



American  
Heart  
Association.

**Live Fierce™**  
Take Action



**30**  
*Days of Heart*

Locally sponsored by:





The best time to plant a tree was 20 years ago. The second best time is now.  
*-Chinese Proverb*





The secret of getting ahead is getting started.  
*-Mark Twain*



We can do anything we want to if we stick to it long enough.  
*-Helen Keller*

A close-up shot of a person's hands writing in a notebook. The person is holding a black pen and writing on a lined page. The notebook is open, and the page number '29' is visible. The background is a blurred outdoor setting.

# Welcome to 30 Days of Heart!

Colonial Penn proudly supports the American Heart Association and its 30 Days of Heart initiative.

In our role to protect customers' life, health and retirement needs we see firsthand the impact cardiovascular diseases have on individuals and communities. That's why we are proud to support the American Heart Association's mission to be a relentless force for a world of longer, healthier lives.

One simple, yet effective, way to take control of your heart health is by tracking healthy habits. By documenting your daily activities, such as exercise routines, dietary choices, stress management techniques, and other lifestyle factors, you can gain valuable insights into your heart health journey. We encourage you to use this 30 Days of Heart journal to track your challenges and successes, all while learning useful tips to help you make informed choices and maintain a heart-healthy lifestyle. Invite your friends, family, and coworkers to download this booklet and take the challenge along with you.

Join others engaged in this program by sharing updates on social media using the hashtag #30DaysofHeart and tagging @ColonialPenn. We wish you all the best as you take your first step in this 30-day journey!

Best Regards,  
Jonathan Lawson  
Insurance Professional & Dedicated Employee

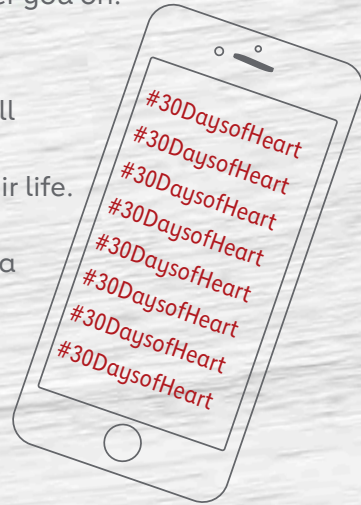


# Let's get physical digital

30 Days of Heart is a journey with you, yourself, and your heart. We invite you to join the conversation online at [30DaysOfHeart.org](http://30DaysOfHeart.org) or search for hashtag **#30DaysOfHeart** and tap into a larger network of support, because you are not alone, and other hearts are waiting to cheer you on.

Maybe you know someone in a similar situation and they need this challenge more than you. Maybe they'll be inspired to better their heart because they see you bettering yours. Maybe, just maybe, that will save their life.

Share what you're comfortable with sharing. The extra cheer from loved ones will push you further and may inspire others to live healthier too!



## Life's Essential 8<sup>®</sup>

Want to get healthier but don't know where to begin? It's easier than it seems! We've broken down healthy living to the seven most meaningful and trackable health indicators, called Life's Essential 8<sup>®</sup>. These eight steps can lead to BIG changes. Take a health assessment on [MyLifeCheck.org](http://MyLifeCheck.org) to see how you're doing.



\*30 Days of Heart should not replace a personalized medical plan, so be sure to speak with your doctor about the program to make sure it is right for you.\*

# Pre-challenge checklist

## Be prepared:

You wouldn't run a marathon without training or take a test without studying. So make sure to review 30 Days of Heart and prepare for what's to come. Go grocery shopping. Create calendar alerts. Visualize the next thirty days of living heart-healthier.

## Get accountable:

Ask a trusted companion to keep you on track. This person has your permission to check-in and gently nudge you forward, in a loving way of course. Select a significant other, friend, family member, coworker, mentor – anyone who gives you strength. Their role is to help you stay the course, or better yet, take the challenge with you!

## Select a start date:

You can start today, but you'll do best when you choose an ideal time. The beginning of the month can make it easier to follow along, but this is your heart, after all. Select a start date that best fits your lifestyle.

## Know your numbers:

Blood pressure is one of the best indicators of heart health. Before starting 30 Days of Heart, visit a local pharmacy or YMCA and take a reading. This will tell you how your heart is doing and give you something to track over time.

## Rethink Tobacco:

Smoking puts you at higher risk of heart disease, stroke, and cancer. It also increases the risk for those around you. Do everyone a favor and cut back on tobacco during your 30 Days of Heart. Create a reasonable goal over the next month, whether that means slashing your tobacco use in half or quitting altogether.



# Pledge allegiance to your heart

I, \_\_\_\_\_, hereby pledge allegiance to my heart for the next thirty (30) days. I do this of my own free will because I am completely responsible for my body. I will not blame or criticize anyone, including myself, for my health and well-being. I will reflect on me and find ways to fulfill my needs that don't hurt my heart or the hearts of my loved ones. I will stay focused and keep going because living heart-healthy is a lifetime journey.

I am starting 30 Days of Heart for the following reasons:

- Better Overall Health
- To set an example for others
- More Energy
- Lower weight and BPI
- Manage blood pressure or cholesterol
- Reduce stress or blood sugar
- Look and feel better
- Minimize future health problems

Improving my heart will take time, but I will do my absolute best because I want to live a long and healthy life. I will learn healthier habits and put that knowledge to use long after the challenge is over.

Some hurdles I might face are:

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To deal with these hurdles, I plan to:

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**I put my heart first because** I want to be there for myself and my loved ones. And I can only do that if I'm taking care of my one big, beautiful, beating heart.

\_\_\_\_\_  
Participant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Date



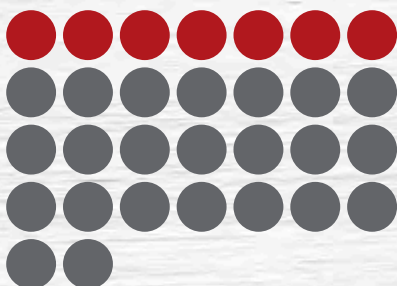
American  
Heart  
Association.

**Live Fierce™**  
Take Action

**WEEK 1**

# Lay a foundation

Ease your way into 30 Days of Heart by setting a tone for the entire month. These activities are ALWAYS good for your heart, so replicate them as often as possible!

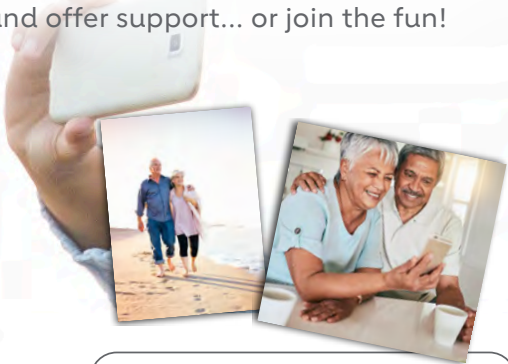




# Commit to a heart-healthier you!

Post a video with hashtag #30DaysofHeart.

Tell us who you are, where you're from, and why you want to live a long and healthy life. Invite your friends and family to follow along and offer support... or join the fun!



Share your video with hashtag #30DaysofHeart

RATE HOW YOU DID TODAY:



RECORD A WIN

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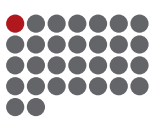
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AHA TIP

Research suggests that healthy lifestyles can spread through social networks, so whether you're a loner or a social butterfly, be loud and be proud.

# Hydrate yo-self

What zero-calorie liquid fuels every cell in our bodies?

Staying hydrated is super important. When Hydrated, the heart doesn't work as hard. If you feel hungry or are craving a snack, try drinking water first. It might just curb your appetite.



Show off your liquid oxygen  
#30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP

Take a reusable bottle to go. Add fresh fruit for flavor. Swap out sugary beverages all month long! Whatever you do, drink more water.





# Get a full night of rest

You deserve to feel refreshed! Avoid caffeine after 4pm. Ditch alcohol and snacks in the evening. Take a walk to burn energy. Turn off bright screens. Drink some sleepy-time tea. Use a white noise machine. Do whatever it takes to ease into sleep early enough to get a full night of rest.



Ask others for tips on catching extra ZZZ's  
#30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP

Most people need 6 to 8 hours of sleep each day. Too much or too little can increase the risk of cardiovascular problems.



# One serving of fresh fruits or veggies

Let's start with one — just one. But there's a catch... it must be FRESH. It can't be breaded, buttered, battered, fried, or canned. Fruits and vegetables are often high in vitamins, minerals and fiber and low in calories and sodium. Treat your body well. Eat the rainbow!



Share your colorful selection  
#30DaysofHeart



RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP

Research suggests that multivitamins and supplements are not as beneficial as a variety of fresh fruits and veggies.



# Stand up every hour

We are working from home more and more these days. Sitting for long periods is a big factor contributing to obesity and heart disease. Set an hourly reminder to stand-up and stretch those legs. Your heart will thank you for it.



Stand up and take a selfie!  
#30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



According to research, reducing sitting time by one to two hours each day could improve future cardiovascular health.



# Rest. Reflect. Review.

DAY 7

**Congratulations!** You survived Week 1 of your 30 Days of Heart. That wasn't so hard, was it? Record your successes and hurdles, and look ahead to next week.

○ Share your biggest  
Week 1 "WIN"  
#30DaysofHeart

RATE HOW YOU DID THIS WEEK



Successes:

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Hurdles:

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I got encouragement from:

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Favorite challenge:

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Least favorite challenge:

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I learned:

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I could've done better with:

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Week 1 final thoughts:

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Next week, I will:

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AHA TIP



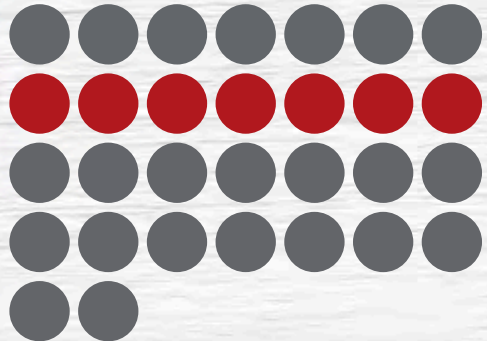
Follow the hashtag #30DaysofHeart and send hearts of support to strangers!

## WEEK 2



# Find your footing

In **Week 1**, you proved that a few small steps every day can lead to a healthier heart. This week builds on that foundation, so find your footing and move forward.





# Say no to sugary drinks

Most Americans consume nearly 20 teaspoons of added sugars each day — triple the recommended daily limit for women, and double for men. Sugary drinks are the top source of added sugars. Give up that sweet drink, say YES! to a healthier heart.



Show off your healthy drinks  
 #30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP

Rethink your drink! Alcohol, soda, juice, sweet tea, energy, and coffee drinks are often loaded with hidden calories and sugars.

# Keep it positive

Today, force yourself to smile when you don't feel like it. Take deep breaths when your blood pressure starts rising. Step away. Let go of frustrations. Negative self-talk creates stress, which can weaken the heart. A simple shift in perspective can make all the difference.



Ask your loved ones for positive energy!

#30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



A little less stress takes your heart a long way. Know this: You are enough, you are meant to shine.



# Try a new fruit or veggie

Fruits and veggies are at their best in season and sourced locally. We are lucky in Florida to have access to fresh and seasonal tropical fruits, so try something new like a mamey or a guava or a passion fruit.



Give it a crunch,  
and capture  
your reaction  
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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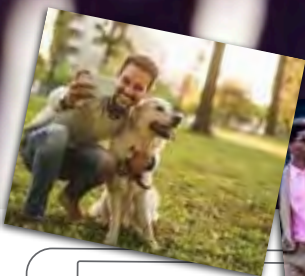


AHA TIP

Fruits and veggies usually contain no trans-fat, low saturated fat, and very little or no sodium.

# Take a 15-minute walk

**Busy day at work?** Walk around the building, or have a walking meeting. Going to the store? Park a little further, then keep moving for 15 minutes before browsing. Don't shop 'til you get enough!



Show us how you stroll!  
#30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP

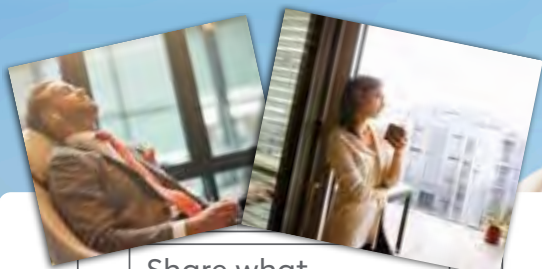



Research suggests that walking briskly can help your health as much as running.

# Call a time out!

At some point today, you might get frustrated, stressed or anxious. When your heart rate rises, call a TIME OUT. Count backward from 10.

Take a few deep breaths. Go on a walk or into another room to collect your thoughts. Call a friend, listen to music, or meditate.



Share what happened when you called a "Time Out" 

**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP

Research suggests that stress, hostility and depression may be associated with a higher risk of stroke, so give your heart a break!



# Go meatless

Did you know cholesterol is only found in animal byproducts, including eggs and dairy? It's possible to stay nourished while limiting or eliminating meat. Check out produce that's in season locally. Stick to whole grains, beans, fruit, veggies and leafy greens for a nutritious knock-out!



Show us your meatless plate #30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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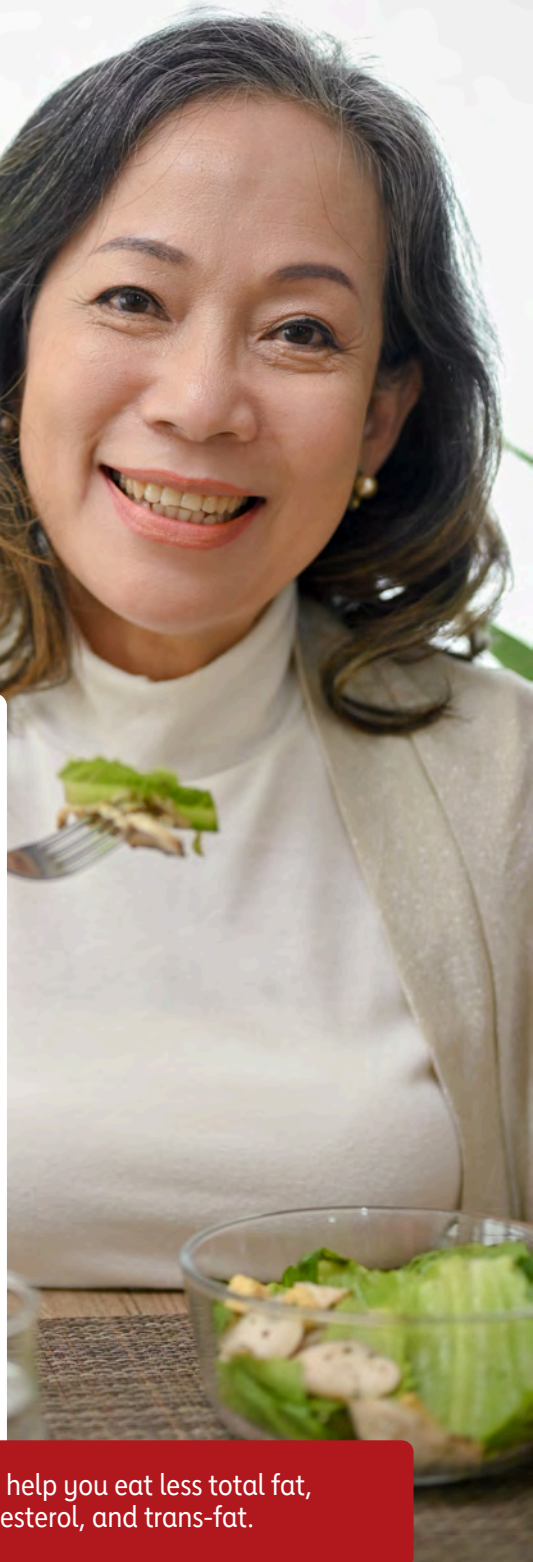
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AHA TIP



Skipping meat can help you eat less total fat, saturated fat, cholesterol, and trans-fat.



# Rest. Reflect. Review.

DAY 14

**Congratulations!** You conquered another week! Have you noticed a change in your energy level or mood? Record your successes and hurdles, and pat yourself on the back.

Share your biggest  
Week 2 "WIN"  
#30DaysofHeart

RATE HOW YOU DID THIS WEEK



Successes: \_\_\_\_\_

Hurdles: \_\_\_\_\_

I got encouragement from: \_\_\_\_\_

Favorite challenge: \_\_\_\_\_

Least favorite challenge: \_\_\_\_\_

I learned: \_\_\_\_\_

I could've done better \_\_\_\_\_

with: Week 2 final \_\_\_\_\_

thoughts: Next week, I will: \_\_\_\_\_



AHA TIP

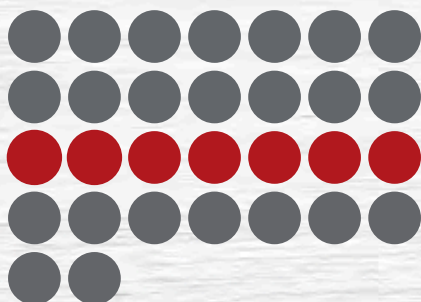


Search the hashtag #30DaysofHeart and start a dialogue with another heart champion.

# WEEK 3

## Step it up

**Halfway done!** You've laid the foundation, stood up, and found your balance. Now it's time to get that big, beautiful heart beating.





# Check your blood pressure

Stop by the nearest pharmacy, take a free blood pressure reading, and jot down your numbers. High blood pressure is the single most significant risk factor for heart disease. Arterial stress may lead to heart attack, stroke, heart failure and other serious health threats.



Invite others  
to learn their  
numbers too  
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



Nearly half of American adults have high blood pressure, meaning their systolic pressure (upper number) is higher than 130 or diastolic pressure (lower number) is higher than 80.

# Practice gratitude

Clinical trials indicate that the practice of gratitude can have dramatic and lasting effects in a person's life, such as lower blood pressure and improved immune function! At the end of the day, jot down three things that you were most thankful for. For bonus points, do this every day.



○ Tell us (or show us!) why you're thankful  
 #30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



Research suggests those with more gratitude have lower levels of inflammation and better heart health.

# Add color to a favorite recipe

Spoil yourself by eating your **ALL-TIME favorite dish**. What's the catch? Sneak in a fruits or veggies that weren't there before. See, that was easy! Fruits and veggies provide beneficial nutrients like vitamins, minerals, healthy fats, protein, calcium, fiber, antioxidants and other nutrients.



Don't just keep it to yourself. Show off that colorful dish!  
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



Need inspiration? Check out [Recipes.Heart.org](https://www.heart.org) for over 300+ heart-healthy recipes.

# Mindful meditation

Take a 15-minute break, sit quietly, and focus on your breath. Notice how your body feels. When your mind wanders – and it will – gently bring it back to the breath. Recent studies have offered promising results about the impact of meditation in reducing blood pressure. Ommm.



○ Tell others how it felt to meditate  
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



Meditation can help you manage stress, sleep better, feel more balanced, and even lower your risk of heart disease.



# Portion control

Let's get real. Our eyes are often bigger than our stomachs. About 70% of Americans are overweight or obese. Today, eat what you need and nothing more.



Show us  
your portions!  
#30DaysofHeart



RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



Use smaller plates. Take slow, mindful bites. Stop when you're satisfied but not stuffed, and cut out unnecessary snacks before bed.

# Get outdoors for an hour

Yes, an entire hour! Walking from vehicle to building does NOT count. Explore somewhere new, work in the yard, or go for a hike. Be alert to all of your senses, and let the therapy of nature refocus your mind and body. Don't forget to stay hydrated and be safe!



Show us the view!  
#30DaysofHeart 

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



Sunlight can improve your mood and boost your vitamin D.



# Rest. Reflect. Review.

DAY 21

**Week 3 is in the bag! Have you surprised yourself?** Have you started to develop new habits? Record your successes and hurdles, and get ready for the home stretch.

Share your biggest  
Week 3 "WIN"  
#30DaysofHeart

RATE HOW YOU DID THIS WEEK



Successes:

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Hurdles:

---

I got encouragement from:

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Favorite challenge:

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Least favorite challenge:

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I learned:

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I could've done better

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with: Week 3 final

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thoughts: Next week, I will:

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AHA TIP

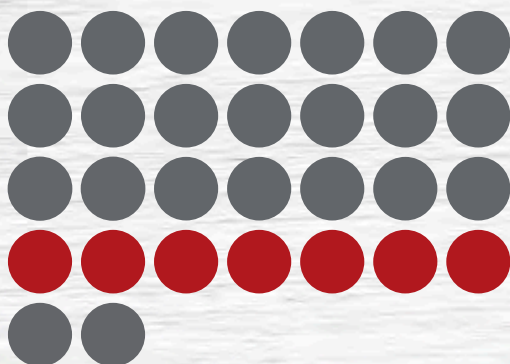


Explore the hashtag #30DaysofHeart, cheer others, and steal a few ideas for yourself!

# WEEK 4

## Full steam ahead

**Hear that?** It's the sound of your heart beating to the tune of a healthier you. Great job staying dedicated, but now it's time to hit full stride and turn up the heat!





# No added sugar

Added sugars are empty calories with zero nutrients, and can increase your risk of heart disease, obesity, high blood pressure, and high cholesterol. Good grief! Check food labels. Fresh fruit is fine, but avoid high-fructose corn syrup, honey, molasses, and even fruit juice concentrates.



Show us what sugary foods you tossed   
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



We recommend 6 tps (25g) or 100 calories of sugar a day for women, and 9 tps (38g) or 150 calories of sugar a day for men.

# Date night... with yourself!

Call the sitter, finish errands, turn off the screens, and do what brings you joy. Start an art project? Listen to a favorite album? Visit your favorite spot? Yes, yes, yes! Just one rule: No criticism. Instead, build yourself with positivity, forgiveness and acceptance. You deserve the very best version of YOU!



Tell us about your "self" date adventure  
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP




There's only one person who's there every minute of your life, and only one heart that keeps your blood pumping. Don't forget you!

# Fruits or veggies at every meal

It's good to add more fruits and vegetables for a variety of health benefits, including weight loss. To get the recommended servings every day, add color to each meal or snack throughout the day.



○ Show us your beautiful, colorful, tasty morsels  #30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



We recommend five servings of vegetables and four servings of fruit per day.



# Move more mindfully

Mindful movement such as yoga, tai chi and qi gong combine postures and movements with mental focus, breathing techniques, meditation or relaxation. Other forms of fitness like walking, running, dancing, and even hula-hooping can be done as a form of mindful movement.



Tell us how you moved mindfully today!  
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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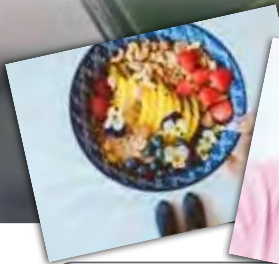
AHA TIP

Recent studies suggest that yoga might have benefits on heart rate, blood pressure, anxiety, and depression.



# 100% homemade eats

If it goes in your body, it can't come from a wrapper, can, or pre-packaged container. Knowing every ingredient that goes into your body makes it easier to reduce the sodium, sugar, and other ingredients that are hard on the heart. No one said being healthy was easy!



Brag about your homemade experiment, even if it was an epic fail  
#30DaysofHeart



RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP



Packaged foods often hide added sugar, unhealthy ingredients, and sodium preservatives for a longer shelf life.

# Get the blood flowing

Spend half an hour on moderate-intensity cardio to get your blood pumping. Break it into smaller minute segments if needed. Take the stairs. Do jumping jacks. Go for a brisk walk. Hit the elliptical. Just be sure to stay hydrated throughout the day and breathe deeply during your cool-down.



Show off your moves!  
#30DaysofHeart

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP

We recommend 150 minutes of moderate-intensity aerobic activity every week to reduce your risk of heart disease and stroke.



# Rest. Reflect. Review.

DAY 28

You dominated Week 4! Start thinking about how to keep the heart-healthy train steamrolling into the next thirty days. WARNING: If your belt fits more loosely around your waist, it may be time to find smaller pants.



RATE HOW YOU DID THIS WEEK



Successes:

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Hurdles:

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I got encouragement from:

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Favorite challenge:

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Least favorite challenge:

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I learned:

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I could've done better

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with: Week 4 final

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thoughts: Next week, I will:

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AHA TIP



Search hashtag #30DaysofHeart. Like. Love. Comment. Praise. Encourage. Lift. Cheer. Support.

## FINAL DAYS

Turn 30 Days of Heart into a lifestyle

You've done it! The hard work is over, but the journey is just starting. Your heart deserves many more months—years even—of healthy focus. Use the final days to begin weaving what you've learned into an ongoing, committed relationship with your heart.

# Start a heart journal

Log your blood pressure. Aim to do it monthly or weekly even. Record your progress. Find ways to track water and calorie consumption, minutes exercised, steps taken, hours slept, weight, and anything that can show how today fits into your lifelong heart journey.



Show us your journal with hashtag **#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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AHA TIP




Tracking your health can show progress over time and reveal patterns before problems arise.



# Become a heart advocate

**CONGRATS!** You've committed a full month to your heart. Take off those training wheels and create healthy habits, because we're in it for the long haul. Find ways to share what you've learned with others and, most importantly, be good to your heart.




Invite others to take the challenge   
**#30DaysofHeart**

RATE HOW YOU DID TODAY



RECORD A WIN

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**AHA TIP**

Your 30 Days of Heart might be over, but this is not the end. It's only the beginning...



You must do the thing  
you think you cannot do.  
*-Eleanor Roosevelt*



# Nailed it? Mail it!

We want to send you something special for completing 30 Days of Heart. How'd it go? Let us know which daily challenges you completed and ideas to make the program better. Your honesty is appreciated. Don't sweat if you missed a few days. Remember, no criticism. We hope you discovered simple and fun ways to take care of your heart.

- 1. Commit to YOU!
- 2. Hydrate Yo-Self
- 3. One Fruit or Veggie
- 4. A FULL Night of Rest
- 5. Break Up With Salt
- 6. Stand Up Every Hour
- 7. Week 1 – Rest. Reflect. Review.
- 8. Say NO to Sugary Drinks
- 9. Keep it Positive
- 10. Try a NEW Fruit or Veggie
- 11. 15-Minute Walk
- 12. Call a TIME OUT!
- 13. Vegetarian or Meatless
- 14. Week 2 – Rest. Reflect. Review.
- 15. Check Blood Pressure
- 16. Practice Gratitude
- 17. Add Color to a Recipe
- 18. Mindful Meditation
- 19. Portion Control
- 20. Outdoors for an Hour
- 21. Week 3 – Rest. Reflect. Review.
- 22. No Added Sugar
- 23. Date Night... with Yourself
- 24. Fruit or Veggie, Each Meal
- 25. Move More Mindfully
- 26. 100% Homemade Meals
- 27. Get the Blood Flowing
- 28. Week 4 – Rest. Reflect. Review.
- 29. Start a Heart Journal
- 30. Heart-Healthy Advocate!

Comments, Concerns, Suggestions:

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- Yes, please send me something special for completing 30 Days of Heart and information about the American Heart Association. Email to [pbcc@heart.org](mailto:pbcc@heart.org)

Name \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Your Mailing Address \_\_\_\_\_

We guarantee 100% privacy. information will not be shared.

**Mail to;**  
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American Heart Association  
4000 Hollywood Blvd., Ste. 170-N  
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**30**  
Days of Heart

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