

### Heart Month One-Pager

Did you know that one in four women will die of heart disease? February is Heart Month, a time to remember that heart disease is the leading cause of death in women and an opportunity to raise awareness about risk factors, prevalence, and prevention.

WomenHeart: The National Coalition for Women with Heart Disease is the leading voice of the nearly 48 million women in the United States living with or at risk of heart disease. This month, join WomenHeart to help increase awareness about heart disease and encourage women to take control of their heart health.

#### Key Messages:

- One in 4 women will die of heart disease.
- Nearly half of all women don't know that heart disease is their number one killer, and that number increases within minority populations.
- Up to 80 percent of heart disease is preventable by controlling risk factors such as diet and exercise.
- Currently, there are 48 million women living with or at risk of heart disease in the United States.
- Risk factors for heart disease include poor diet, physical inactivity, family history, high blood pressure and cholesterol.
- Women suffering from depression are 2-3 times more likely to develop heart disease than women who are not depressed.

This month, raise awareness for heart disease in women and get involved with WomenHeart. All month long, we'll be spreading the word on social media, so join us! Below we have sample social media posts [and graphics](#) for #HeartMonth and our two campaigns. We also will also have a Facebook filter so you can show followers how much you care.

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

- Did you know that one in four women will die of heart disease? We/I've partnered with @WomenHeartNatl to celebrate #HeartMonth. Lend your voice and join us/me during the month of February to help raise awareness about heart disease in women.
- Heart disease is the number one killer of women – causing more deaths than all cancers combined. This #HeartMonth, visit [www.womenheart.org](http://www.womenheart.org) to learn more about the risk factors of heart disease.
- Nearly half of women don't know that heart disease is their number one killer. This #HeartMonth, talk to the women in your life and see what they're doing to prevent heart disease.
- Talk to your doctor this #HeartMonth about your risk factors for heart disease – it could save your life. Know your history, get the facts. [www.womenheart.org](http://www.womenheart.org)
- In honor of #HeartMonth, @WomenHeartOrg has launched a new website and logo! Check out the new look and feel here: [www.womenheart.org](http://www.womenheart.org)

## WomenHeart Social Media Campaigns:

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### #29DaysOfHeart – 4th Annual Campaign



#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](http://womenheart.org). Join us this #HeartMonth! #29DaysOfHeart #BlackHistoryMonth [\[attach graphic\]](#)

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### 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!](#)

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**#HappyHeart Campaign – A Competition with Heart!**

To get in the spirit of **Heart Month**, #HappyHeart is a Facebook campaign that inspires digital audiences to get moving and raise awareness about heart disease risk factors. #HappyHeart gives you the chance to showcase your favorite activity – whether it be dancing, yoga, cooking, gardening, playing with your children, or even walking the dog. Participants will submit a short video clip of them doing their favorite activity, with a caption of why it makes them happy.

**Here's how it works:**

You submit a short clip that's two minutes or less showcasing your #HappyHeart activity on Facebook (you must tag us @WomenHeartNatI and include the #HappyHeart hashtag) by **Feb. 22**. WomenHeart will choose some of the top videos and ask all of our audiences to vote on a winner. On **Feb. 28**, we will announce a winning #HappyHeart!

The winner will receive some **brand new WomenHeart swag** to keep their hearts happy – start thinking of creative ways to highlight your #HappyHeart!

**Sample Social Media Messages (FACEBOOK):**

- Daily exercise reduces your risk of heart disease and improves your mental health. How do you keep your blood pumping and your heart happy? Post a video of the best way you keep active, be sure to hashtag #HappyHeart and tag @WomenHeartNatI for the chance to win a heart healthy prize! [\[attach graphic\]](#)
- We/I keep our/me hearts healthy and happy by [activity – could be walking, jumping jacks, get creative!] Do you have a #HappyHeart? Show us/me with #HappyHeart and tag [WomenHeart] for the chance to win a heart healthy prize! [\[attach your own video\]](#)