



American Heart Association®
Well-being Works Better™

AMERICAN HEART MONTH EMPLOYER TOOLKIT



are the help until the help arrives.

Celebrate American Heart Month and
Help Us Build a Community of Lifesavers



Be ready. Learn CPR. Visit heart.org/nation

CELEBRATE AMERICAN HEART MONTH AND HELP US BUILD A COMMUNITY OF LIFESAVERS



The fight against heart disease happens on many fronts. Prevention strategies improve overall wellness, for example. Research reveals new and better medical treatments. And CPR saves lives.

This February, in recognition of American Heart Month, we are calling on you to encourage your employees to learn about the fight against heart disease and make it their own.

HOW?

- By focusing their families on heart-healthy strategies.
- By **knowing their numbers** — including their blood pressure, cholesterol and blood glucose readings.
- By stepping up when they can to help raise money for research and outreach.
- And by joining the American Heart Association's Nation of Lifesavers and being ready, if someone is having a cardiac arrest, to be a hero.

**IN A CARDIAC
EMERGENCY, EVERY
MINUTE COUNTS.**

YOU

**are the first responder
until help arrives.**



Learn CPR. Visit heart.org/nation

GET YOUR WORKFORCE INVOLVED



Join a Heart Walk

Heart Walk is the American Heart Association's premier event for raising funds to save lives from this country's No. 1 and No. 4 killers, heart disease and stroke.

Build a **Heart Walk** team at work. Every walker who joins, every dollar donated, means more research, more people trained in CPR and more lifesaving moments for everyone. Make it fun by holding a contest for best team name.

Find a Heart Walk near you:
Heart Walk - American Heart Association



Learn Hands-Only CPR

Bring CPR training to your workforce and become part of the **Nation of Lifesavers**.

Nine out of 10 people who suffer cardiac arrest outside the hospital don't survive. Most of the time, it's because no one nearby performed CPR.

The American Heart Association has set a goal of doubling the survival rate for cardiac arrest by 2030. We know that to save more lives from the 350,000 cardiac arrests that occur outside of a hospital every year, we must increase the number of people who respond to cardiac arrest by calling 911, delivering high-quality CPR, and getting an AED and using it as soon as it is available.

In every cardiac emergency, the real first responder is not always a uniformed professional but often an everyday bystander. Cardiac arrest can strike anywhere — at the gym, in the grocery store or at work. However, bystanders only intervene about 40% of the time, often due to uncertainty or lack of training.

Offer your workforce CPR training and become a part of the **Nation of Lifesavers**.

Nation of Lifesavers | American Heart Association



GET YOUR WORKFORCE INVOLVED



Employee Engagement Ideas:



MISSION IN ACTION:

Invite employees to a Hands-Only CPR demonstration or host a health fair to showcase the American Heart Association's mission.



WALKING MEETINGS:

Encourage staff to schedule walking meetings or stay off-camera and walk during virtual meetings.



BE HEART-HEALTHY:

Provide a heart-healthy snack bar, host a heart-healthy potluck or invite a chef in to teach healthy cooking techniques.



MINDFUL MORNINGS:

Encourage staff to turn off their notifications for the first hour of the workday so they can be more mindful and present.



KNOW YOUR NUMBERS:

Purchase a simple blood pressure monitor and keep it in a shared space along with home blood pressure measurement [instructions and the chart](#) available on our website. Encourage staff to stop by and take a BP reading.

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AMERICAN HEART MONTH

SAMPLE MESSAGING TO YOUR WORKFORCE



New Email



To

+ cc Bcc

Subject **Learn Hands-Only CPR this Heart Month**

Write your message...

PREVIEW TEXT:

Join the Nation of Lifesavers!

HEADLINE:

CPR Saves Lives

BODY:

CPR can save lives. For adults and teens, Hands-Only CPR can double or even triple the chance of survival.

Hands-Only CPR has two simple steps, performed in this order:

Step 1: Call 911 immediately if you see a teen or adult suddenly collapse.

Step 2: Push hard and fast in the center of the chest to the beat of a song with 100 beats per minute (i.e., "Staying Alive").

We can't always choose when an emergency strikes — but we can choose how ready we are to face it.

Join our Nation of Lifesavers and be ready to step up for a loved one, a neighbor, a friend or a co-worker.

CALL TO ACTION:

Visit **heart.org/nation** to learn more.



Send



ADDITIONAL AMERICAN HEART MONTH EMPLOYEE RESOURCES



How you eat, move and manage stress impacts your well-being, physically and mentally. As we celebrate **American Heart Month**, the American Heart Association wants to inspire you and your employees to take small steps to build healthier habits. Below, we provide resources that promote a holistic well-being approach making it easier for you and your workforce to nourish your minds, hearts and bodies, one step at a time.

EAT SMART. MOVE MORE. BE WELL.



EAT SMART:

- What is a healthy diet?
- Decades of Dangerous Diets Debunked
- Best and Worst Diets in America
- Healthy Hacks for Hard Hats
- Seasons of Eating

Share heart healthy recipes and have a potluck meal with colleagues incorporating healthy foods.



MOVE MORE:

- Create Habits that Stick
- Every Step Counts
- Power Up to Move More Infographic
- How much physical activity do you need?
- Be More Active During your Workday

Encourage employees to take a break throughout their workday to move.



BE WELL:

- Stressed Out
- Breathing Brings Benefits
- Meditation and Mindfulness Videos
- 3 Tips for Better Sleep Infographic
- How to Sleep Better Infographic

Find ways to manage stress and get better sleep.

SUPPORT EMPLOYEE HEALTH WITH WELL-BEING WORKS BETTER™



The **Well-being Works Better** program offers a suite of resources to help business leaders measure and improve their workforce health and well-being strategies. The **Well-being Works Better Scorecard** offers industry-specific comparisons and a complimentary results report with actionable guidance and steps to foster a culture of well-being at work.



American Heart Association®

Well-being Works Better™



Learn more, visit wellbeingworksbetter.org.