



Wear Red Day

February 2016

Overview



In an effort to promote the importance of heart health, asking employees to “Wear Red” is a great way to create awareness. Heart health is something that can affect everyone and is 80% preventable. This toolkit will provide you with communications and ideas around hosting your own Wear Red Day onsite.

How to Implement



1. Follow the “National Wear Red Day” with the American Heart Association or choose your own day if that doesn’t work for your organization. February is Heart Health Month, so any day that month could be considered.
2. Decide if you will ask employees to also make a small donation to a heart organization, such as the American Heart Association.
3. Consider including other fundraising events as a part of Wear Red Day. Below are a few ideas:
 - Bake Sale of healthy treats
 - Donate \$1 for paper heart to sign your name on (see template included)
4. Send communication to employees 2 weeks, one week and one day before the event.

How to Implement



5. Hang posters throughout your buildings promoting Wear Red Day. (see poster included)
6. Distribute flyers on heart health on Wear Red Day. (see flyer included)
7. Provide employees with handouts on heart disease. Handouts can be downloaded from several sources, including the following:
 - CDC – Know the Facts About Heart Disease
www.cdc.gov/heartdisease/docs/consumered_heartdisease.pdf
 - American Heart Association –
What Are Heart Disease and Stroke
www.heart.org/idc/groups/heart-public/@wcm/@hcm/documents/downloadable/ucm_300313.pdf

Email Announcements



EMAIL 1

Send **two weeks** prior to Wear Red Day

[Insert organization name here] has identified February 5 as Wear Red Day for our employees. We are asking all employees to show your support for Heart Health Awareness by wearing red to work on this day. In addition, we are asking employees to donate \$1 to the American Heart Association to show support. We look forward to employees showing their support on February 5!

EMAIL 2

Send **one week** prior to Wear Red Day

As you may know, February 5 is Wear Red Day at [insert organization name]. On this day we are asking employees to show their support for Heart Health by wearing red to work and donating \$1 if you are able. Plan your “Red” now to wear to work next Friday!

EMAIL 3

Send **one day** prior to Wear Red Day

This is a final reminder that tomorrow is Wear Red Day at [insert organization name]! Please join us in showing support for Heart Health and the American Heat Association by wearing red and donating \$1 to this worthy cause!