



"Remembering the PledgeDelivering the Promise!"

NATIONAL HEALTH & WELLNESS LINKAGES PROGRAM
Diane Scott, Western Area Chair

Heart Links: Heart Truth Campaign



As a partner in the National Institutes of Health, National Heart, Lung, and Blood Institute's "Heart Truth Campaign," The Links, Incorporated, has integrated "Heart Truth" activities at all levels of our organizational infrastructure to include National, Area, and local Chapter foci, including "National Wear Red Day," at our National Assembly and conducting workshops to educate the membership of 12,000 Links on the importance of heart disease awareness. The program targets women and screens for heart disease, hypertension and high cholesterol. Currently, NHLBI is funding the following five chapters to implement cardiovascular education activities.

Activity Ideas:

- ♥ Organize a "Wear Red Day" or "Women's Heart Day" event at a local mall, library or community center.
- ♥ Form partnerships with retail/clothing outlets to stage a Red Dress fashion show.
- ♥ Organize heart-health screening events and health fairs.
- ♥ Collaborate with existing community activities to join a local American Heart Association Heart Walk.
- ♥ Distribute The Heart Truth posters and brochures.
- ♥ Organize a "Red Dress Evening" or "Red Dress Luncheon" or "Red Dress Breakfast" for a local restaurant to serve a creative "tasting menu" of heart healthy foods.
- ♥ Partner with local beauty salons and spas to exhibit and reinforce the message that women need to take care of themselves both inside and out.
- ♥ Plan a "Wear a Red Dress Day" for your place of worship.
- ♥ Work with the governor and/or mayor's office to issue a proclamation officially designating your community's participation in The Heart Truth campaign.
- ♥ Distribute Red Dress Pins at your presentation or other community health-related events and activities.
- ♥ Ask your local library to set up a special heart health exhibit or organize a special reading center focused on women and heart disease.
- ♥ Partner with local large businesses and corporations in your community or state to promote heart health awareness in the workplace.
- ♥ Ask your local high school art club or art classes to design artwork and advertisements for your event.
- ♥ Host a Red Dress gala in conjunction with Valentine's Day.

Resources:

Website with links to resources: <http://www.nhlbi.nih.gov/health/hearttruth/partners/ideas.htm>

Heart Truth Sites: Metroplex Cluster, Western Area; Shelby County Chapter, Central Area; Columbus (Ohio) Chapter, Central Area; Arlington (VA) Chapter, Eastern Area; Crown Jewels Chapter, Southern Area.

Red Dress Day – February 1, 2008.