Social Media Toolkit
Title: Valentine's Day Heart Health
For use during week 6, 2/10/20-2/16/20
Launch Date: January 27, 2020

Introduction

*Describe content of toolkit.
*Describe background of topic
*Describe the source(s) for the toolkit content

Heart disease is the leading cause of death in the United States, one in every four deaths is caused by heart disease. Onset begins as plaque builds up in the arteries, the arteries then begin to narrow and block blood flow. Heart disease can be caused by genetics, environmental factors, clinical risk factors, and unhealthy behaviors. Behavioral factors include alcohol use, tobacco use, unhealthy eating habits, and lack of physical activity can lead to heart disease (Ohio Department of Health, 2019). Every forty seconds in the United States a person has a heart attack. According to the CDC Heart disease cost America $200 billion dollars each year (Heart Disease Fact Sheet, 2017).

Lack of education and preventive care are key factors for high rates of heart disease. Lack of health care insurance, access to healthy foods, and cultural norms are barriers to preventive care. According to Howard Lewine chief medical editor for Harvard Health Publishing, heart disease can be prevented by the following:

1. not smoking
2. maintaining a healthy weight
3. eating a diet rich in fruits and vegetables
4. reducing consumption of saturated and trans fats (LeWine, H., & M.d, 2013).

This toolkit will educate the community on healthy food options, physical activity for the entire family, and facts about heart disease that will spark interest in preventive behaviors. Using Facebook, Twitter, and infographics will attract viewers with relatable content and creative visuals.

Target audience/high-risk subsets

*Describe target audience
*Describe high-risk or sub-populations, if appropriate

- Target audience: All people
- High-risk subset:
  - People who are overweight or obese, including children and/or adolescents
  - People with low socioeconomic status
  - Those with a family history of heart disease
  - Individuals with metabolic disorders
  - Individuals with hypertension
  - Individuals with a history of smoking
  - Individuals with chest pain or discomfort
  - Individuals with Diabetes
  - Individuals with excessive alcohol consumption
  - Individuals with poor nutrition
  - Individuals who are physically inactive

Target Audience Needs/Issues/Considerations

*Include considerations that the opposition may provide
- **Provide relatable information:** It is important that we ensure information shared on social media platforms is relatable, easy to read, and accessible. By including pictures of people that look like them will encourage sharing of post with friends and family.
- **Approaching health inequities:** Editing health information so that community members can comprehend is important in order to maintain interest in the post. Providing resources in the area that are easily accessible for those who do not have adequate transportation. Working closely with community leaders to initiate change in policy. Including health insurance information with post to encourage preventive care visits.

Supporting Campaigns
*Include organizations that would have credible information and would be likely to have their own campaigns
- American Heart Association (AHA) https://www.heart.org/en/
- Centers for Disease Control and Prevention (CDC) https://www.cdc.gov/
- Ohio Department of Health (ODH) https://odh.ohio.gov/wps/portal/gov/odh/home

Suggested Evaluation
*Include considerations for evaluation
- The agency can count the number of *"likes," "reactions," "shares," reach, new followers.*

References
1. County Profile for Washington, OH. (n.d.). Retrieved 2019, from https://nccd.cdc.gov/DHDSPAtlas/detailedpdfreport.aspx?areaIds=39167&themeId=1&filterIds=2,3,4,7,9&filterOptions=1,1,1,1,1#report.
2. Heart Disease Fact Sheet|Data & Statistics|DHDSP|CDC. (2017, August 23). Retrieved from https://www.cdc.gov/dhdsp/data_statistics/fact_sheets/fs_heart_disease.htm.
3. LeWine, H., & M.d. (2013, September 4). 200,000 heart disease, stroke deaths a year are preventable. Retrieved from https://www.health.harvard.edu/blog/200000-heart-disease-stroke-deaths-a-year-are-preventable-201309046648.
4. Ohio Department of Health. Heart Disease . (n.d.). Retrieved 2019, from https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/heart-disease.

Toolkit Content

Developer(s) Affiliation(s) Title(s)	Victoria Lewis, Cleveland State MPH student Eyad Rasoul, Northeast Ohio Medical University Master of Public Health Student Daniel Eid, Youngstown State University Master's in Public Health Student				
Estimated time used to create	6.5 hours				
Date submitted	12/6/19				
Target date for release (Monday)	2/10/20				

Approvals

(Needs at least one reviewer per column—initial appropriate column)

Reviewer	Date	Format & language (grammar)	Social media content	Public health content
Amy Lee	1/22/2020	AL		
Osman Ulvi	1/26/20	OU	OU	OU

Content recency	All messages in this toolkit were generated in November and December 2019 and contain up-to-date information prior to the launch date.
Accuracy	Sources of all data are provided (all credible sources)

Social Media Platforms Included

Platform	Ideal number	In this toolkit
Facebook	5	7
Twitter	10	10
Instagram	5	6
Hashtags (for Twitter or Instagram)	10	10
Video (YouTube)	Optional	3
Print media (e.g. press release)	Optional	0

Other (list):
  Photos
  Blog post ideas
	Optional	0

Approvers Information
- Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.
- Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits
- Here are the items that you are checking

Reviewer	Items for review
Public health content	Information provided is current (within six months of launch date or the most recent information as relevant for a specific topic e.g. the latest guidelines. Also, from a credible source.
Social media content	Layout, imaging, length of posts
Format and language	Good grammar, punctuation, format compliant with toolkit guidelines.

FACEBOOK

Facebook 1	Unhealthy foods can cause damage to your heart health. Love your heart by avoiding these foods- learn more at https://www.heart.org/en/healthy-living/go-red-get-fit/unhealthy-foods
Facebook 2	We heart you but your heart loves you more. If you have high blood pressure or would like to simply keep records of your blood pressure levels, watch this video from the Ohio Department of Health to learn the proper technique for measuring blood pressure- learn more at https://youtu.be/-LqKmrmaHsk

	Infographic	Website	Caption (if provided	When accessed	Permission
Facebook 3		https://www.heart.org/en/healthy-living/fitness/fitness-basics/make-every-move-count-infographic	show your heart some love by moving your body.	12/1/19	Credit Source: American Heart Association
Facebook 4		https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar/added-sugar-is-not-so-sweet-infographic	Sweets for your sweetie may be harmful to their heart	12/1/19	Credit Source: American Heart Association
Facebook 5		https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/sugar/life-is-sweet-with-these-easy-sugar-swaps-infographic	Sweets for your sweetie that their heart will love	12/2/19	Credit Source: American Heart Association
Facebook 6		https://www.heart.org/en/healthy-living/healthy-lifestyle/sleep/how-to-sleep-better-infographic	Learn to love your night time routine with these sleeping tips that your heart will thank you for.	12/2/19	Credit Source: American Heart Association
Facebook 7		https://www.heart.org/en/healthy-living/healthy-lifestyle/mental-health-and-wellbeing/how-to-boost-willpower-infographic	Don't let the temptation of Valentine's Day sweets ruin your health progress.	12/3/19	Credit Source: American Heart Association

TWEETS

Twitter best practices
- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
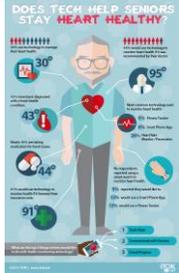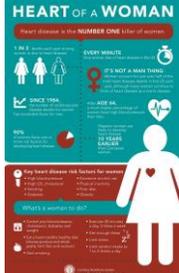- *Use relevant hashtags (maximum of 2 hashtags)*

Tweet 1	February is more than just Valentine's Day, it's also National Heart Month! #Loveyourheart
Tweet 2	What's one of the best ways to stay healthy? Simple, just #careforyourheart and your heart will care for you!
Tweet 3	One of the most common indicators of heart disease is undergoing a #heartattack
Tweet 4	About 1 in every 4 deaths each year in the U.S. are attributed to #Heartdisease. Visit https://www.cdc.gov/heartdisease/facts.htm to learn more.
Tweet 5	Encouraging one another to #getmoving this month will help us all #Livehealthy
Tweet 6	Heart disease does not discriminate, it affects all ages, genders, races and ethnicities.
Tweet 7	Craving something sweet on Valentine's Day? How about a fruit basket so you and your loved one can #eathealthy so you both can have #Healthyhearts
Tweet 8	Early action is crucial in making sure your heart is healthy! Contact your primary care physician today and check on your heart #Hearthealth
Tweet 9	Preparing a romantic dinner at home is a better way to make sure your hearts are getting the healthy love this Valentine's Day. For some healthy recipes visit: https://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/HealthyDietGoals/Heart-Healthy-Valentines-Day-Tips_UCM_322023_Article.jsp
Tweet 10	Those with diabetes, obesity, and who are physically inactive are all at a larger risk for heart disease. #Valentinesheartfacts

INSTAGRAM

Instagram best practices
- *Post 3-4 times during the week*
- *Use varying content (not only picture sharing but include videos and graphics)*
- *Use relevant hashtags so people can find your content*

Instagram 1	Foods high in cholesterol may put you at risk for atherosclerosis. Make sure you are eating a colored diet and performing the 20-minute daily recommended cardiovascular activity! Visit https://www.mayoclinic.org/diseases-conditions/heart-disease/in-depth/heart-healthy-diet/art-20047702 for more information on diets for a healthier heart. #eathealthy #getmoving
Instagram 2	Don't take that smoke break; it's not worth it. Overtime, smoking will cause your blood vessels to constrict and your blood pressure to increase, leading causes of stroke and arrhythmia. Call 1-800-QUIT-NOW to for smoking cessation support. #HeartHealth

	Infographic	Website	Caption (if provided	When accessed	Permission
Instagram 3		https://www.childrens.com/health-wellness/infographic-your-kids-obesity-and-heart-health	Hints for a Happy Healthy Heart	11/29/19	Credit Source: Children's Health
Instagram 4		https://visual.ly/community/infographic/animals/heart-health-month-infographic	Does Tech Help Seniors Stay Heart Healthy?	11/29/19	Credit Source: iTOK
Instagram 5		https://atriumhealth.org/dailydose/2015/02/11/infographic-women-and-heart-disease	Heart of a Woman	11/29/19	Credit Source: Atrium Health
Instagram 6		https://www.mygooddays.org/blog/infographic-three-good-ways-make-heart-health-decisions/	Three Good Ways to Make Heart Healthy Decisions	11/29/19	Credit Source: good days

RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#HeartHealth
Hashtag 2	#Loveyourheart
Hashtag 3	#Heartdisease
Hashtag 4	#Heartattack
Hashtag 5	#getmoving
Hashtag 6	#eathealthy
Hashtag 7	#Healthyhearts
Hashtag 8	#Valentinesheartfacts
Hashtag 9	#Livehealthy
Hashtag 10	#careforyourheart

VIDEO

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
Videos (3)						
Video #1		https://abcnews.go.com/Lifestyle/video/cardiologists-create-hilarious-heart-healthy-memes-celebrate-valentines-45460390	Cardiologists create hilarious heart-healthy memes to celebrate Valentine's Day	11/30/19	Eyad Rasoul	Source: Saint Luke's Mid America Heart Institute via ABC News
Video #2		https://www.youtube.com/watch?v=0dVOAD1gEC4	Valentine's Day Special: Top 5 tips for better heart health	11/30/19	Eyad Rasoul	Source: Zee News via YouTube
Video #3		https://www.youtube.com/watch?v=LRwEajRSwi0	A Healthy Heart for Valentine's Day	11/30/19	Eyad Rasoul	Source: University of Cincinnati College of Nursing via YouTube