Get Up & Move!

Community Activity

Series 1: February

The Heart Truth

The Heart Truth is a national awareness campaign for women about heart disease that was created in 2002. Its symbol, the Red Dress, was created with the campaign and urges women to be aware of heart disease. The campaign also created National Wear Red Day, which is celebrated every year on February 1st. This is a day where women nationwide can wear red to show their support for women’s heart disease awareness. The observance invites everyone to join in promoting the cause by wearing either a red dress or some other piece of red clothing or accessory.

Although your entire club may not all be able to wear red on February 1st, you can still promote awareness of heart disease in your community. Below is a list of activities that your club could organize to get your community more involved in The Heart Truth campaign:

• Organize a community heart walk with the help of other 4-H clubs and local businesses

• Distribute fact sheets and posters on heart health to local businesses

• Organize a heart health screening event at a faith-based institution, hospital, clinic, or health center

• Distribute posters and brochures about heart health to community centers, libraries, grocery stores, or physicians offices

• Organize a “Red Dress Evening” or “Red Dress Luncheon” at a local restaurant and have them serve heart healthy foods

• Talk to local beauty salons and spas about giving the message that women must take care of themselves both inside and outside; provide them with fact sheets and posters for them to distribute

• Contact a female legislative representative and ask her to issue a statement in support of a program or event you are planning for your community about heart health

• Encourage local colleges and universities to host a heart health forum

Remember that any activity you organize is not only meant to inform women, but should be used as a tool to promote heart health for everyone in your community!

(Source: www.nhlbi.nih.gov)