Practice Wellness</div> <div>♥ Check Your Blood Pressure</div> <div>♥ Understand Your Blood Sugar Numbers</div> <div>♥ Know Your Cholesterol Levels</div> <div>♥ Steer Clear of Smoking & Vaping</div> <div>♥ Follow Your Doctor's Recommendations</div> </div> https://waportal.org/partners/home/cardiovascularconnection/great8	FB, Twitter, Instagram
Thurs., Feb. 17	Periodontal (gum) disease has been associated with a number of health conditions, including heart disease and diabetes. It's the tooth! Schedule a visit with your dentist. Need help finding dental care? WA 211 can help: https://search.wa211.org/	FB, Twitter, Instagram
Tues., Feb. 23	Smoking is a major cause of heart disease and stroke. One out of every four deaths from cardiovascular disease is caused by smoking. Here are resources to help you or a loved one quit? https://www.doh.wa.gov/youandyourfamily/tobacco/howtoquit	FB, Twitter
Thurs., Feb. 25	Most adults benefit from at least 150 minutes of moderate intensity activity, or 75 minutes of vigorous intensity activity per week. Find out if your exercise is moderate or vigorous here: https://www.cdc.gov/physicalactivity/basics/measuring/index.html	FB, Twitter







Social Media Images

American Heart Month

The images below are samples. Visit the link below to find and download more images. You will also find sample social media messages for American Heart Month and Wear Red Day in Spanish and English.

<https://www.nhlbi.nih.gov/health-topics/education-and-awareness/american-heart-month/social-media-resources>



 <p>#OurHearts devote time to self-care</p> <p>Self-care for your heart is really self-care for your whole self.</p> 	 <p>#OurHearts beat together</p> <p>If you're pregnant or planning a pregnancy, take extra care of your heart to help protect you and your baby.</p> 
<p>#OurHearts</p> <p>Join a heart health education class in your community.</p>  	<p>#OurHearts</p> <p>Take the stress out of being heart healthy.</p>  
<p><i>Self-care</i> isn't vanity, it's <i>sanity</i></p> <p>Find a few minutes each day to laugh, breathe deeply, stretch, walk briskly, or dance. Relieving stress is part of self-care and helps keep #OurHearts healthy.</p> 	<p>Your <i>health</i> is your <i>wealth</i></p> <p>Investing in your heart health can prevent disease. What we do to protect #OurHearts can help inspire others.</p> 
<p><i>Calm mind, Strong heart</i></p> <p>#OurHearts are healthier when we take time to relax in healthy ways. Breathe deeply, exhale slowly, and visualize something lovely, like a favorite walking trail, plant, or picture.</p> 	<p>Every day is <i>a fresh start</i></p> <p>It's never too late or too early to invest in your heart health. When we take care of #OurHearts we reduce our risk of heart disease.</p> 

Department of Health Resources

Heart Attack and Stroke and Blood Pressure Management – Multiple Languages

[Signs and Symptoms of Heart Attack and Stroke](#) is offered in multiple languages from the Washington State Department of Health and our partners. It has been translated into 36 languages.

Department of Health's [Monitor Blood Pressure](#) has videos and other resources to support blood pressure management (which helps prevent heart attacks and strokes). Available in multiple languages. More healthy years of life is great news, in any language.

Want to see a language added? Contact us at HeartDisease@doh.wa.gov.

Great 8 – Multiple Languages

♥ Be Active ♥ Eat Well ♥ Practice Wellness ♥ Check Your Blood Pressure
♥ Understand Your Blood Sugar Numbers ♥ Know Your Cholesterol Levels
♥ Steer Clear of Smoking & Vaping ♥ Follow Your Doctor's Recommendations

The “Great 8” is a project designed to improve health communications around preventing heart disease and stroke. Experience and information gathered over five years of work between the Department of Health's Heart Disease, Stroke, and Diabetes Prevention Program, Community Health Workers, and non-physician team members informed and shaped the development of Great 8.

We created Great 8 to build upon the communication skills of health educators, community health workers, and other health care team members. Great 8 can help increase health literacy around cardiovascular disease prevention and management among populations with low health literacy and limited English proficiency.

View Great 8 materials in English, Spanish, and 25 other languages spoken in Washington state here: <https://waportal.org/partners/home/cardiovascularconnection/great8>. Mobile-friendly versions are available for all languages.

The Foundation for Healthy Generations has partnered with the Department of Health to assist in promoting Great 8 for use in healthcare settings and with Community Health Workers. For more information about using Great 8, and other resources to promote cardiovascular health, please email HeartDisease@doh.wa.gov.

Sample Promotional Articles

Wear Red Day is Here!

While we focus on heart health all of February, today is National Wear Red day! Help us raise awareness of how we can reduce our risk of cardiovascular disease by snapping a photo of yourself in the act of supporting your health and sending it to us with the subject “Healthy

Selfie." You can also share your photos on social media with the hashtag #HealthySelfie. Send us photos of your team, family or furry friends in red.

We also want to hear how you're staying healthy. Share your health hack! *[include information on where to send photos and "healthy hacks"]*

Cardiovascular disease is the number one cause of death in America. Now is a great time to remind ourselves of the importance of staying active, eating healthy and seeing our doctors.

For some great behaviors to reduce our risk of cardiovascular disease, practice the [Great 8](#):

- Be Active
- Eat Well
- Practice Wellness
- Check your blood pressure
- Understand your blood sugar numbers
- Know your cholesterol levels
- Steer clear of smoking and vaping
- Follow your doctor's recommendations

Created by the Heart Disease, Stroke, and Diabetes Prevention unit, the Great 8 is a visual-based tool created to improve communications around cardiovascular health between health professionals and patients, especially patients with low health literacy and limited English proficiency. It is available in an English mobile and desktop version as well as 26 other languages.

[Download the PDFs](#) to learn more about each of the steps.

For more resources on Heart Month, visit [CDC](#), [NIH](#), and the [American Heart Association](#).

Department of Health Blood Pressure Materials

Use the links below to find English language versions of the documents in PDF format. These documents are also available in Spanish, Chinese, Vietnamese, Russian, Korean, and Cambodian, and can be found on the Department of Health's [Chronic Disease Publications page](#). If you wish to order printed versions of these documents, please email HeartDisease@doh.wa.gov, to request an order form.

[Know your Blood Pressure Numbers \(Poster\)](#)

[How to Check Your Blood Pressure \(Manual\)](#)

[What is Blood Pressure? \(Brochure\)](#)

[Blood Pressure Tracker](#)

[Before You Begin \(Poster\)](#)

[How to Check Your Blood Pressure \(Poster\)](#)

[Taking Your Blood Pressure \(Poster\)](#)

[What's the Big Deal About Controlling My Blood Pressure? \(Poster\)](#)

[Self-Monitoring Blood Pressure Videos in English, Spanish and other languages](#)

Other Washington Resources

The [Cardiovascular Connection](#) is a website for health care providers and team members to support their patients in improving cardiovascular health. The site includes videos to teach how to self-monitor blood pressure, ways that health care practices can be recognized for their efforts to improve the health of their patient populations, and updates on state and national efforts and campaigns. The [Cardiovascular Connection](#) is also the home of [Great 8](#).

2-1-1 is an easy-to-remember phone number for people to call for health and human service information and referrals and other assistance to meet their needs. Visit [WA 211](#) or dial 211 in Washington to connect with a resource specialist.

National Resources

The websites on page 3 contain a wealth of information, but here are a few select tools and items that you may wish to know about to share with your communities.

American Heart Association Websites in Languages other than English

Spanish: <http://www.heart.org/en/health-topics/consumer-healthcare/answers-by-heart-fact-sheets/respuestas-del-corazon>

American Heart Association Lower Your High Blood Pressure Site

English: www.loweryourhbp.org | [Spanish](#)

Materials in Chinese:

[Consequences of High Blood Pressure](#)

[Blood Pressure Measurement Instructions](#) (features image of man)

[Blood Pressure Measurement Instructions](#) (features image of woman)

[Blood Pressure Numbers](#)

[What can I do to improve my blood pressure?](#)

Million Hearts News & Media

<https://millionhearts.hhs.gov/news-media/index.html>

Centers for Disease Control and Prevention

Blood Pressure home page:

<https://www.cdc.gov/bloodpressure/>

Cholesterol home page:

<https://www.cdc.gov/cholesterol/>

National Heart, Lung, and Blood Institute

American Heart Month: Pre-written Articles for Newsletters (for African-American and Latino Communities, including article in Spanish):

These pre-written drop-in articles can be used in your newsletters, bulletins, blogs, or your website. <https://www.nhlbi.nih.gov/health-topics/education-and-awareness/heart-month/drop-in-articles>

High Blood Pressure health topic page:

<https://www.nhlbi.nih.gov/health-topics/high-blood-pressure>

EthnoMed

[EthnoMed](#) is Harborview Medical Center's ethnic medicine website containing medical and cultural information about immigrant and refugee groups. Information is specific to groups in the Seattle area, but much of the cultural and health information is of interest and applicable in other geographic areas. One resource available on EthnoMed is a [visual guide to sodium in foods](#).

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Videos/Animations

Ad Council/AHA: Get Down with Your Blood Pressure Video

https://youtu.be/R_QqFYtKUh0

Doctor, It's Been Too Long (AHA):

<https://www.youtube.com/watch?v=0g27pqezaKM>

#OurHearts Movement (National Heart, Lung & Blood Institute)

<https://youtu.be/VgU056LR920>

Heart Health Playlist (National Heart, Lung & Blood Institute)

https://www.youtube.com/playlist?list=PL_ntiNjc6GvnWVCoDo40liUaM1G_yM_5T

Learn Your Heart Age! (Centers for Disease Control & Prevention)

<https://youtu.be/jvOU4Do4xZ8>

American Heart Association's Go Red for Women Playlist

<https://www.youtube.com/playlist?list=PL2C4A6C6F41F3EACA>

American Heart Association's Go Red Por Tu Corazón Playlist

<https://www.youtube.com/playlist?list=PL86782707D837BC3E>

Baje su Presión site (includes videos)

http://www.heart.org/HEARTORG/Conditions/HighBloodPressure/Baje-Su-Presion_UCM_496810_SubHomePage.jsp

American Heart Association's YouTube playlist:

<https://www.youtube.com/channel/UCLiWQk8JzhNRcNiDKk4dpaw>

Million Hearts Videos

<https://millionhearts.hhs.gov/news-media/media/videos.html>

Download and share these animated graphics on your social media channels to promote #OurHearts messages around social support, tracking blood pressure, reducing stress, eating healthier, being more active, and getting quality sleep.

<https://www.nhlbi.nih.gov/health-topics/education-and-awareness/heart-month/animated-gifs>

Sample Products

These prewritten drop-in articles can be used in your newsletters, bulletins, blogs, or your website.

- [Drop-in Article for General Audience](#)
- [Drop-in Article for African American Communities](#)
- [Drop-in Article for Latino Communities](#)
- [Para Comunidades Latinas \(en Español\)](#)

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Evaluation Ideas

Depending on your objectives, you may have different evaluation questions. Below are some sample objectives, evaluation questions, and potential measures.

Any evaluation you conduct, we would appreciate your sharing it with us, so we can roll-up our collective impact. Please email your evaluations to HeartDisease@doh.wa.gov.

Objective	Evaluation Question	Measure
Energize partners to share information.	Was the information shared on Social Media (on Facebook, on Instagram, or retweeted on Twitter)?	<ul style="list-style-type: none">• Number of messages• Number of views• Number of likes/reactions• Number of comments• Number of shares or retweets
Provide resources to encourage people to get connected with their health care provider (including oral health).	Did we share any resources?	<ul style="list-style-type: none">• Links shared• Number of resources shared• Number of times a resource was downloaded (if hosted on our website) or clicked on.• Feedback received about resources (helpful/not helpful)
Provide messaging that can be tailored to partner audiences in terms of culture, language and geography.	Did we tailor any messages? Did we send out information in languages other than English? Did we rewrite information provided so our audience would hear it better?	<ul style="list-style-type: none">• Number of tailored messages• Number of "in-language" messages• Estimated number of views of messages• Audiences for tailored messages• Feedback from community members about messages

Heart Month 2022 Contact and Assistance

If you have any questions regarding messaging about heart health, you may contact us.

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Mobile: 360-742-6239

Thank you for sharing heart health messages with your communities!

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