**Pre-launch email: (*optional*) January 26**

**Subject: *Give your heart some love:* Coming soon**

Did you know that your heart needs some care to stay healthy and strong? We want to help you avoid the possibility of heart disease, so you can enjoy everyday activities to the fullest.

Next week, <company> is celebrating Heart Health month with the launch of *Give your heart some love*. We will be raising awareness about heart disease, and giving you lots of great information about preventing and managing heart disease.

Look for more information about the *Give your heart some love* kick-off event on <date>, at <location>. All employees will be invited to participate in *The heart healthy challenge* <for your chance to win>.

Your heart will thank you!

**Week 1 kick-off email: (*recommended*) February 1**

**Subject: *Give your heart some love* starts today!**

February is Heart Health month and we’d love for you to join in the celebration!

Join us today <in / at> <location > at <time > for our first *Give your heart some love* event. It’s a great time to sign up for our *The heart healty challenge* <and your chance to win valuable prizes>. We will have great information to share about how you can prevent or control heart disease.

For example, did you know?

* Contrary to common belief, heart disease is not just a man’s disease as it affects women and men equally[[1]](#footnote-1)
* Heart disease can lead to a heart attack, which can damage your heart muscle and affect your strength and stamina
* People with diabetes are at higher risk for developing heart disease[[2]](#footnote-2)
* Prolonged stress can increase your risk for heart disease
* If you tend to gain weight around your belly, you’re at higher risk for heart disease

Please join us and learn more. Your heart will be very grateful!

**Week 2 reminder email: (*optional*) February 13**

**Subject: *Give your heart some love:* Participate in *The heart healthy challenge* <for your chance to win>**

What is *The heart healthy challenge*?

Throughout the month, challenge yourself to adopt five heart healthy activities to engage in, and then keep track of your participation to stay on target.

You don’t have to train for a marathon to be a winner in *The heart healthy challenge*. It’s more about finding ways to incorporate healthy lifestyle changes into your daily and weekly routine.

To make the process easier, try tackling one habit at a time. Once you've become comfortable with one new behavior, begin to make improvements on another. Good habits do not just involve hard ones such as stopping smoking or losing weight. Here are five easy lifestyle changes that you can try right away:

1. Take a 30-minute (fairly brisk) walk three or four times a week
2. Don’t add extra salt to your food
3. Sleep an extra 30 minutes at night
4. Replace sugary drinks with water or tea
5. If you sit at your desk a lot, schedule a break every 30 to 60 minutes to stand up, walk around, or stretch

Be sure to set realistic goals for yourself as you adopt new healthy behaviors. If you need support, you can work with your healthcare provider or ask your family and friends to keep you on track.

If you are good to your heart, it will reward you for a long time to come!

**Week 3 encouragement email: (*optional*) February 24**

**Subject: *Give your heart some love:* Know your risks for heart disease**

Despite its incredible strength, the heart can get sick just like any other organ in the body. You can help keep your heart strong with good habits.

We encourage you to learn more about your heart and the many different things you can do to keep your heart strong like eating better and getting more exercise. To get started, learn some quick facts about cholesterol and blood pressure:

*Cholesterol Quick Facts*

* People with high cholesterol are at a markedly increased risk for heart disease and stroke.[[3]](#footnote-3)
* Cholesterol is a waxy, fat-like substance. Your body needs some cholesterol, but it can build up on the walls of your arteries and lead to heart disease and stroke when you have too much in your blood.
* Exercising, eating a healthy diet, and cutting back on smoking will help you prevent high cholesterol and even reduce your levels if they are already high.
* Consult your physician to see if cholesterol-lowering medication is the right choice for you.
* High cholesterol typically has no symptoms; so many people don’t know that their cholesterol is too high.

*Blood Pressure Quick Facts*

* High blood pressure increases the heart's workload, causing the heart muscle to thicken and become stiffer which can prevent the heart from working properly.4
* High blood pressure is a major risk factor for the build-up of blockages inside arteries, which increases the risk for heart disease and stroke. 4
* If you have high blood pressure coupled with obesity, smoking, high cholesterol levels, or diabetes, the risk of heart attack or stroke increases even more.5,6,7
* High blood pressure usually has no warning signs or symptoms, so you may not realize you have it.8

Schedule a heart health check-up with your healthcare provider to know your risks for heart disease.

Your heart will thank you!

4 American Heart Association, “How High Blood Pressure Can Lead to Heart Failure,” 2016

5 University of Michigan Health, “Smoking: Heart Attack and Stroke Risks,” current as of March 2020

6 Penn Medicine, “Three Ways Obesity Conributes to Heart Disease,” March 2019

7 American Heart Association, “How Do My Cholesterol Levels Affect My Risk of Heart Attack and Stroke?” October 2020

8 Centers for Disease Control and Prevention, “High Blood Pressure Symptoms and Causes,” last reviewed May 2021

**Week 4 campaign summary and evaluation email: (*recommended*) March 3**

**Subject: *Give your heart some love:* Your heart health summary <and last chance to win!>**

Thank you for your participation in *Give your heart some love*. Please tell us what you thought about the campaign and steps you took to be heart healthy by emailing us <at XXX@xyz.com>. For example:

* Did you learn anything about your heart health that you didn’t know before?
* Did you try a lifestyle change that you found particularly rewarding and easy to incorporate into your routine?
* Did you involve friends, family, or coworkers in a way that you found helpful (for support, encouragement, or information)?
* Do you have suggestions for how to make a lifestyle change easier to make and maintain?

<For those of you who share heart healthy stories, you will be entered to win!>

Remember that making even one change can make a difference in keeping heart disease away. Congratulations on every change you make. We applaud every effort you make.

Your heart will be very grateful!

1. World Heart Federation, “Women and CVD - Facts and tips,” 2017 [↑](#footnote-ref-1)
2. American Diabetes Association, “Standards of Medical Care in Diabetes – 2020.” Diabetes Care, January 2020 [↑](#footnote-ref-2)
3. Centers for Disease Control and Prevention, “High Cholesterol Facts,” April 2020 [↑](#footnote-ref-3)