

#29DaysOfHeart – 4th Annual Campaign Toolkit

#29DaysOfHeart is WomenHeart’s fourth annual social media campaign to raise awareness about heart disease in African American women. Black History Month and Heart Month both occur in Feb. and we just can’t fit all the celebration into only twenty-eight days! Our #29DaysOfHeart campaign uplifts the voices of black women and highlights their own heart journeys. Heart disease affects African American women at higher rates than white women. Therefore, it’s critical to raise awareness about risk factors and heart healthy living among communities of color.

Sample Social Media Messages (FACEBOOK/TWITTER/INSTAGRAM):

- Happy #29DaysOfHeart! We are/I am joining @WomenHeartNatl in its annual campaign to raise awareness about heart disease in the African American community. Each year during #BlackHistoryMonth and #HeartMonth, we encourage black women to take charge of their own heart health. [\[attach graphic\]](#)
- African American women are disproportionately affected by heart disease. Together, we can do something to change that. #29DaysOfHeart #HeartMonth #BlackHistoryMonth [\[attach graphic\]](#)
- #dyk Almost half of American women don’t know that heart disease is their #1 health risk? In fact 64% of African American women are not aware. This month, let’s increase awareness about the #1 killer of women. #29DaysOfHeart #BlackHistoryMonth #HeartMonth [\[attach graphic\]](#)
- Only 50% of African American women in America know the signs and symptoms of a heart attack. Learn more about the risk factors at womenheart.org. Join us this #HeartMonth! #29DaysOfHeart #BlackHistoryMonth [\[attach graphic\]](#)

Twitter Chat – #29DaysChat:

WomenHeart will be hosting a Twitter Chat on Feb. 26 to answer questions about heart disease, discuss prevention and raise awareness. Join us and Dr. Rachel M Bond MD, FACC at 1pm EST for the #29DaysChat. [Learn more and help spread the word here!](#)

