

MILLION HEARTS™ EVENT TIPS

Use these ideas to rally your community to come together to prevent 1 million heart attacks and strokes in five years. Make blood pressure education and control the focus of your event, or emphasize one of the other ABCS to support heart health.

Event Ideas

- Offer to help businesses, faith-based organizations, hospitals, clinics, and health centers integrate blood pressure and heart-health screening into their health-related events. Be sure to include a way for participants to follow up with a health care professional if their blood pressure is high.
- Work with local hospitals, clinics, and health centers to add a Million Hearts™ session to their roster of community education classes and include Million Hearts™ messages and materials, including blood pressure control, at their community health fairs.
- Work with the person who coordinates education or group meetings at your local clinic, adult education institution, civic club, or YMCA/YWCA to incorporate Million Hearts™ messages and materials on blood pressure control into current activities or to hold a special event.
- Contact faith communities about holding a “Million Hearts™ Blood Pressure Education Day” for their members. Offer messages and materials from this toolkit.
- Organize a Million Hearts™ team to participate in a local walk, run, or sports tournament.
- Work with a local restaurant to host a “Million Hearts™ Evening” or “Million Hearts™ Luncheon” with a “tasting menu” of heart healthy meals.
- Ask your local library to set up a special exhibit or organize a special reading area with materials focused on blood pressure control and heart disease and stroke prevention.
- Contact businesses in your community or state and challenge them to promote cardiovascular health awareness and action in the workplace.

- Encourage a local college or university with a health sciences track or degree program (MD, RN, PharmD, etc.) to host a forum on cardiovascular health with a special emphasis on blood pressure.
- Sponsor a Million Hearts™ art contest for local elementary, middle, and high schools. Offer small, heart-healthy prizes for winners at each level.
- Work with the governor and/or mayor's office to issue a proclamation officially designating your community's participation in Million Hearts™.

Media Outreach Ideas

To generate added awareness of Million Hearts™ in your community, it's important to let your local print and broadcast media as well as bloggers know about your event or activity. Here are just a few ways you can spread the word among your local media:

- Contact a local talk show host or medical news producer to schedule a program or segment on what Million Hearts™ is doing locally. Offer interviews with one or more heart attack or stroke survivors.
- Write a letter to your local newspaper editor, encouraging a feature story on heart attack and stroke prevention.
- Share with media the calendar listing provided in this toolkit so they can help promote your event.
- Line up photo opportunities with local celebrities or dignitaries who participate in your activity. Distribute details about the photo opportunity to local newspapers.
- Invite students from a local college or university with a health sciences track or degree program (MD, RN, PharmD, etc.) to write an article for their newsletter or campus newspaper.
- Submit photographs and brief captions or a summary of the event to your local newspaper, or submit B-roll and a summary to your local television station.
- Promote events through social media platforms (Facebook, Twitter, LinkedIn). Post updates and photos to the Million Hearts™ [Facebook](#) page, and mention Million Hearts™ on Twitter ([@MillionHeartsUS](#)).