



LIVE TO
THE **BEAT**

DIGITAL CONTENT LIBRARY

TABLE OF CONTENTS

This digital playbook provides you with soft copy content to successfully promote Live To The Beat in your city. This content helps you create awareness about heart failure in your community, demonstrates how the condition impacts African Americans, provides heart failure management and prevention tips, and encourages individuals to attend your local Live To The Beat event. This content library includes:

- Promoting your Live To The Beat event Page 3
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- Campaign images, logos and infographics www.livetothebeat.com

Promoting Your Live To The Beat Event

Language for promoting your **Live To
The Beat** event through your
communication channels



EVENT INFORMATION

Distribute periodic reminders to make sure your event remains top of mind. Customize the messages from the template below to inform and remind your audience of the Live To The Beat event. This content can be shared via your email and online content streams.

EVENT TITLE

Live To The Beat: [CITY]

ANNOUNCEMENT

“Live To The Beat” on [DATE] by joining us for an interactive event on combatting heart failure and maintaining good heart health! The family-friendly event will be held at [LOCATION], where we’ll enjoy lively discussions, a mouth-watering food tasting, and fellowship around heart failure prevention and heart-healthy living. Come out to hear from community and church leaders; receive free health and fitness swag; and make the pledge to change the impact of heart failure in your community. Don’t forget to mark your calendars!

1 WEEK REMINDER

The countdown is on – only ONE WEEK until our “Live To The Beat” event is here! Join us [DATE] for an interactive community event to understand and fight the impact of heart failure. Join us by putting heart health first for yourself and your family. We’ll be featuring a panel session with community and church leaders; delicious heart-healthy food samples; and more. We hope to see you and your family there!

1 DAY REMINDER

Don’t forget to “Live To The Beat” and join us TOMORROW at [LOCATION]! We’ll be sharing tips for how to recognize and manage heart failure. Join us by taking preventive measures to live heart-healthy for years to come. You’ll learn strategies to manage your heart health through an interactive Q&A, a heart-healthy food tasting, and free health and fitness swag! We can’t wait to see you and your family there!

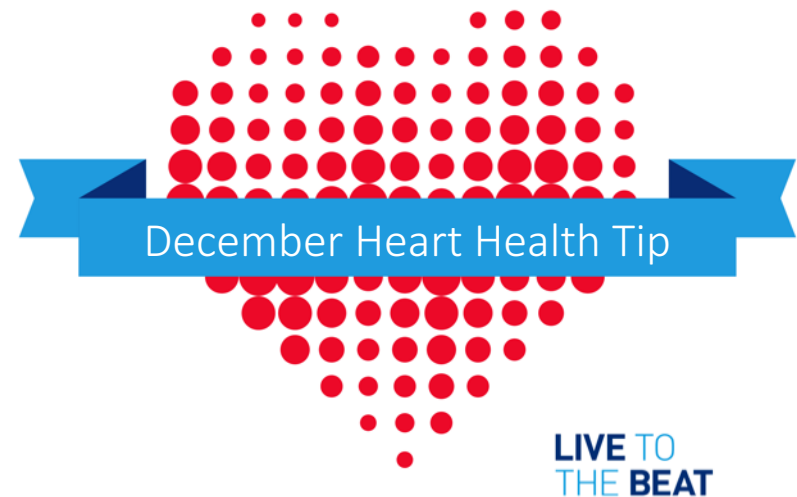
Monthly Campaign Content

Use this approved content on your channels to continue and grow the conversation around heart failure in your community

DECEMBER CAMPAIGN CONTENT

Copy Options

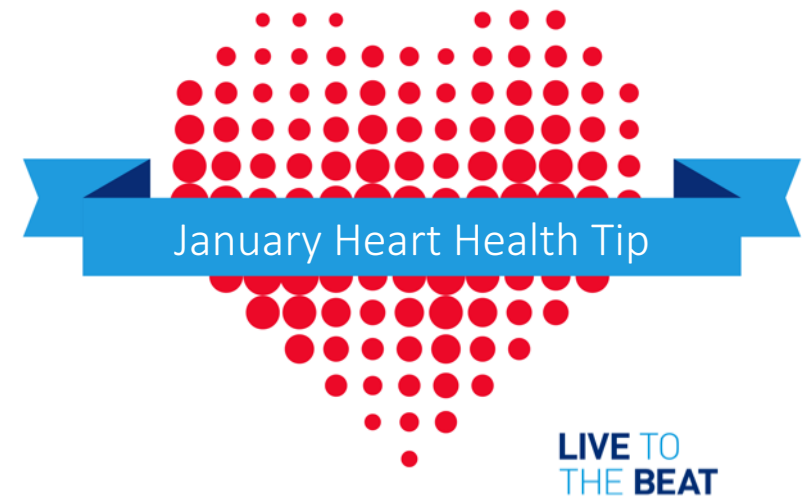
- **Option 1:** Stress can impact high blood pressure which can contribute to other serious health issues, like heart failure. Take action to reduce your blood pressure with these tips for relieving stress: www.livetothebeat.com/managingstress
- **Option 2:** Did you know something as simple as listening to music can help you better manage your stress? Take a few minutes for yourself and check out these other tips to reduce stress and your risk for heart failure: www.livetothebeat.com/managingstress



JANUARY CAMPAIGN CONTENT

Copy Options

- **Option 1:** Put your family's health first and shake the salt habit! Reducing sodium in your diet can help improve heart health and reduce your risk of heart failure. Check out these tips for reducing salt intake: www.livetothebeat.com/shakethesalthabit
- **Option 2:** Did you know that an unhealthy diet is one of the factors contributing to heart failure? Take simple measures, like reducing your salt intake, to ensure a healthier you. www.livetothebeat.com/shakethesalthabit



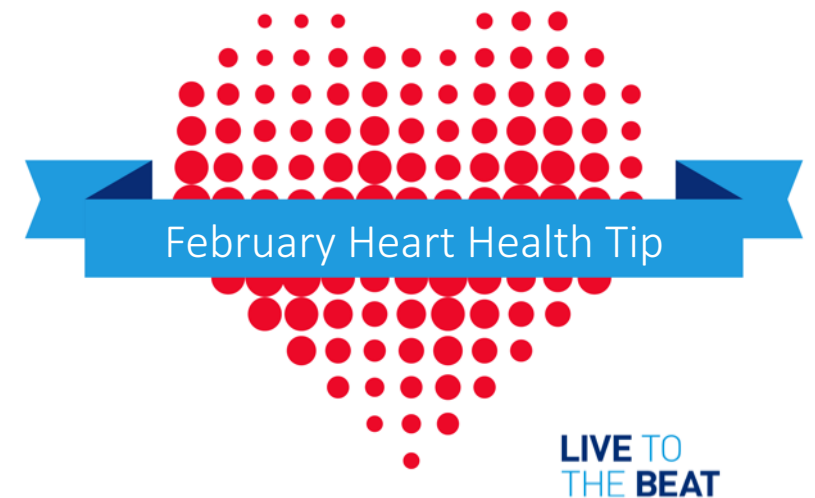
FEBRUARY CAMPAIGN CONTENT

Copy Options

**World Health Day is on February 3, 2017. These posts are written for use on this day.*

Option 1: Happy National Wear Red Day! Did you know that unhealthy behaviors including smoking tobacco and eating foods high in fat, cholesterol can negatively affect your heart health? Show your heart some love. Check out tips for heart failure prevention here: www.livetothebeat.com/resources

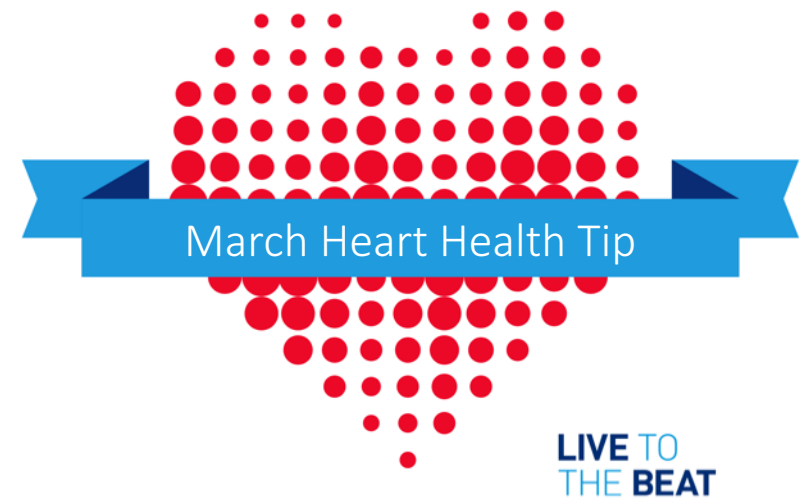
- **Option 2:** It's National Wear Red Day! While congestive heart failure is not curable, it is treatable. Visit Live To The Beat for tips and resources for putting your heart health first: www.livetothebeat.com/resources



MARCH CAMPAIGN CONTENT

Copy Options

- **Option 1:** Did you know that the higher incidence rate of heart failure in African Americans can be contributed to by changeable factors, such as smoking and an unhealthy diet? Find out how you can help prevent heart failure by taking these easy steps: www.livetothebeat.com/resources
- **Option 2:** Heart failure is the only major cardiovascular disease on the rise. Maintain personal wellness with these easy strategies for living to a heart-healthy beat: www.livetothebeat.com/resources

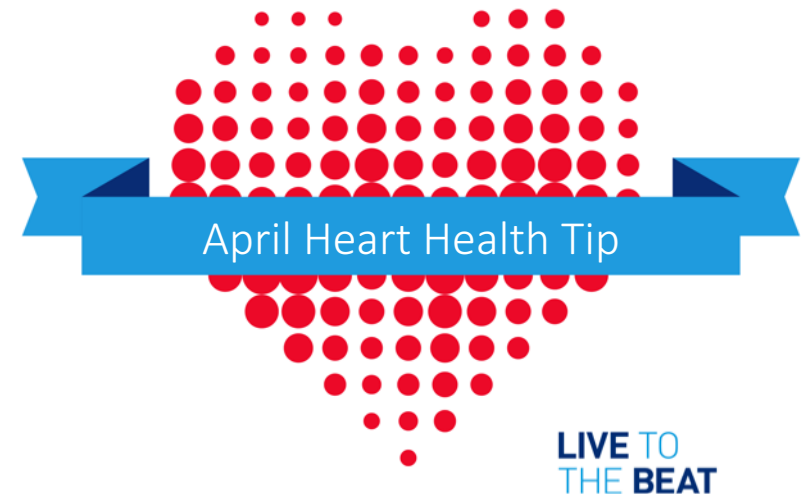


APRIL CAMPAIGN CONTENT

Copy Options

**World Health Day is on April 7, 2017. These posts are written for use on this day.*

- **Option 1:** It's World Health Day! Taking steps to reduce your risk for heart failure can be as simple as a check-up and a conversation with your doctor. Check out our list of heart health questions you should discuss with your doctor: www.livetothebeat.com/resources.
- **Option 2:** Today is World Health Day, so take a step in the right direction! Learn the questions to ask your healthcare provider about your heart health: www.livetothebeat.com/resources.



Market-Specific Campaign Content

Connect with your audience on a more personal level using approved content that is targeted towards your city.

Live To The Beat | Jackson, Mississippi

MARKET-SPECIFIC CONTENT



HEART FAILURE BY THE NUMBERS: Jackson, MS

Recent data show about **125,000** African Americans age 55 and up are diagnosed with heart failure (HF) each year in the U.S.¹

That would fill all the seats at Vaught-Hemingway Stadium at Ole Miss—and leave 62,343 people standing.²

That's about **6X** the number of students enrolled at Mississippi State University.³

Overall, HF costs an estimated **\$30.7 billion per year** in the U.S.¹

Or, about enough to buy **533,495** homes in Jackson.⁴

References: 1. Mozaffarian D, Benjamin EJ, Go AS, et al. Executive Summary: Heart Disease and Stroke Statistics—2016 Update: A Report From The American Heart Association. *Circulation*. 2016;133(4):447-454. 2. University of Mississippi. Vaught-Hemingway Stadium/Hollingsworth Field. <http://www.olemisssports.com/facilities/ole-facilities-hemingway.html>. Accessed March 30, 2016. 3. Laird H. MSU records historic number of students, first-time freshmen. September 10, 2015. <http://www.msstate.edu/newsroom/article/2015/09/msu-records-historic-number-students-first-time-freshmen>. Accessed March 30, 2016. 4. Onboard Informatics. Jackson, MS (Mississippi) houses and residents. <http://www.city-data.com/housing/houses-Jackson-Mississippi.html>. Accessed March 30, 2016.

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• Option 1:

Recent data shows about 125,000 African Americans age 55 and up are diagnosed with heart failure each year.¹ That would fill all the seats at Vaught-Hemingway Stadium at Ole Miss – and leave 62,343 people standing.² Learn more about how you can manage and prevent heart failure:

www.livetothebeat.com/resources

• Option 2:

Recent data shows about 125,000 African Americans age 55 and up are diagnosed with heart failure each year.¹ That’s about 6 times the number of students enrolled at Mississippi State University.³ Learn more about how you can manage and prevent heart failure:

www.livetothebeat.com/resources

• Option 3:

Overall, heart failure costs an estimated \$30.7 billion per year in the U.S.¹ Or, about enough to buy 533,495 homes in Jackson.⁴ Learn how you can manage and prevent heart failure:

www.livetothebeat.com/resources

References: 1. Mozaffarian D, Benjamin EJ, Go AS, et al. Executive Summary: Heart Disease and Stroke Statistics—2016 Update: A Report From The American Heart Association. *Circulation*. 2016;133(4):447-454. 2. University of Mississippi. Vaught-Hemingway Stadium/Hollingsworth Field. <http://www.olemisssports.com/facilities/ole-facilities-hemingway.html>. Accessed March 30, 2016. 3. Laird H. MSU records historic number of students, first-time freshmen. September 10, 2015. <http://www.msstate.edu/newsroom/article/2015/09/msu-records-historic-number-students-first-time-freshmen>. Accessed March 30, 2016. 4. Onboard Informatics. Jackson, MS (Mississippi) houses and residents. <http://www.city-data.com/housing/houses-Jackson-Mississippi.html>. Accessed March 30, 2016.

Live To The Beat | Mobile, Alabama

MARKET-SPECIFIC CONTENT



HEART FAILURE BY THE NUMBERS: Mobile, AL

Recent data show about **125,000** African Americans age 55 and up are diagnosed with heart failure (HF) each year in the U.S.¹

That would fill all the seats at Bryant-Denny Stadium—and leave 23,179 people standing.²

That's more than **4.5X** the number of students enrolled at Auburn University.³

Overall, HF costs an estimated **\$30.7 billion per year** in the U.S.⁴

Or, about enough to buy **167,206** homes in Mobile.⁴

References: 1. Mozaffarian D, Benjamin EJ, Go AS, et al. Executive Summary: Heart Disease and Stroke Statistics—2016 Update: A Report From The American Heart Association. *Circulation*. 2016;133(4):447-454. 2. University of Alabama. Facilities: Bryant-Denny Stadium. <http://www.rolltide.com/facilities/bryant-denny.html>. Accessed March 30, 2016. 3. Martin C. Auburn University posts record enrollment, highest freshman ACT scores. Published September 8, 2015. http://ocm.auburn.edu/newsroom/news_articles/2015/09/auburn-university-posts-record-enrollment,-highest-freshman-act-scores.htm. Accessed March 30, 2016. 4. Onboard Informatics. Mobile, AL (Alabama) houses and residents. <http://www.city-data.com/housing/houses-Mobile-Alabama.html>. Accessed March 30, 2016.

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• Option 1:

Recent data shows about 125,000 African Americans age 55 and up are diagnosed with heart failure each year.¹ That would fill all the seats at Bryant-Denny Stadium—and leave 23,179 people standing.² Learn more about how you can manage and prevent heart failure : www.livetothebeat.com/resources

• Option 2:

Recent data shows about 125,000 African Americans age 55 and up are diagnosed with heart failure each year.¹ That's more than 4.5 times the number of students enrolled at Auburn University.³ Learn more about how you can manage and prevent heart failure: www.livetothebeat.com/resources

• Option 3:

Overall, heart failure costs an estimated \$30.7 billion per year in the U.S.¹ Or, about enough to buy 167,206 homes in Mobile.⁴ Learn how you can manage and prevent heart failure : www.livetothebeat.com/resources

References: 1. Mozaffarian D, Benjamin EJ, Go AS, et al. Executive Summary: Heart Disease and Stroke Statistics—2016 Update: A Report From The American Heart Association. *Circulation*. 2016;133(4):447-454. 2. University of Alabama. Facilities: Bryant-Denny Stadium. <http://www.rolltide.com/facilities/bryant-denny.html>. Accessed March 30, 2016. 3. Martin C. Auburn University posts record enrollment, highest freshman ACT scores. Published September 8, 2015. http://ocm.auburn.edu/newsroom/news_articles/2015/09/auburn-university-posts-record-enrollment,-highest-freshman-act-scores.htm. Accessed March 30, 2016. 4. Onboard Informatics. Mobile, AL (Alabama) houses and residents. <http://www.city-data.com/housing/houses-Mobile-Alabama.html>. Accessed March 30, 2016.

Live To The Beat | Montgomery, Alabama

MARKET-SPECIFIC CONTENT



HEART FAILURE BY THE NUMBERS: Montgomery, AL

Recent data show about **125,000** African Americans age 55 and up are diagnosed with heart failure (HF) each year in the U.S.¹

That would fill all the seats at Bryant-Denny Stadium—and leave 23,179 people standing.²

That's nearly **10X** the population of Maxwell Air Force Base.³

Overall, HF costs an estimated **\$30.7 billion per year** in the U.S.⁴

Or, about enough to buy **188,344 homes** in Montgomery.⁴

References: 1. Mozaffarian D, Benjamin EJ, Go AS, et al. Heart Disease and Stroke Statistics—2016 Update: A Report From The American Heart Association. *Circulation*. 2016;133(4):447-454. <http://circ.ahajournals.org>. Accessed February 19, 2016. 2. University of Alabama. Facilities: Bryant-Denny Stadium. <http://www.rolltide.com/facilities/bryant-denny.html>. Accessed March 7, 2016. 3. Maxwell Air Force Base. Welcome to Maxwell Air Force Base. <http://www.maxwell.af.mil>. Accessed March 7, 2016. 4. Onboard Informatics. Montgomery, Alabama (AL) Zip Code Map - Locations, Demographics. <http://www.city-data.com/zipmaps/Montgomery-Alabama.html>. Accessed March 4, 2016.

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• Option 1:

Recent data shows about 125,000 African Americans age 55 and up are diagnosed with heart failure each year.¹ That would fill all the seats at Bryant-Denny Stadium—and leave 23,179 people standing.² Learn more about how you can manage and prevent heart failure : www.livetothebeat.com/resources

• Option 2:

Recent data shows about 125,000 African Americans age 55 and up are diagnosed with heart failure each year.¹ That's nearly ten times the population of Maxwell Airforce Base.³ Learn more about how you can manage and prevent heart failure: www.livetothebeat.com/resources

• Option 3:

Overall, heart failure costs an estimated \$30.7 billion per year in the U.S.¹ Or, about enough to buy 188,344 homes in Montgomery.⁴ Learn how you can manage and prevent heart failure : www.livetothebeat.com/resources

References: 1. Mozaffarian D, Benjamin EJ, Go AS, et al. Heart Disease and Stroke Statistics—2016 Update: A Report From The American Heart Association. *Circulation*. 2016;133(4):447-454. <http://circ.ahajournals.org>. Accessed February 19, 2016. 2. University of Alabama. Facilities: Bryant-Denny Stadium. <http://www.rolltide.com/facilities/bryant-denny.html>. Accessed March 7, 2016. 3. Maxwell Air Force Base. Welcome to Maxwell Air Force Base. <http://www.maxwell.af.mil>. Accessed March 7, 2016. 4. Onboard Informatics. Montgomery, Alabama (AL) Zip Code Map - Locations, Demographics. <http://www.city-data.com/zipmaps/Montgomery-Alabama.html>. Accessed March 4, 2016.