



Your Heart Health Kit

Getting employees in beat
with cardiac wellness

Heart disease is the number one killer of both men and women.¹

It's a disease that affects too many Americans. More than one in three adults has heart disease.² And heart disease causes almost one in every four deaths.¹ **But here's a more encouraging statistic:** 100 percent of us can take steps to improve our heart health. And it's even easier when your workplace helps motivate you to work toward heart health.

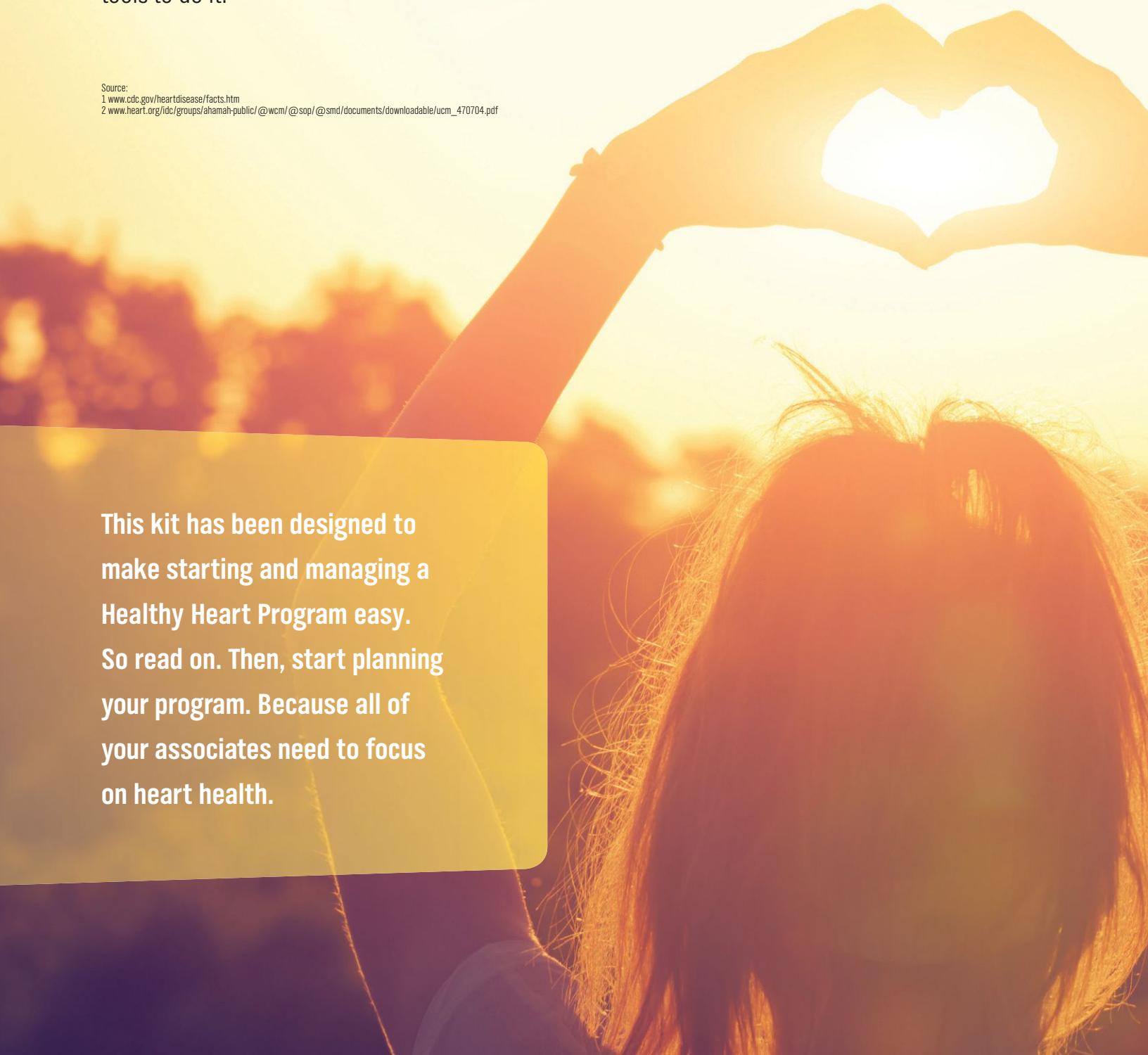
That's where you come in. As an employer, you have the power to put a lifesaving program in place. And since you have this kit, you have all the tools to do it.

Source:

1 www.cdc.gov/heartdisease/facts.htm

2 www.heart.org/idc/groups/ahamah-public/@wcm/@sop/@smd/documents/downloadable/ucm_470704.pdf

This kit has been designed to make starting and managing a Healthy Heart Program easy. So read on. Then, start planning your program. Because all of your associates need to focus on heart health.



What's in your Heart Health Kit?

This kit contains links to materials you can simply download and distribute. It also includes a detailed guide for creating a Healthy Heart Challenge in your workplace, with educational tools for preventing and managing heart disease.

A few points to remember:

- *Keep it simple.* All of the tools in this kit are meant to help you and require very little time for you to manage.
- *Spread it out.* Don't distribute every email and flyer to employees at once. Spread it out. Stagger your messaging over several weeks or a month. You might even want to declare a Healthy Heart Month at your company.
- *Keep it fun.* Employees really want to enjoy being healthy. So present this program as a positive, helpful experience, not a mandatory requirement. You want everybody to keep a healthy attitude!

Start your own Healthy Heart Challenge



Get your heart health effort moving, with a program that's fun, informative and truly life changing. Use these helpful tools to make it all happen!

step 1

Download the **program planner** to learn how to set up and manage the challenge.



step 2

Set a date for your challenge. Before that date, hang this **poster** in your workplace or email it to your employees to promote the upcoming challenge.





TIP: Stagger your communications to employees throughout the challenge to keep heart health awareness top-of-mind.

step 3

Plan your communications, and mark your calendar to send one **challenge email** per week. We suggest running the challenge over four weeks. Click here to get all the copy you'll need, along with attachments to send to employees.



Click on the thumbnails to download each item individually.

Spread some love for heart health!

Download these flyers, posters and other tools to share during your Healthy Heart Challenge – or any time at all. The more you share, the healthier your company can become.



Five ways to help your heart

Key actions one can take to reduce their risk of heart disease.



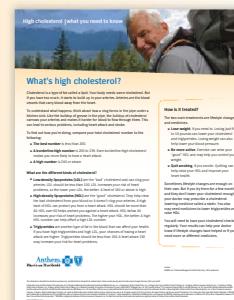
Risk factors for heart disease

An overview of issues like high blood pressure, high cholesterol, family history and lifestyle factors that can increase risk for heart disease.



Guard your heart

Covers the warning signs of heart disease, with a helpful overview of common heart conditions.



What's high cholesterol?

A helpful overview of high cholesterol, how it's measured, types of cholesterol and treatments for lowering it.



How to lower your blood pressure

Lifesaving tips on reducing your blood pressure to normal levels, along with a review of risk factors.



Lifestyle changes to combat heart disease

A review of small steps that can have a major impact on cardiac health.



When you quit smoking

The immediate and long-term health benefits of smoking cessation.



Stroke risk factors

A review of the factors that make one more likely to have a stroke and an overview of the types of strokes.

 Click on the thumbnails to download each item individually.

ConditionCare

If your Anthem plan includes ConditionCare, distribute this flyer to provide an overview of the ConditionCare Heart Failure program.



Get heart support when you need it.



Places salt hides

A look at the sneaky places salt can find its way into your diet — which can lead to higher blood pressure.



Challenge overview and log sheet

Download this log and distribute it to get employees involved in the challenge.



POSTER: Small steps to a healthier heart

Ten minutes of exercise, three times a day — that's all it takes to get started toward a healthy heart regimen.



Mobile apps for a healthier heart

Weight management, diet, exercise — they are all important to a healthy heart, and there are a lot of great apps out there that can help your employees stay active and motivated.



MyFitnessPal



MyFitnessPal is an awesome tool for weight management and overall health. It includes the largest food database of all apps, and a built-in bar-code scanner to locate individual food item's nutrition facts. Use it as a food diary and exercise tracker, too.

myfitnesspal.com

Charity Miles



Pick one of nearly a dozen charities, click whether you plan to run, walk or bike, and start moving. The app will track your distance, and the Charity Miles company will enlist sponsors to reward your chosen charity with a donation for your hard work.

charitymiles.org

GoMeals



Using a plate graphic, this app can help you visualize how well you're meeting your daily nutrition needs. Log foods using a comprehensive database that includes more than 40,000 common foods and over 20,000 restaurant meals, view nutrition facts, and see what percentage of your current calorie intake is from carbohydrate, fat and protein.

gomeals.com

Fooducate



This app helps improve nutrition choices by providing a thorough look at the foods you eat. Search for foods or scan bar codes to get a comprehensive profile, including nutrition facts, tips and notes, a health grade, and even the percentage of other Fooducate users who like a food. Tap to get a list of healthier options or add a product to your shopping list.

fooducate.com



FITNESS TRACKERS CAN BE A GREAT MOTIVATOR!

Encourage your employees to check out our discounts on fitness trackers available through SpecialOffers. Fitness trackers can be a great facilitator of behavior change. By using a fitness tracker, employees can track their daily movement and activities, and even check their heart rates. They could be just what they need to keep a healthier lifestyle on track!



Additional resources to share with employees



The Weight Center at Anthem

This helpful resource connects employees to information on topics like fitness tips, healthy eating tips and ways to take care of your emotional health and well-being to be your very best self. To access the center, employees need to visit anthem.com/theweightcenter and either register or log in to their Anthem account.



ChooseMyPlate.gov

ChooseMyPlate.gov provides your employees with practical information to help them build healthier diets with resources and tools for dietary assessment, nutrition education and other user-friendly nutrition information.



SpecialOffers from Anthem

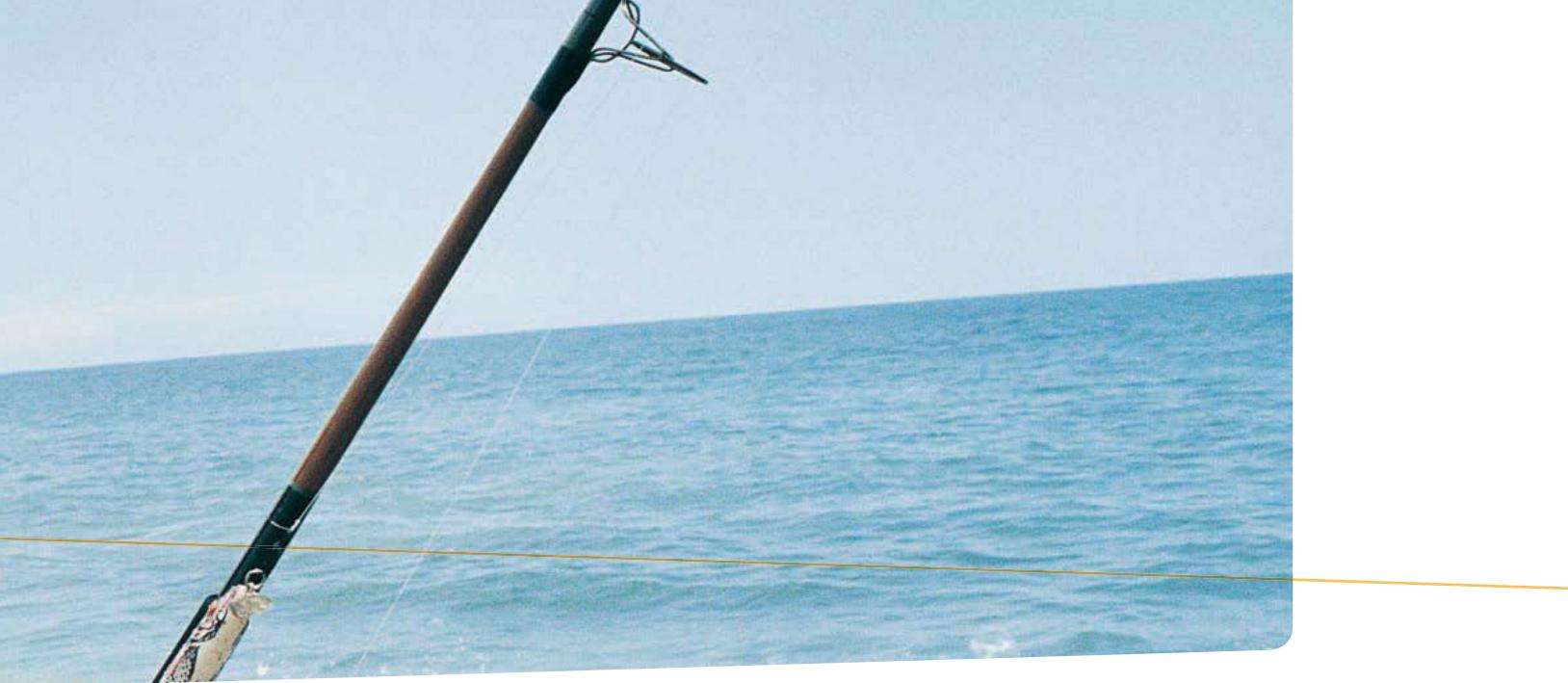
Remind your associates about all the extras they're entitled to as Anthem members. We offer a number of discounts for weight loss programs, fitness trackers and more. They can find out more in the discount section on anthem.com, once they log in.

You want them to be well. Help them work towards that.

A healthy workforce is important to you. It's important to us, too. That's why Anthem works with companies like yours to instill a culture of health in the workplace. This Heart Health Kit is one way we're carrying this through. Use it, and your whole company can make a move toward better health.



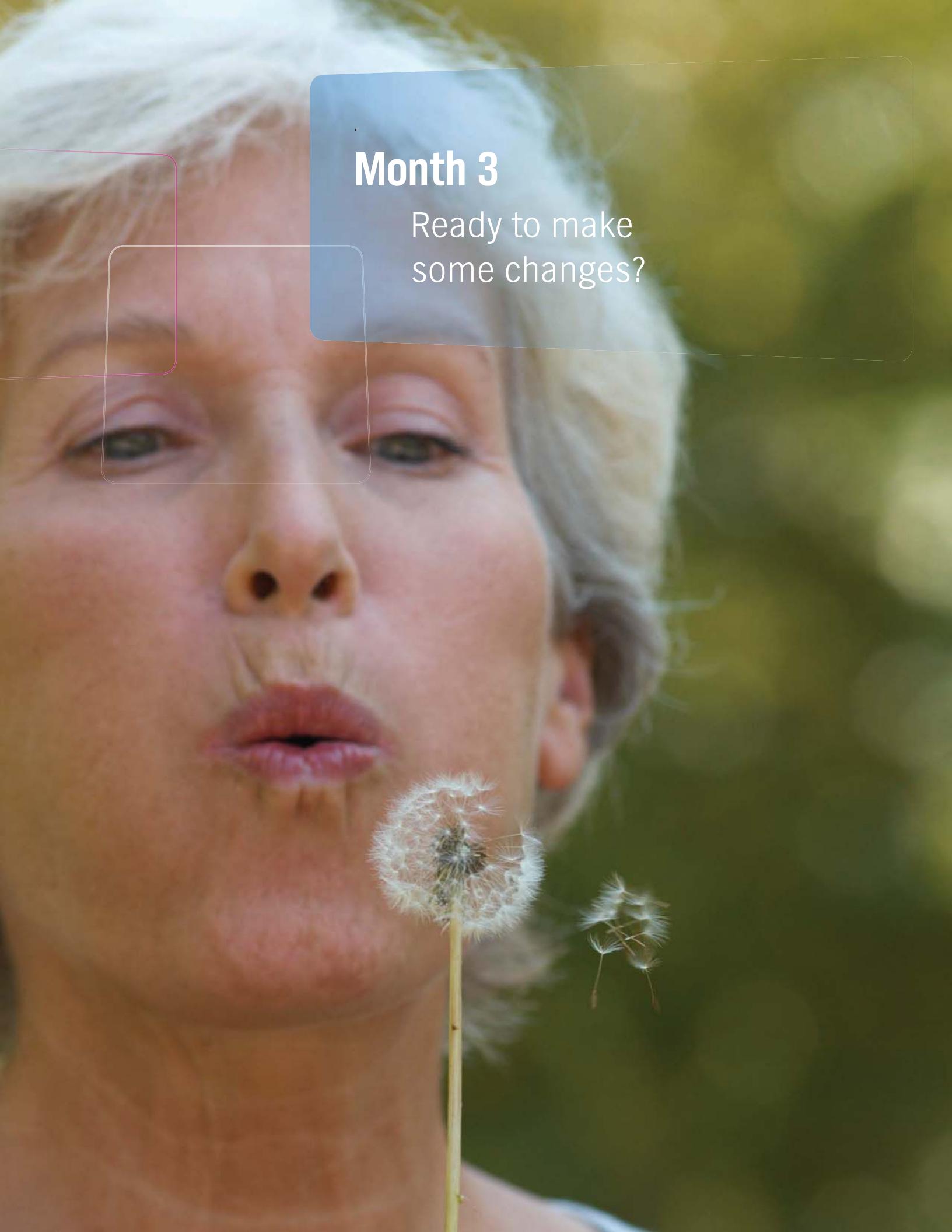
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Need more help?

If you're struggling with heart disease, Anthem can give you some extra help. It's called ConditionCare and it's a special program for Anthem members with heart disease.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.



Month 3

Ready to make
some changes?

Resources for month 3

Email or letter for employees (next page)

This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article

This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- o [High cholesterol overview](#)

Poster

Print this poster and place it around your company's building:

- o [Pass \(on\) the salt](#)

ConditionCare: heart disease

This flier invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

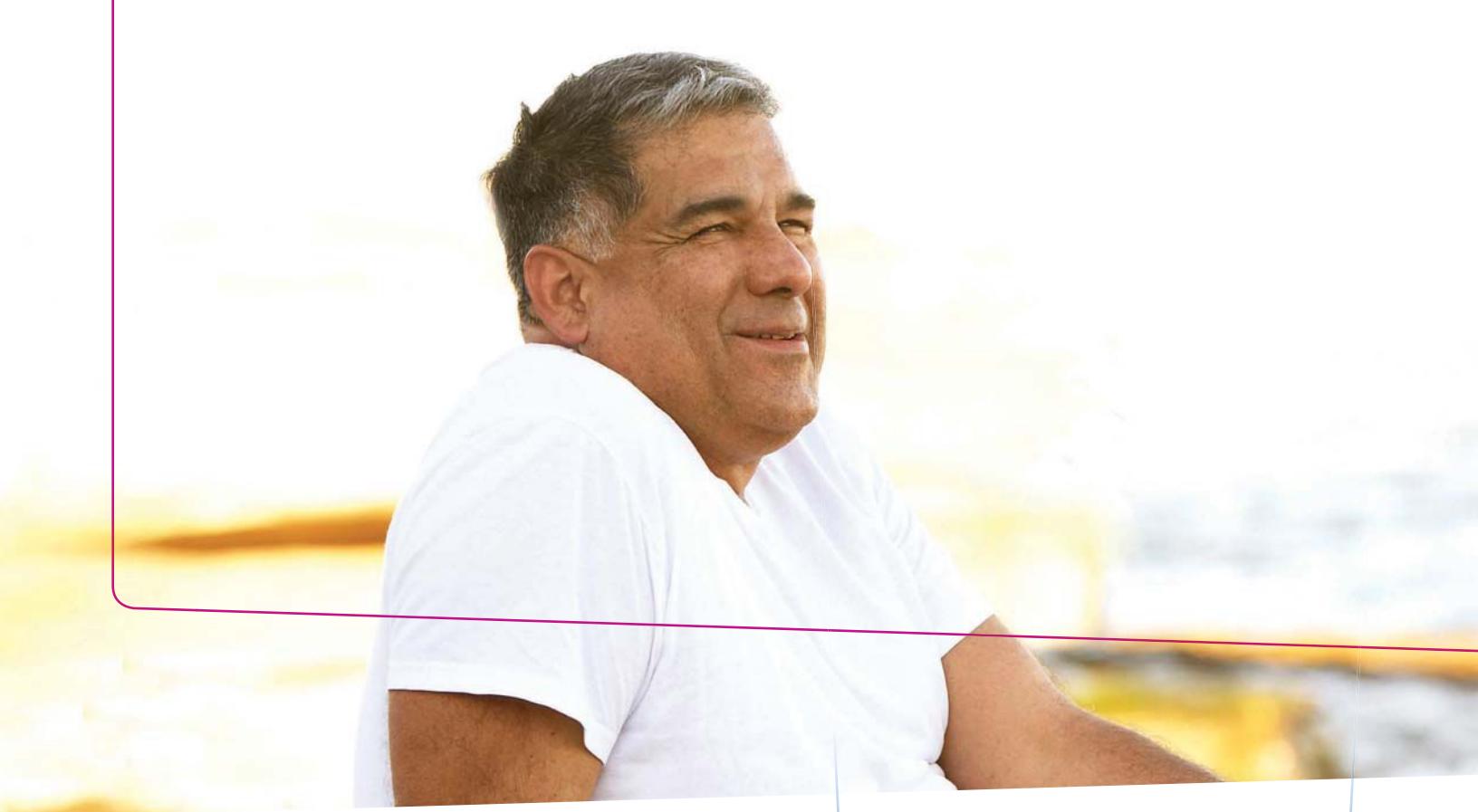
- o [ConditionCare: Heart Failure](#)

Sign up for a Lifestyle Improvement ProgramSM

Lifestyle Improvement Programs are self-paced and help your employees make some positive changes, such as losing weight, exercising and quitting smoking. By making these changes, employees can have a healthier heart and a longer life.

Here's how they can sign up:

1. Log in to [anthem.com](#).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Coronary Artery Disease (CAD)."
5. On the left-hand side of the page, click on "Wellness Tool Kit."
6. Under "Lifestyle Improvement," select a Lifestyle Improvement program to get started.



Month 3: Ready to make some changes?

Dear <INSERT COMPANY NAME> Employee,

As you've been learning more about heart disease, perhaps you've been thinking about making some changes in your life.

Would you like some help to get started? If so, you should check out Anthem's Lifestyle Improvement Programs.SM

These online programs allow you to go at your own pace and make positive changes, such as exercising, losing weight and quitting smoking. By making these changes, you can have a healthier heart and a longer life.

Here's how you sign up:

1. Log in to anthem.com.
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Coronary Artery Disease (CAD)."
5. On the left-hand side of the page, click on "Wellness Tool Kit."
6. Under "Lifestyle Improvement," select a Lifestyle Improvement program to get started.

What is high cholesterol and what do the numbers mean?

Let's take a moment to learn about high cholesterol, how it affects your heart and what the different numbers mean.

Check out the article "High cholesterol overview" to understand the different kinds of cholesterol and what to keep an eye on when it comes to the numbers.

Want to send this email to your employees?
Just click [here](#) to copy the content.

Need more help?

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Month 4

Let's keep it simple

Resources for month 4

Email or letter for employees (next page)

This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article

This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- o [Women and heart disease](#)

Multimedia content

Your employees can watch a video about "Heart disease facts: what every woman should know."

- o [Heart disease facts: what every woman should know \(link to video\)](#)

ConditionCare: heart disease

This flier invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

- o [ConditionCare: Heart Failure](#)

Online resources

Encourage your employees to visit [anthem.com](#) and load up on great resources for those who are concerned about heart disease.

1. Log in to [anthem.com](#).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Coronary Artery Disease (CAD)."
5. Read the articles under "Prevention."



Month 4: Let's keep it simple

Want to send this email to your employees?
Just click [here](#) to copy the content.

Dear <INSERT COMPANY NAME> Employee,

By now, you've probably figured out that it's best to keep things simple when it comes to heart disease. Making a few small steps can add up to big rewards like a healthier heart and a more active lifestyle.

Perhaps you or your spouse are dealing with heart disease. If so, check out "The heart truth for women" newsletter to learn more about this condition and how to manage it.

You can also watch a video about "Heart disease facts: what every woman should know:"

- o [Heart disease facts: what every woman should know \(link to video\)](#)

You can find out more about heart disease at [anthem.com](#)

To get more information, just follow these steps:

1. Log in at [anthem.com](#).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Coronary Artery Disease (CAD)."
5. Next, read the articles under "Prevention."



Need more help?

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Month 5

Keeping a handle
on heart disease

Resources for month 5

Email or letter for employees (next page)

This introduces the campaign to your employees and explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article

This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- o [High blood pressure overview](#)

Multimedia content

Employees can also watch a video called "Say aloha to heart disease" and learn about steps they can take to manage heart disease.

- o [Say aloha to heart disease \(link to video\)](#)

ConditionCare: heart disease

This poster invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

- o [ConditionCare: Heart failure](#)

Online resources

Encourage your employees to visit [anthem.com](#) and load up on great resources for those who are concerned about heart disease.

1. Log in to [anthem.com](#).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Coronary Artery Disease (CAD)."
5. Read articles under "Complications."



Month 5:

Keeping a handle on heart disease

Dear <INSERT COMPANY NAME> Employee,

Taking care of small problems before they become big ones can make a huge difference in your life.

With heart disease, that's especially true. For example, you probably know that high blood pressure can lead to a heart attack. However, it's called the "silent killer" because high blood pressure doesn't usually have symptoms a person would notice.

To learn more about high blood pressure, read the article "High blood pressure overview."

You can also watch a video called "Say aloha to heart disease" and learn about steps you can take to manage heart disease.

- o [Say aloha to heart disease \(link to video\)](#)

You can find out more about heart disease at [anthem.com](#)

To get more information, just follow these steps:

1. Log in at [anthem.com](#).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Coronary Artery Disease (CAD)."
5. Next, read the articles under "Complications" that interest you.

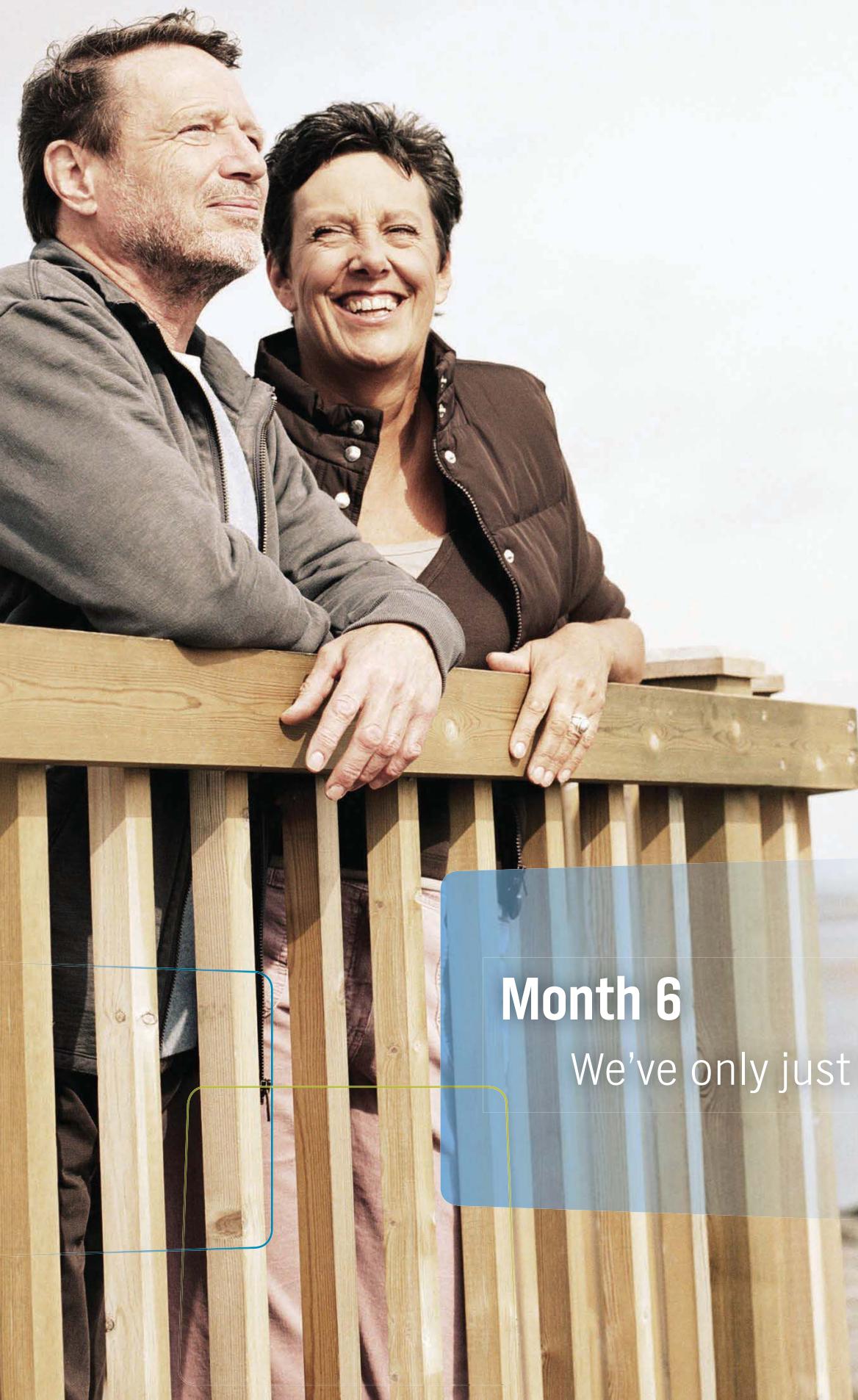
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To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.



Month 6

We've only just begun

Resources for month 6

Email or letter for employees (next page)

This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article

This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- o [Diet and stroke risk](#)

Poster

Print this poster and place it around your company's building:

- o [Stroke can affect anyone](#)

ConditionCare: heart disease

This flier invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

- o [ConditionCare: frequently asked questions](#)

Special activity (next page)

Test your employees' knowledge of heart disease and consider offering a prize for the person who answers all of the questions correctly first.



Month 6:

We've only just begun

Want to send this email to your employees?
Just click [here](#) to copy the content.

Dear <INSERT COMPANY NAME> Employee,

Can you believe that six months have already passed since we started the “Road to good health” heart disease awareness program? We hope that you’ve learned some important information about heart disease and made some small steps to health.

We want you to continue on your road to health. This is just a start. We’ve also included an article about “Diet and stroke risk” to help you see the connection between your diet and health.

As a refresher, try your hand at this quick quiz.

[OPTIONAL COPY] If you are the first person to answer all of the questions correctly, you’ll win a prize.

Heart disease quiz

(Note: Questions are based on articles; however, different questions can be used. Answers are: a, d, d, a and c.)

1. What is the most common type of heart disease?

- a. Coronary heart disease (CAD)
- b. Congestive heart failure
- c. Congenital heart disease
- d. None of the above

2. What is a common symptom of a heart attack?

- a. Chest pain
- b. Pain in your arms, neck back or jaw
- c. Shortness of breath
- d. All of the above

3. What causes high blood pressure?

- a. Being overweight
- b. Drinking too much alcohol
- c. Eating too much salt
- d. All of the above



4. Which of the following is considered an undesirable cholesterol level?

- a. HDL "healthy cholesterol" less than 40
- b. Triglycerides above 150
- c. Total cholesterol profile (LDL/HDL/triglycerides) over 200
- d. All of the above

5. What is the leading cause of death in the United States?

- a. Cancer
- b. Obesity
- c. Coronary artery disease
- d. None of the above

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