

American Heart Month Toolkit

Every Heart Counts

The Every Heart Counts campaign offers actionable tools to raise awareness, prevent heart disease, and address gaps in cardiovascular care.



abccardio.org |



ABCARDIO1

About the Campaign

February is both American Heart Month and Black History Month. This year, the Association of Black Cardiologists (ABC) is marking the moment with the Every Heart Counts campaign—focused on raising awareness about heart health, encouraging prevention, and advancing equitable access to high-quality cardiovascular care.

Throughout the month, ABC is highlighting education, early detection, and everyday habits that support long-term heart health, while continuing its longstanding role in addressing the conditions that determine who gets care, when, and where. The campaign also honors Black leaders whose work has shaped cardiovascular care and expanded opportunity within the field.

ABC recognizes—and has long documented— that heart health outcomes vary across communities due to structural barriers, access gaps, chronic stress, and the availability of culturally responsive care.

Every Heart Counts reflects ABC’s five-decade commitment to addressing cardiology deserts, advancing prevention, and ensuring evidence-based heart care reaches communities too often left out of traditional systems.

Every step matters.
Every heart counts.

How to Use This Toolkit

- ✓ Use the 7 Steps to a Healthy Heart to offer clear, actionable guidance
- ✓ Share the social media posts and graphics on your personal or organizational platforms
- ✓ Personalize the Member Spotlight graphic to highlight your role and commitment during Heart Month
- ✓ Send the sample email to patients, colleagues, congregations, or community networks

7 Steps to a Healthy Heart

The 7 Steps to a Healthy Heart offer practical guidance focused on prevention, awareness, and everyday habits.

ABC will be sharing one step at a time throughout American Heart Month. Each step is designed to meet people where they are and support long-term heart health.

Members and partners are encouraged to share the graphics and messages as they are released.

ABC
Association of Black Cardiologists, Inc.
Serving the Hearts and Minds of a Diverse America

7 STEPS TO A HEALTHY HEART

African Americans die of heart disease at a 30% higher rate than other Americans.

The good news is that you have control over some risk factors that cause heart disease. Get started by following these 7 Steps to a Healthy Heart.

- 1 Access health care services and education.**
Visit your health care clinician at least once a year.
- 2 Take charge of your blood pressure.**
Normal blood pressure is less than 120/80.
- 3 Control your cholesterol.**
Total cholesterol should be less than 200 and LDL-C cholesterol should be less than 100.
- 4 Track your blood sugar.**
Normal fasting blood sugar should be less than 100.
- 5 Don't use tobacco.**
Make a quit plan and get lots of support.
- 6 Eat smart and enjoy regular exercise.**
Aim for at least 150 minutes of moderate physical activity each week. Enjoy balanced meals with at least four servings of fruits and vegetables each day.
- 7 Be spiritually active and reduce stress.**
Practice mindfulness on a regular basis and actively engage in ways to reduce stress.

Your efforts toward living a more active and fulfilling life will inspire others in your family and community.

The end goal: Better heart health for you and for the generations that follow.

abcario.org

Social Media Messages

Post Option 1

Instagram

This American Heart Month, the Association of Black Cardiologists is encouraging people to take action—starting with awareness, prevention, and everyday choices that support heart health. One step can make a difference.

Follow @abcardio1 to stay connected and learn more throughout the month.

#EveryHeartCounts #AmericanHeartMonth #HeartHealthForAll

Facebook

Heart health improves when communities have access to information, prevention, and care they can trust.

This month, the Association of Black Cardiologists is sharing tools, education, and practical guidance to support heart health across communities.

Follow @abcardio to stay connected and learn more throughout the month. Every heart counts.

#EveryHeartCounts #AmericanHeartMonth #HeartHealthForAll

LinkedIn

Access to information and care continues to shape who lives longer—and who doesn't.

This American Heart Month, the Association of Black Cardiologists is highlighting education, prevention, and pathways to care—because access should never determine outcomes.

Follow ABC to stay engaged with resources, education, and community-centered guidance throughout the month. Every heart counts.

#EveryHeartCounts #AmericanHeartMonth #HeartHealthForAll #HealthEquity

Social Media Messages

Post Option 2

Instagram/Facebook

Heart health is stronger when communities show up together. This month, the Association of Black Cardiologists is sharing tools, education, and practical guidance to support heart health across communities.

Join the conversation and follow @abc cardio1 throughout American Heart Month. Every heart counts.

#EveryHeartCounts #AmericanHeartMonth #HeartHealth

LinkedIn

Heart health outcomes improve when communities engage together. Throughout American Heart Month, the Association of Black Cardiologists is sharing education, tools, and practical guidance to support prevention and long-term heart health.

Follow ABC to stay connected to this work. Every heart counts.

#EveryHeartCounts #AmericanHeartMonth #HeartHealth
#CommunityEngagement

Social Media Messages

Post Option 3

Instagram/Facebook

Access to information and care continues to shape cardiovascular outcomes. During American Heart Month, the Association of Black Cardiologists is highlighting education, prevention, and pathways to care—while addressing persistent gaps in access.

Follow ABC for updates and resources throughout the month. Every heart counts.

#EveryHeartCounts #HealthEquity #HeartHealthForAll
#CardiologyDeserts

LinkedIn

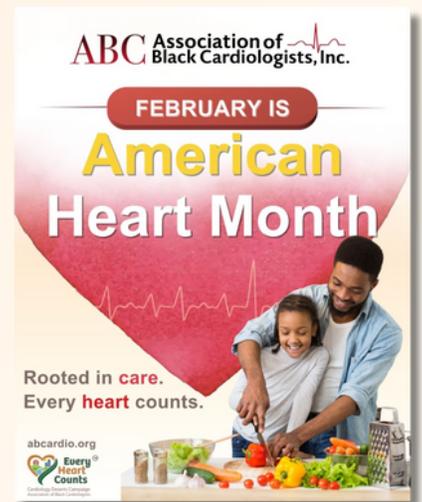
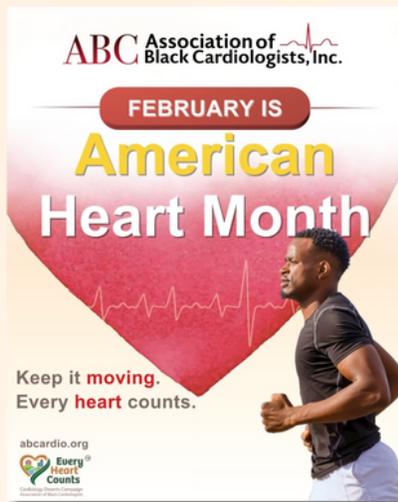
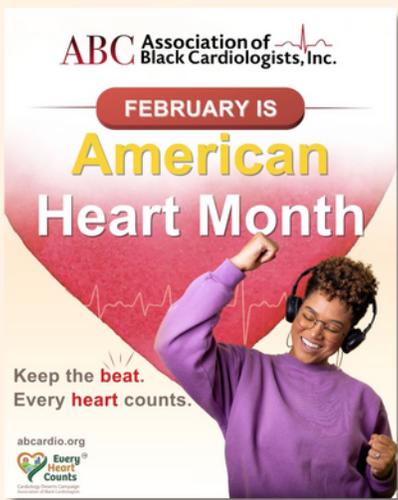
Access to information and care continues to shape cardiovascular outcomes. During American Heart Month, the Association of Black Cardiologists is highlighting education, prevention, and pathways to care—while addressing persistent gaps in access.

Follow ABC for updates and resources throughout the month. Every heart counts.

#EveryHeartCounts #HealthEquity #HeartHealthForAll
#CardiologyDeserts

Graphics

Use these graphics to help spread the message throughout American Heart Month. They can be shared on social media, included in newsletters, or used in presentations and community outreach to support conversations around heart health, prevention, and equity.



Click images or links below to download in Canva

[Graphic 1](#)

[Graphic 2](#)

[Graphic 3](#)

Member Spotlight

How to Customize in Canva

1. Open the [Canva template link](#)
2. This creates a personal copy in your Canva account
3. In your copy, replace:
 - o Photo
 - o Name
 - o Title or role
 - o Complete the sentence prompt
4. Click **Share** and then **Download** your design as a JPG or PDF

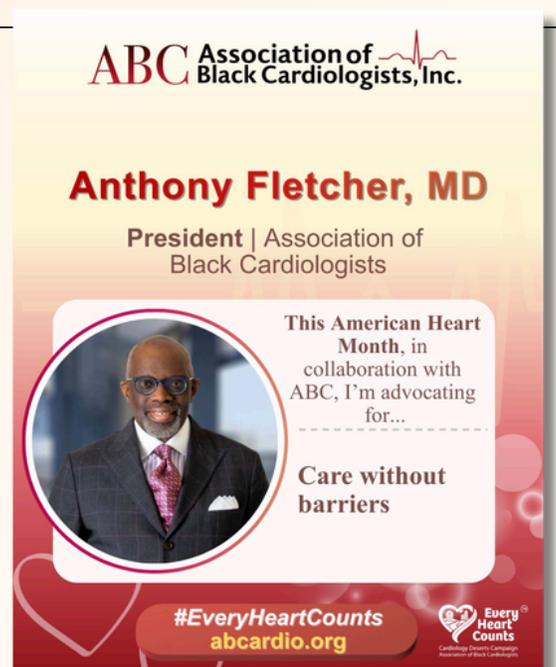
Sentence Prompt to Complete

“This Heart Month, in collaboration with ABC, I’m advocating for...”

Examples:

- Access
- Health Equity
- Early Detection
- Education
- Screening
- Community Trust
- Patient Advocacy
- Heart Health Awareness
- Cardiovascular Research
- Better Outcomes

Choose a word or short phrase that reflects what matters most in your work or community.



Email Outreach

Version 1 - Community

Audience: Patients, clients, congregations, community members, general public

Subject: American Heart Month | Every Heart Counts

February is American Heart Month, and the Association of Black Cardiologists has launched the Every Heart Counts campaign to raise awareness about heart health, prevention, and access to care.

Throughout the month, ABC is sharing tools and resources designed to meet people where they are—recognizing that heart health looks different across communities and is shaped by access, daily stress, and available support.

Resources include:

- The 7 Steps to a Healthy Heart Guide
- Educational materials focused on prevention and early detection

These tools are meant to support informed conversations and everyday actions that protect heart health.

Community and patient resources are available here:

<https://abcardio.org/patient-resources/>

Heart health starts with awareness, information, and support. Every step matters. Every heart counts.

Stay connected with ABC:

Website: <https://abcardio.org>

Instagram: <https://www.instagram.com/ABCARDIO1>

Facebook: <https://www.facebook.com/ABCARDIO1>

LinkedIn: <https://www.linkedin.com/company/association-of-black-cardiologists/>

Campaign Hashtags:

Use the campaign hashtags to follow and join the heart health conversation on social media.

#EveryHeartCounts #AmericanHeartMonth #HeartHealthForAll #Prevention #HealthEquity #BlackHealthMatters

[Name]

Association of Black Cardiologists Member

Email Outreach

Version 2 - Colleagues

Audience: Clinicians, researchers, educators, health professionals

Subject: American Heart Month | Every Heart Counts

February is American Heart Month, and the Association of Black Cardiologists is advancing the Every Heart Counts campaign—focused on prevention, early detection, and addressing persistent gaps in cardiovascular care, including cardiology deserts.

As a member of ABC, I support the organization’s role in translating data into action across education, research, professional development, and community engagement. Throughout the month, ABC is sharing tools such as the 7 Steps to a Healthy Heart, alongside professional resources that support evidence-based care and equity-driven practice.

Professional resources are available here:

<https://abcardio.org/career-development/>

For colleagues who are not yet members, ABC offers a strong professional community committed to advancing cardiovascular care, supporting professional growth, and addressing inequities that shape outcomes. Membership is available to all healthcare professionals and community advocates and provides opportunities to learn, lead, collaborate, and contribute to the future of heart health.

Learn more about ABC membership here:

<https://abcardio.org/membership/>

Stay connected with ABC:

 Website: <https://abcardio.org>

 Instagram: <https://www.instagram.com/ABCARDIO1>

 Facebook: <https://www.facebook.com/ABCARDIO1>

 LinkedIn: <https://www.linkedin.com/company/association-of-black-cardiologists/>

Campaign Hashtags:

Use the campaign hashtags to follow and join the heart health conversation on social media.

#EveryHeartCounts #AmericanHeartMonth #HeartHealthForAll #Prevention #HealthEquity
#BlackHealthMatters

Best regards,

[Name, Credentials]

Association of Black Cardiologists Member

Every Heart Counts

Every Step Matters



Stay Connected:



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