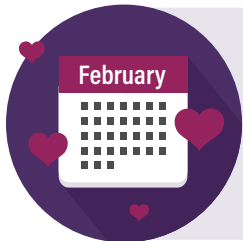


American Heart Month Planning Checklist



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

Where do you start with your planning?

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

December

Week 2

Tasks	Action steps	Assigned to
Begin talking to leadership about what they do for their heart health and encourage them to think about how they can participate in AHM.		

Week 3

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



January

Week 1

Tasks	Action steps	Assigned to
Hold a planning meeting with your colleagues.		
Promote and invite constituents to NHLBI's AHM webinar. Follow <i>The Heart Truth</i> ® on Twitter , Facebook or Instagram .		
Download resources from the American Heart Month webpage.		
Identify social media content and graphics to include in your content calendar.		
Browse the NHLBI publications catalog to find heart health resources that can be downloaded and printed.		

Week 2

Plan social media content.		
Download AHM materials .		
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 or order materials from NHLBI.		
Collect heart health stories from your colleagues and leadership to share on social in February.		

Week 4

Share a reminder that AHM starts next week and that the first Friday in February is National Wear Red Day .		
Schedule social media content for the first week in February.		
Start posting to Twitter or Instagram using #OurHearts to join the conversation. Do this all month!		



February

Tasks	Action steps	Assigned to
AHM is here – prep your team!		
Begin sharing social media content on February 1. Don't forget to tag @TheHeartTruth and use #OurHearts in your posts.		
Make an announcement: "Don't forget Wear Red Day!" Use #WearRedDay in social posts.		
Continue sharing information about heart health throughout the month!		
*Reminder: Visit the American Heart Month website 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 The Heart Truth .		
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 ALL year, even beyond American Heart Month! #OurHearts can help you keep the momentum going — visit [The Heart Truth](#) for resources and information.