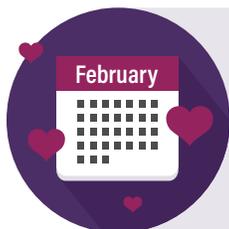


# American Heart Month Planning Checklist

**#OurHearts**  
are healthier together



## American Heart Month (AHM)—is right around the corner!

Where do you start with your planning?

What activities can your organization do to amplify the message of heart health as self-care?

**This checklist offers practical steps for planning your outreach efforts and activities, to run from December 2020 through February 2021.**

### December 2020

#### Week 2

Tasks	Action Steps	Assigned to
Begin talking to leadership about what they do for self-care and encourage them to think about how they can participate in AHM 2021.		

#### Week 3

Develop a plan for February outreach (newsletter content, social media posts, and internal messages).		
Engage your social media and outreach & communications colleagues; brainstorm ideas on how to share self-care stories.		
Consider planning for a virtual event (e.g., Zoom meeting, Facebook Live)		



## January 2021

### Week 1

Tasks	Action Steps	Assigned to
Hold a planning meeting with your colleagues.		
Promote and invite constituents to the public AHM 2021 webinar next week - January 12, 2021 @ 2:00 p.m. EST.		
Download the <a href="#">AHM 2021 digital toolkit</a> .		
Identify social media content and graphics to include in your content calendar.		
Browse the <a href="#">publications catalog</a> to find heart health resources that can be downloaded and printed.		

### Week 2

Plan social media content; review the Day-of-the-Week themes.		
Download new <a href="#">AHM 2021 materials</a> .		
Identify where to upload materials to your website or consider how you will disseminate the materials.		

### Week 3

Print any hard-copy materials to distribute.		
Collect self-care stories from your colleagues and leadership to share on social in February.		

### Week 4

Share a reminder that AHM starts next week and that <a href="#">National Wear Red Day</a> is February 5.		
Schedule social media content for the first week in February.		
Start posting to Twitter or Instagram using #OurHearts to help fill the map. Do this all month!		



## February 2021

Tasks	Action Steps	Assigned to
AHM is here – prep your team!		
Start sharing social media content on February 1.		
Identify self-care stories to share for #FollowFridays.		
Make an announcement- “Don’t forget Wear Red Day on February 5.”		
Continue sharing information about heart health as self-care throughout the month!		
*Reminder: Visit the <a href="#">American Heart Month website</a> for resources that you can use.		
Gather your metrics! Collect data from your social media posts, website hits, and other activities, and share your successes with <a href="#">The Heart Truth</a> ®.		
Make note of what did or didn’t work this year and what you can improve for next year.		



Continue to focus on increasing heart health awareness and self-care ALL year, even beyond American Heart Month! #OurHearts can help you keep the momentum going - visit [The Heart Truth](#) for resources and information.