

# ***Make a healthy heart your goal:*** Encouraging women to lead an active, heart- healthy life

## **Toolkit for members**



## Introduction

Cardiovascular disease (CVD) is the number one killer of women, responsible for 8.6 million deaths annually. Physical inactivity is one of the leading risk factors for CVD and being physically active, together with eating healthily and banning tobacco use can make a real difference to help prevent CVD. *Make a healthy heart your goal* is a call to action first developed under the umbrella of Go Red for Women to encourage women and girls to reduce their risk for CVD by being active, in particular by exercising and playing sports such as football. The initiative started in partnership with UEFA (the Union of European Football Association) and their football competition UEFA Women's Euro 2013 that took place in Sweden from 10–28 July 2013, our member the Swedish Heart-Lung Foundation and the Swedish Football Association.

*Make a healthy heart your goal* has been promoted both internationally and in Sweden through: the website [www.worldheart.org/womenseuro](http://www.worldheart.org/womenseuro), PR activities in the run up to and during the competition as well as on the ground events and activities in Sweden such as CPR training sessions and educational activities in schools. In your country, you can take advantage of this opportunity too and we encourage you to leverage *Make a healthy heart your goal* and the campaign collateral to bring attention to your local women's campaign or start new activities. You can either decide to use the material and the attention generated by the campaign as a tool to highlight the importance of physical activity to women in your country, or develop your national version of *Make a healthy heart your goal* by working with local football partners.

Within the following pages, you will find all the necessary information about this exciting partnership and opportunity as well as material and ideas to join the *Make a healthy heart your goal* movement.

We hope that you will find this toolkit helpful and that it will inspire you to develop your existing women campaign or start new activities. It is a great opportunity to unite our efforts in the fight against CVD in women and progress toward our goal of reducing premature CVD mortality by 25 per cent by 2025, and more specifically on helping to achieve the World Health Organization's target of a 10 per cent relative reduction in prevalence of insufficient physical inactivity.

If you need any further information, please contact Léna Lagier: [lena.lagier@worldheart.org](mailto:lena.lagier@worldheart.org).

Thank you for your support, we are proud to work with you to protect the lives of women. We wish you all the best for the planning of your activities and look forward to hearing your success stories.

Johanna Ralston  
Chief Executive Officer, World Heart Federation

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## 1. The *Make a healthy heart your goal* campaign

### 1.1 *Make a healthy heart your goal*: about the campaign

UEFA, the World Heart Federation, the Swedish Heart & Lung Foundation and the Swedish Football Association came together at the 2013 Women's Euro to support the *Go Red for Women* campaign and its fight against cardiovascular disease (CVD), the number 1 killer of women. With the call to action "*Make a healthy heart your goal*", this campaign encourages women and girls to lead an active, healthy lifestyle and practice sports such as football to help reduce their risk of heart disease and stroke. Physical inactivity is one of the leading risk factors for CVD accountable for 3.2 million deaths globally. Encouraging women to be more active is crucial when it comes to tackling CVD, and football provides the ideal platform to educate women and girls on their risk and the actions they can take to avoid paying the penalty of an inactive lifestyle.

Thanks to *Make a healthy heart your goal*, we are disseminating the health message to a new audience – the football fans, while encouraging women and girls to be active and try playing football, an accessible sport for everyone and a fun way to get active. You can either integrate *Make a healthy heart your goal* to your existing women's campaign, or disseminate the campaign's message as part of your regular activities.

### 1.2 *Make a healthy heart your goal*: the activities

*Make a healthy heart your goal* has been first developed in relation with the UEFA Women's Euro 2013 that took place in Sweden from 10–28 July 2013, and many activities were planned both in Sweden and at the international level. In the lead up to the competition, the World Heart Federation and its partners advertised the campaign message through the media, their respective websites and social media channels, as well as through their networks. Several on-the-ground activities were planned in Sweden before the competition to engage communities and spread the campaign message to a large audience. Children were encouraged to be active and learned about the campaign through the Swedish version of the Muuvit platform, a school activity programme promoting a healthy lifestyle, and 20'000 mothers received information about CVD and were encouraged to take action. The football community was at the heart of this campaign too, with the local football clubs selling *Go Red for Women* pin's, the "trophy tour" featuring the *Make a healthy heart your goal* message and the support of Lotta Schelin, a striker for the Swedish team who accepted to be the face of the campaign. During the competition, fans had the opportunity to learn how to perform CPR in the fan zones and they were encouraged to walk to the stadia, while *Make a healthy heart your goal* will be profiled in stadium. You can access a [case study](#) about those activities as well as [a movie](#).

In 2014, activities are continuing with the organization of football tournaments for children by our [members in Kenya](#) and Portugal, the publications of postcards featuring health tips from football players and a social media campaign for World Heart Day.

We hope that you will share the important message of *Make a healthy heart your goal* in your country, and organize your own activities with your local football partners, helping women in your country to “make a healthy heart their goal”.

## 2. *Make a healthy heart your goal* in your country

The UEFA Women’s Euro took place in Sweden, but the *Make a healthy heart your goal* message is universal and we encourage you to join us in encouraging women to be more active to protect their heart. As a member, you have the opportunity to use, translate and add your logo to the ready-to-use *Make a healthy heart your goal* material. We hope that you will take this opportunity to spotlight the importance of physical activity, in relation to your local women’s campaign if indeed you are running one or as part of your general mission to fight CVD. You will find below all the necessary material, and the next section highlights some ideas to take this further and start working with football partners in your country. Please let us know by email ([lena.hassig@worldheart.org](mailto:lena.hassig@worldheart.org)) if you used any of the material and what the response has been.

### 2.1 Available material:

The following items are available for you to use and translate, and they can be downloaded on the *Make a healthy heart your goal* website [www.worldheart.org/womenseuro](http://www.worldheart.org/womenseuro) (under member toolkit and material):

- The campaign [key image and poster](#)  
Please note that you can translate it and add your logo on the left corner and/or your website, but as we would like to keep the campaign consistent, please contact us if you want to make any other modifications
- [The movie](#) on the making of the campaign key image, a [short movie presenting the campaign](#) used in stadia and [a case study movie](#) about the activities that took place in 2013.
- [Template messages](#) for social media
- Example of [press releases](#) to adapt
- Our [factsheet on women and CVD](#)
- Information about [physical inactivity](#)
- Our microsite [www.worldheart.org/womenseuro](http://www.worldheart.org/womenseuro) - please feel free to use any of the texts
- Please note that other resources on women and CVD are available on our [Go Red for Women toolkit for members](#)

### 2.2 Ideas to promote *Make a healthy heart your goal* and use the material:

Here are some ideas to use the material and spread the *Make a healthy heart your goal* message to your network:

- Post the *Make a healthy heart your goal* image and videos on your website and social media
- Use our template social media messages to spread the word through your online channels
- Disseminate and/or adapt the press release(s), post it on your website and send it to your network and media contacts
- Create a special page on your website featuring information about the campaign, physical inactivity and women and CVD
- Print and distribute the *Make a healthy heart your goal* poster at your events
- Organize an online contest: ask your contacts to show how they are “making a healthy heart their goal” by uploading pictures or sending a short summary

We appreciate your help in disseminating the campaign material and message. The next section gives you ideas to take this further and work with you local football partners.

### 3. Work with football partners

If you believe, as we do, in the potential of encouraging women to be more active by playing football, we encourage you to develop new partnerships with your local football partners such as football clubs or national football associations. It will help you reach new audiences and benefit from the popularity of football, while developing relationships with a partner who share your objective, encouraging women to be active and play sport. In Sweden and for *Make a healthy heart your goal*, the World Heart Federation and our Swedish member the Heart and Lung Foundation developed a very fruitful relation with UEFA and the Swedish Football Association, engaging football players, local clubs or even stadia to the campaign. Download the [case study](#) and [the movie](#) to learn more.

Here are some ideas to start something similar in your country:

- Partner with the National Football Association and/or local clubs:  
Contact these organizations and explain the concept and objective of *Make a healthy heart your goal* to them: encourage women to be active and play football as a way to take care of their heart. Please note that UEFA can help introduce you to Football Associations in Europe. Email [lena.hassig@worldheart.org](mailto:lena.hassig@worldheart.org) if you are interested in running this campaign and would like an introduction to your local football association. Together, you can organize activities to raise awareness about CVD and encourage women and girls to be active and play sports such as football. Here are some ideas to help inspire you:
  - Organize a free football training session for women and girls that both partners can mobilize through their networks, followed by a heart-healthy snack and a talk about CVD in women
  - Disseminate the *Make a healthy heart your goal* and/or your Go Red for Women material in clubs
  - Sell Go Red for Women pin’s in football clubs and distribute supporting educational material
  - Organize a football tournament for children – including girls ([contact us](#) if you want to learn more and get inspired by the [projects from our members in Kenya](#) and Portugal)
  - Make presentations, for example by a heart disease survivor, in football clubs

- Advertise *Make a healthy heart your goal* messages on billboards, screens, match programmes or other platforms during football games
  
- Partner with a football team
 

You can approach the national or a local football team, and engage the players to be ambassadors of the campaign and spread the word that playing sport such as football can help protect the hearts of women from CVD, their number 1 killer. Here are some ideas to work together:

  - Organize a photo shoot with the players of the team wearing red (or an element linked to Go Red for Women if red is associated to a competing team), for example before a competition, and invite some of the media or prepare a press release about this
  - Invite the team to visit a school, play a game with children and tell them about the importance of physical activity
  - Ask them to be the ambassadors of the campaign and use their popularity to bring attention of the football fans, the population and/or the media on the campaign.

As inspiration and an excellent case study on how partnerships with football teams can be effective in disseminating heart-healthy messages, the World Heart Day activities from our member the Spanish Heart Foundation have been endorsed by the Atlético de Madrid Football Club Association. Players came to support the cause during World Heart Day, and the player Mario Suárez also recorded a video in order to explain how you can improve your heart health: <http://www.fundaciondelcorazon.com/actualidad/dia-mundial-del-corazon/dia-mundial-del-corazon-2011.html>
  
- Partner with stadia:
 

Encouraging stadia to be a healthy place for fans can make a difference and leave a long-lasting legacy in your country. Our partner Healthy Stadia promotes the health of those who work and visit sports stadia, and those who live in surrounding communities. If you are interested in making your stadia a heart-healthy place by promoting, for example, healthy food and a strict non-smoking policy, Healthy stadia can help you contact the stadia and give support and advice to make this change. Learn more on <http://www.healthystadia.eu/> and contact us or directly [matthew.philpott@healthystadia.eu](mailto:matthew.philpott@healthystadia.eu)

[A case study on the project](#) in Sweden is available for further information, and you can see pictures and details of the [tournament organized in Kenya here](#).

Please don't forget to keep us posted by email ([lana.lagier@worldheart.org](mailto:lana.lagier@worldheart.org)) if you are initiating contact with football partners. We will be pleased to assist you wherever we can and report your success stories in our network.

## 4. Appendix

### 4.1 Go Red for Women letter of agreement

If your organization has not signed the Go Red for Women letter of agreement with the World Heart Federation yet, it is available for [download here](#). Please fill, print, sign and send **by post** 2 copies of the letter to:

World Heart Federation  
7 rue des Battoirs  
1211 Geneva  
Switzerland