

# Branding and Communications Guide 2021

Promoting Your  
Get With The Guidelines<sup>®</sup>  
or Mission: Lifeline<sup>®</sup> Award



American  
Heart  
Association.

Revised August, 2021



American  
Stroke  
Association.  
A division of the  
American Heart Association.

# Thank You!

Your dedication to improving patient care deserves to be celebrated. Because of your demonstrated success adhering to the latest treatment guidelines, your hospital, organization or EMS agency has received a Get With The Guidelines® or Mission: Lifeline® Performance Achievement Award. This is no small feat, so congratulations.

This document contains information, tools and guidelines to help you share your success with your organization and your community. The team at American Heart Association/American Stroke Association is a resource for you should you have any questions in your marketing or communications efforts.

From The American Heart Association® | American Stroke Association®



**American  
Heart  
Association.**



**American  
Stroke  
Association.**

*A division of the  
American Heart Association.*

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If your hospital, organization or EMS agency develops promotional materials that make any other claim or statement about Get With The Guidelines or Mission: Lifeline beyond the sample verbiage provided in this document or other template materials provided in the promotional kit, the product must be approved by the American Heart Association/American Stroke Association. An institution's materials will be reviewed for approval on an individual basis. This includes advertising, press releases and social media posts.

\*Please note: Award icons cannot be altered, taken apart, nor be laid out on top of a color or image.

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**To request approval, work  
with your local  
Get With The Guidelines/  
Mission: Lifeline  
Quality Improvement Specialist  
or send materials to:**

**[girecognition@heart.org](mailto:girecognition@heart.org)**

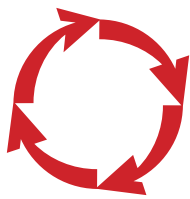
A minimum of 10 business days is required for review.

## EXPLAINING GET WITH THE GUIDELINES AND MISSION: LIFELINE

The following descriptions of Get With The Guidelines and Mission: Lifeline may be used in marketing materials developed by your hospital, facility, or organization:

Get With The Guidelines®/Mission: Lifeline® puts the unparalleled expertise of the American Heart Association and American Stroke Association® to work for hospitals nationwide, helping ensure the care provided to patients is aligned with the latest research-based guidelines based on the latest scientific evidence.

The American Heart Association and American Stroke Association's® Mission: Lifeline program focuses on helping communities and regions form effective coalitions of hospitals, ambulance services, non-transport medical first response agencies, emergency communications centers, emergency medical service regulatory/medical direction agencies, local government, local media, and payers.



American Heart Association®  
Get With The Guidelines®



American Heart Association®  
Mission: Lifeline®

## EXPLAINING GET WITH THE GUIDELINES AND MISSION: LIFELINE



American Heart Association.  
Get With The Guidelines.  
Stroke

Stroke, is an in-hospital program for improving stroke care by promoting consistent adherence to the latest scientific treatment guidelines.



American Heart Association.  
Get With The Guidelines.  
Heart Failure

This inpatient quality program strives to improve outcomes for heart failure patients including reduced readmissions; and increased healthy days at home.



American Heart Association.  
Get With The Guidelines.  
Resuscitation

Resuscitation provides a data foundation for the effort to double in-hospital survival from cardiac arrest. Users can analyze data by day, date, time, unit and more to plan for effective process improvement.



American Heart Association.  
Get With The Guidelines.  
AFib

Atrial fibrillation (AFib) affects millions of Americans, often leading to heart-related complications as well as increasing the risk for stroke fivefold. Get With The Guidelines® - AFIB is designed to help hospitals align patient treatment with the latest scientific guidelines; as well as monitor outpatient ablation procedures.



American Heart Association.  
Get With The Guidelines.  
Coronary Artery Disease

Get With The Guidelines® - CAD tracks AMI process data and supports the Mission: Lifeline STEMI program by striving to decrease the overall time to coronary reperfusion through systems of care implementation and engagement between STEMI Receiving Centers, EMS agencies and STEMI Referral Hospitals.

Developed with the goal to save lives and speed recovery, Get With The Guidelines® programs have touched the lives of more than 11 million patients since 2001.<sup>1</sup> Most hospitals that implement Get With The Guidelines realize measurable results, including improved patient outcomes and fewer recurring events. It's a difference that shows in the lives of patients and their families and in the satisfaction felt by caregivers empowered to do their best.

<sup>1</sup> Cumulative count of records in GWTG-Registries Powered by the IQVIA Registry Platform. The American Heart Association's Get With The Guidelines® registry is an online, interactive assessment and reporting system, powered by IQVIA in Cambridge, Massachusetts.

## EXPLAINING GET WITH THE GUIDELINES AND MISSION: LIFELINE



American Heart Association®  
Mission:Lifeline®  
EMS

Mission: Lifeline EMS recognition is a program designed to showcase Emergency Medical Service organizations across the nation for excellent STEMI care. Prehospital personnel are the first providers of care to patients suffering from cardiac emergencies. The role of EMS in the system-of-care for these patients is crucial and often sets the course for the patient's outcome. The Mission: Lifeline EMS recognition program launched in 2014 and continues to celebrate the achievement of the pre-hospital providers and their collaboration with each other and destination hospitals specific to STEMI patient care.



American Heart Association®  
Mission:Lifeline®  
Receiving Hospital

Mission: Lifeline Receiving Hospital recognition is designed to showcase hospitals who provide reperfusion support for STEMI's 24 x 7. These important facilities coordinate with a network of referring hospitals and emergency medical services to provide guideline directed STEMI and NSTEMI care for their community.



American Heart Association®  
Mission:Lifeline®  
Referring Hospital

Mission: Lifeline Referring Hospital recognition is designed to showcase hospitals at the front line – who do not have 24 x 7 cath lab availability, but work within the regional system, in collaboration with Emergency Medical Services to provide and/or transport patients for guideline directed STEMI and NSTEMI care. Hospitals of every size have a role in the System of Care.



American Heart Association®  
Mission:Lifeline®  
Stroke

Mission: Lifeline Stroke is a program for transforming stroke care by focusing efforts on connecting all of the components of acute stroke care into a smoothly integrated system that reinforces use of evidence-based guidelines, measures performance, identifies gaps, and engages in improvement projects at a systems level.

Mission: Lifeline is a national, community-based initiative improving systems of care for patients with ST-elevation myocardial infarction (STEMI), non-ST-elevation myocardial infarction (NSTEMI), stroke and out-of-hospital cardiac arrest. The program focuses on streamlining processes to speed the delivery of proper treatment for time sensitive cerebro-cardiovascular disease states.

The following descriptions May be used to describe your award in marketing materials developed by your hospital:

### **Bronze Recognition**

"Hospitals receiving the Get With The Guidelines® Bronze Performance Award have demonstrated a commitment to treating patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association® for one calendar quarter."

### **Silver Recognition**

"Hospitals receiving the Get With The Guidelines® Silver Performance Award have reached an aggressive goal of treating patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association® for one calendar year."

### **Silver Plus Recognition**

"Hospitals receiving Get With The Guidelines® Silver Plus Achievement Award have reached an aggressive goal of treating patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association® for one calendar year. In addition, those hospitals have demonstrated 75 percent compliance to (four out of ten heart failure quality measures or four out of seven stroke quality measures) during the 12-month period."

### **Gold Recognition**

"Hospitals receiving Get With The Guidelines® Gold Achievement Award have reached an aggressive goal of treating patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association® for 2 consecutive calendar years."

### **Gold Plus Recognition**

"Hospitals receiving Get With The Guidelines® Gold Plus Achievement Award have reached an aggressive goal of treating patients with 85 percent or higher compliance to core standard levels of care as outlined by the American Heart Association/American Stroke Association® for 2 consecutive calendar years. In addition, those hospitals have demonstrated 75 percent compliance to (four out of ten heart failure quality measures or four out of seven stroke quality measures) during the 12-month period."



The American Heart Association's Mission: Lifeline® program recognizes STEMI referring hospitals, STEMI receiving centers, and EMS agencies for their success in adopting the guidelines supporting Mission: Lifeline to improve quality of care for STEMI patients.

The following descriptions May be used to describe your award in marketing materials developed by your hospital and approved by the American Heart Association:

## **Mission: Lifeline Hospital Awards**

### **STEMI Bronze Recognition**

STEMI Referring Hospitals earn Bronze recognition for achieving 75% or higher compliance on all Mission: Lifeline® STEMI Referring Center quality measures for at least one consecutive 90-day interval to improve the quality of care for STEMI patients.

STEMI Receiving Centers earn Bronze recognition for achieving 85% or higher composite adherence to all Mission: Lifeline® STEMI Receiving Center quality achievement indicators for at least one consecutive 90-day interval and 75% or higher compliance on all Mission: Lifeline STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

STEMI Receiving Bronze Plus- STEMI Receiving Center also achieves at least 75% adherence during the same consecutive 90 day compliance as the Bronze award for the First Door-to-Device time <120 Minutes measure.

### **STEMI Silver Recognition**

STEMI Referring Hospitals earn Silver recognition for achieving 75% or higher compliance on all Mission: Lifeline STEMI Referring Center quality measures for a consecutive 12-month interval to improve the quality of care for STEMI patients.

STEMI Receiving Centers earn Silver recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Receiving Center quality achievement indicators with 75% or higher compliance, using aggregated 2017 data on all Mission: Lifeline STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

STEMI Receiving Silver Plus - STEMI Receiving Center also achieves at least 75% adherence for the same consecutive 12 month interval as the Silver award for the First Door-to-Device time <120 Minutes measure.

**Mission: Lifeline NSTEMI Hospital Recognition**

NSTEMI Bronze Hospital earns Bronze recognition for achieving at least one consecutive 90 day interval with 65% or higher adherence to the Dual Antiplatelet Therapy prescription at discharge and 75% or higher compliance on each of the other 4 quality measures.

NSTEMI Silver Hospital earns Silver recognition for achieving one consecutive year interval with 65% or higher adherence to the Dual Antiplatelet Therapy prescription at discharge and 75% or higher compliance on each of the other 4 quality measures.

NSTEMI Gold Hospital earn Gold recognition for achieving at least two consecutive years interval with 65% or higher adherence to the Dual Antiplatelet Therapy prescription at discharge and 75% or higher compliance on each of the other 4 quality measures.

### **STEMI Gold Recognition**

STEMI Referring Hospitals earn Gold recognition for achieving 75% or higher compliance on all Mission: Lifeline STEMI Referring Center quality measures for at least one consecutive 24-month interval to improve the quality of care for STEMI patients.

STEMI Receiving Centers earn Gold recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Receiving Center quality achievement indicators with 75% or higher compliance using aggregated 2017 data on all Mission: Lifeline STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

STEMI Receiving Gold Plus- STEMI Receiving Center also achieves at least 75% adherence for the same consecutive 24 month interval(s) as the Gold award for the First Door-to-Device time <120 Minutes measure.

**Mission: Lifeline EMS Awards:**

**Mission: Lifeline EMS Bronze Recognition**

Agencies earn Bronze recognition with a minimum of at least 4 STEMI patients transported directly to a STEMI Receiving Center for Primary PCI and/or STEMI Referring Hospital for fibrinolytic administration and for achieving 75% or higher adherence for at least one 90 consecutive day interval on all Mission: Lifeline® EMS quality measures to improve the quality of care for STEMI patients.

**Mission: Lifeline EMS Bronze Plus Recognition**

In addition to meeting the above requirements, the agency also achieved at least 75% of those patients who received a 12 Lead ECG (measure 1 numerator volume), the percentage of 12 Lead ECG's performed  $\leq 10$  minutes of EMS First Medical Contact on patients with an initial complaint non-traumatic chest pain/ACS symptoms who are  $\geq 35$  years of age.

**Mission: Lifeline EMS Silver Recognition**

Agencies earn Silver recognition with a minimum patient volume of at least 8 STEMI patients transported directly to a STEMI Receiving Center for Primary PCI and/or STEMI Referring Hospital for fibrinolytic administration and for achieving 75% or higher adherence over a consecutive 12 month interval, all Mission: Lifeline® EMS quality measures to improve the quality of care for STEMI patients.

**Mission: Lifeline EMS Silver Plus Recognition**

In addition to meeting the above requirements, the agency also achieved at least 75% of those patients who received a 12 Lead ECG (measure 1 numerator volume), the percentage of 12 Lead ECG's performed  $\leq 10$  minutes of EMS First Medical Contact on patients with an initial complaint non-traumatic chest pain/ACS symptoms who are  $\geq 35$  years of age.

**Mission: Lifeline EMS Gold Recognition**

Agencies earn Gold recognition with a minimum patient volume of at least 8 STEMI patients transported directly to a STEMI Receiving Center for Primary PCI and/or STEMI Referring Hospital for fibrinolytic administration and for achieving 75% or higher adherence over at least one consecutive 24 month interval all Mission: Lifeline® EMS quality measures to improve the quality of care for STEMI patients.

**Mission: Lifeline EMS Gold Plus Recognition**

In addition to meeting the above requirements, the agency also achieved at least 75% of those patients who received a 12 Lead ECG (measure 1 numerator volume), the percentage of 12 Lead ECG's performed  $\leq 10$  minutes of EMS First Medical Contact on patients with an initial complaint non-traumatic chest pain/ACS symptoms who are  $\geq 35$  years of age.

**Target: Heart Failure Honor Roll**

Hospitals achieving all five Target: Heart Failure care components for 50 percent or more of eligible patients with heart failure discharged from the hospital consistent with the time frame that is associated with the achievement award being submitted.

**Target: Stroke Honor Roll**

Hospitals achieving Time to Intravenous Thrombolytic Therapy  $\leq$  60 minutes in 75% or more of applicable acute ischemic stroke patients to improve quality of patient care and outcomes.

**Target: Stroke Honor Roll Elite**

Hospitals achieving Time to thrombolytic therapy  $\leq$  60 minutes in 85% or more of applicable acute ischemic stroke patients treated with IV tPA to improve quality of patient care and outcomes.

**Target: Stroke Honor Roll Elite Plus**

Hospitals achieving Time to Intravenous Thrombolytic Therapy  $\leq$  60 minutes in 75% of eligible patient treated in equal to or less than 45 minutes AND 50% of eligible patient treated in equal to or less than 30 minutes.

**Participants in the Get With The Guidelines or Mission: Lifeline programs may not use the American Heart Association/American Stroke Association Heart and Torch logo on any materials, including digital materials. The American Heart Association/American Stroke Association name and/or logo may not be used by any organization without prior approval by the American Heart Association/American Stroke Association.**

The American Heart Association/American Stroke Association name may be used in text only if approved by the American Heart Association/American Stroke Association, prior to use. Please forward any requests for text approval usage that falls outside recommended language as outlined above to your regional Get With The Guidelines contact or to [qirecognition@heart.org](mailto:qirecognition@heart.org).

The Get With The Guidelines and Mission: Lifeline names and/or logos may not be used by any organization in any capacity without prior approval by the American Heart Association/American Stroke Association. Quality achievement award-winning hospitals should use the recognition icons, and all Get With The Guidelines/Mission: Lifeline name mentions must be consistent with recommended language as outlined above.

The Get With The Guidelines/Mission: Lifeline name and/or logo cannot be used in any materials where an institution implies that it is better than another or in materials that may imply an American Heart Association/American Stroke Association endorsement or recommendation of the institution and/or its services.

**The Get With The Guidelines/Mission: Lifeline programs and/or the American Heart Association/American Stroke Association cannot be mentioned in any billing statements, invoices, price lists or other documents related to fees for hospital-related services.**

# Using The Award Icons

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Recognition icons have been developed to help recognition award recipients publicize their achievements. These icons are available for use by award achieving hospitals/EMS agencies on their website, as well as internal and external marketing materials.

A hospital or EMS agency may only use the icons that are applicable to the hospital's actual achievement level. **Icon use is subject to verification.**

Icons include a notation of the year the award was given. **Hospitals and EMS agencies can use them for up to 12 months to promote their achievement.** Each year, the icons will be revised to reflect the current year.

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**The Get With The Guidelines/Mission: Lifeline logos and the Get With The Guidelines / Mission: Lifeline recognition icon design are trademarks of the American Heart Association, Inc.**

**Any use or reproduction of these marks without the express, prior written consent of the American Heart Association/American Stroke Association is strictly prohibited.**

Please follow these branding guidelines whenever a recognition icon is used:

1. Use the icon in its entirety. Elements of the icon may not be used independent of each other.

**The elements include:**

- Recognition icon.
- Get With The Guidelines or Mission: Lifeline logo.
- American Heart Association/American Stroke Association co-branded signature.

2. Use the appropriate color logo.

- American Heart Association preference is to always use the CMYK (four-color-process) version. Add a white box to frame icon for use on colored surfaces, if necessary.
- Second preference is to use the two-color duotone icon. Third preference is the one-color (black) icon.
- If the surface of the product prohibits the use of the four-color-process version (such as fabric, embroidery or other non-paper surfaces), you may use the two-color duotone or one-color icon applicable to the final product size.
- **When using the icon, the vertical height of the American Heart Association/ American Stroke Association signature must be 3/8" or taller. This is measured from the top of the capital "A" in American to the point at the bottom of the heart and torch symbol. There are no exceptions.**
- **Other than scale alteration, the icon cannot be tampered with or altered in any way.**

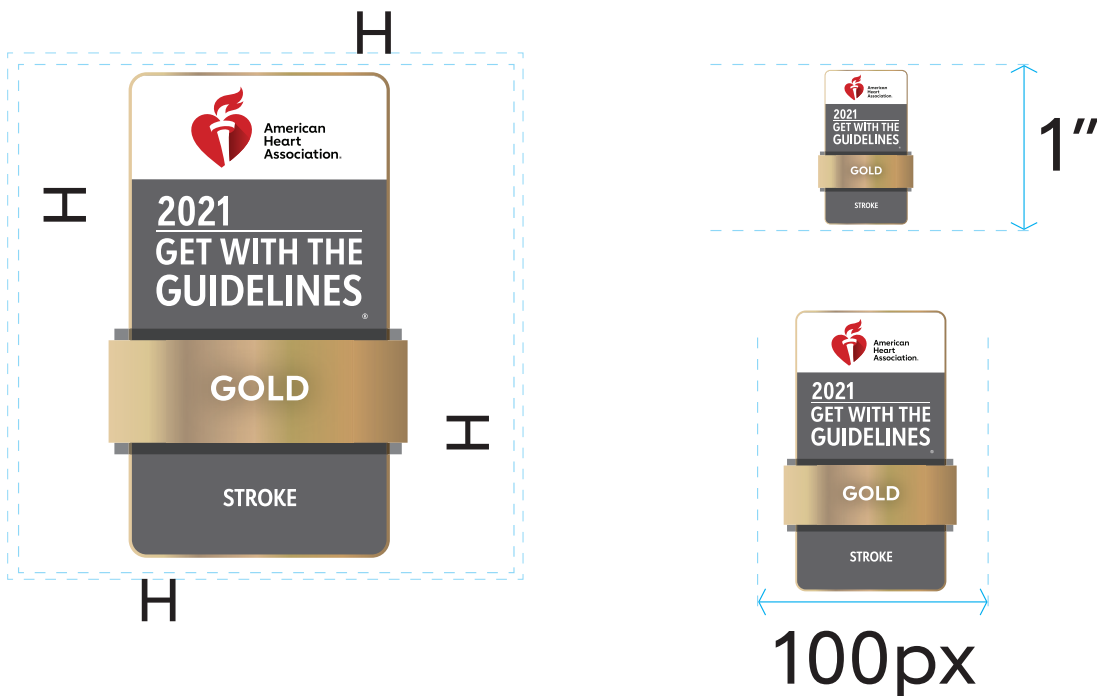
3. Allow for areas of non-interference.

- The area of non-interference around the Get With The Guidelines and Mission: Lifeline recognition icons should equal one-quarter inch. This will ensure the icon is clearly visible in all presentations. This area is to be applied to all versions of the icon.



## ICON SAFE ZONE AND SIZE

Safe Zone: The height of the “H” below shows the outer most edges of the icon.\* We ask that other graphic elements are kept clear of this space.



\*Get With The Guidelines Stroke Gold is used for an example, but these rules apply across all icons.

## ICON INCORRECT USE

Please do not ungroup/unlock image elements, use mis-proportioned icons or any other color combinations other than what is provided.

Here are a few examples of incorrect use of the icon\* including but not limited to the following:

Colored background



Background with pattern



Use of color (other than what's specified in this standards document.)



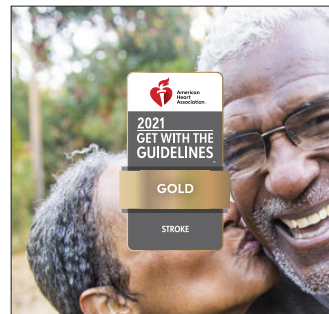
Use of special effects



Rotate or skew



Overlapping photography



Separate components



Use an icon as a pattern



\*Get With The Guidelines Stroke Gold is used for an example, but these rules apply across all icons.

# Creating Messages About Your Award

Hospitals or EMS agencies May use the following descriptions to describe your participation in Get With The Guidelines and/or Mission: Lifeline:

- Our participation in Get With The Guidelines®/Mission: Lifeline® demonstrates our commitment to quality care. We are proud to be a part of the American Heart Association's® efforts to turn guidelines into lifelines.
- What really gets us excited is seeing the lives we're impacting.
- Our greatest reward is caring for our patients. That's why we're committed to turning treatment guidelines into lifelines.
- At <hospital name>, we care about our patients. That's why we've made a commitment to turn treatment guidelines into lifelines.
- <Hospital Name> is dedicated to helping our patients achieve the best possible outcomes, and implementing the American Heart Association/American Stroke Association's® Get With The Guidelines®/Mission: Lifeline® program will help us accomplish that by making it easier for our teams to put proven knowledge and guidelines to work on a daily basis.
- <Hospital name> is dedicated to improving the quality of [heart or stroke] care and the American Heart Association/American Stroke Association's® Get With The Guidelines®/Mission: Lifeline® program helps us achieve that goal.

## Language to Avoid

To ensure that all recognized hospitals use approved messaging for their marketing and promotion efforts, please avoid using any of the following language to describe awards:

- Refrain from using terms implying superiority such as best, better, and only.
- For multi-module performance-award recipients, avoid any type of language referring to the combined recognitions as an implied award. For example, the use of colloquialisms such as "Double Crown" or "Double Diamond" is not permitted. Acceptable verbiage for multiple-discipline winners would be "double achievement" or "dual award-winner."
- "First" in city/county/state for an award is acceptable as long as it is validated by American Heart Association through your Quality Improvement Specialist.
- "Only hospital to achieve an award" is not appropriate to use.
- Referring to 100 percent of hospitals in a specific area is okay (i.e. NOT North Texas or Southeast Florida) but is okay for a city, state, or affiliate that is clearly defined.
- "Region" has to be clearly specified, such as "county," "city" or "state."

### Radio Ads

At (NAME OF HOSPITAL/AGENCY), we're committed to providing heart and stroke care that aligns with the latest research-based treatment guidelines. Studies show patients can recover better when these guidelines are consistently followed. We're proud to be recognized by the American Heart Association for our achievement in the (NAME OF PROGRAM/AWARD) quality program. Another way (NAME OF HOSPITAL/AGENCY) is working to improve health-care for you and your family.

### On-Hold Scripts

Use the following messages to promote your achievement in your on-hold messaging:

- We've recently been recognized by the American Heart Association's Get With The Guidelines program for our commitment to quality patient care. Join us in congratulating our physicians and nurses (or emergency medical providers) for working to close the gaps that separate patients from timely access to appropriate treatments.
- The care our patients receive is our number one priority. That's why we're proud to be among the hospitals or agencies recognized for performance in the Get With The Guidelines program of the American Heart Association.

### Social Media Messaging

Twitter: We're proud to have been recognized by @American\_Heart with a <specific GWTG award received>. Learn more. #GetWithTheGuidelines [Link to news release]

Facebook/LinkedIn: We're proud to have been recognized by the American Heart Association and American Stroke Association for meeting the latest research-based standards for resuscitation care with a Get With The Guidelines Achievement Award. Learn more. #GetWithTheGuidelines [Link to news release]

**Examples:**

Okay, if verified by American Heart Association Quality Improvement Specialist: John Doe Hospital is the proud recipient of the 2021 American Heart Association's Get With The Guidelines®–Heart Failure Gold Quality Achievement Award. It is one of only three hospitals in New York City to have earned the designation.

Okay, if verified by American Heart Association Quality Improvement Specialist: John Doe Hospital, the first hospital in New York State to receive a dual award, was awarded (Insert Award Level)

Not Okay: John Doe Hospital is the only hospital in the Central Piedmont region to be awarded this Gold award.

**While we discourage use of statistical data, we understand that in some instances a hospital may request to use such information. If you choose to reference any statistical information (i.e. "one of ten in state"), your copy will need to be validated by your Quality Improvement Specialist and the National American Heart Association Marketing/Communications team and will require a ten day review timeline. Please forward all materials to your local QIS who will route it for approval. Any statements that use statistical data should only be marketed for 12 months.**

**Internal Promotional Ideas**

Your hospital's Get With The Guidelines® and/or Mission: Lifeline quality achievement award is tangible evidence of your care team's hard work and commitment to saving lives. It's recognition worth celebrating.

Whether or not your team's representatives are able to take part in the available national recognition ceremonies, we encourage you to celebrate your success within your hospital. Here are a few examples of ways to promote your award within your organization.

- When you are notified about your award, share the news with your hospital's leadership, including the CEO and Chief of Staff, and with your EMS agency's leadership to include, EMS Director or Chief, local government councils and state office of EMS.
- Notify other team members about your award by announcing your recognition achievement at scheduled staff gatherings, such as department meetings or in-service training.
- Schedule and host an award presentation ceremony. To host a successful event:
  - Invite key team members, local dignitaries to include county council members, board members and the media.
  - Ask your Get With The Guidelines/Mission: Lifeline Representative to provide a description of the program, its goals and experiences.
  - Have a photographer document the certificate presentation.
  - Create a celebratory atmosphere by sharing giveaway items and heart-healthy refreshments.
- Include an article about your award in your internal newsletter.

## EXTERNAL PROMOTIONAL IDEAS

Your American Heart Association/American Stroke Association quality achievement award is tangible evidence of your care team's hard work and commitment to saving lives. We encourage you to share your success with your community.

The American Heart Association provides template advertisements that can be used to promote your achievement. Access to the template advertisements using the link provided by American Heart Association's local Quality Improvement Director. Additionally, the appropriate recognition icons can be used to promote this achievement.

### **Here are some ideas to promote the award(s) to patients and visitors:**

- Use the images and content provided in your recognition kit to share the word about your award on social media.
- Place signage promoting this achievement, including posters and table tents, in patient waiting rooms, cafeterias, elevators and restrooms.
- Hang a banner promoting achievement in your main entrance.
- Place a small ad promoting achievement on the daily patient menu.
- Include an advertisement promoting achievement on internal closed-circuit TV programming.
- Include a Get With The Guidelines recognition icon widget on your hospital website.
- Use images and language provided in your recognition kit to share the word about your award on social media.

### **Use the following ideas to promote your award in your community:**

- Use the images and content provided in your recognition kit to share the word about your award on social media.
- Place a radio ad promoting your achievement.
- Place an ad promoting your achievement in local newspapers and magazines using American Heart Association approved materials.
- Include a recognition icon widget on your hospital website.
- Place an ad promoting your achievement on a local billboard.
- Place a wrapper or sticker ad in your local newspaper.
- Promote your achievement on your hospital's "on-hold" answering system.
- Place an article about your achievement in your external email newsletter.
- Promote your achievement in a preview slide at the local movie theater.

### Radio Ads

At (NAME OF HOSPITAL/AGENCY), we're committed to providing heart and stroke care that aligns with the latest research-based treatment guidelines. Studies show patients can recover better when these guidelines are consistently followed. We're proud to be recognized by the American Heart Association for our achievement in the (NAME OF PROGRAM/AWARD) quality program. Another way (NAME OF HOSPITAL/AGENCY) is working to improve healthcare for you and your family.

### On-Hold Scripts

Use the following messages to promote your achievement in your on-hold messaging:

- We've recently been recognized by the American Heart Association's Get With The Guidelines program for our commitment to quality patient care. Join us in congratulating our physicians and nurses (or emergency medical providers) for working to close the gaps that separate patients from timely access to appropriate treatments.
- The care our patients receive is our number one priority. That's why we're proud to be among the hospitals or agencies recognized for performance in the Get With The Guidelines program of the American Heart Association.

### Social Media Messaging

Twitter: We're proud to have been recognized by @American\_Heart with a <specific GWTG award received>. Learn more. #GetWithTheGuidelines [Link to news release]

Facebook/LinkedIn: We're proud to have been recognized by the American Heart Association and American Stroke Association for meeting the latest research-based standards for resuscitation care with a Get With The Guidelines Achievement Award. Learn more. #GetWithTheGuidelines [Link to news release]

### **Social Media Ideas for Award Activations**

- Tag American Heart Association social media channels whenever possible.
- Post a quote + photo of a patient (or stock photo) to highlight how your achievement is making a positive impact on people in the community.
- Post a quote + photo of a physician or nurse who is impacted by the award. Focusing on how the guidelines have positively impacted their career satisfaction.
- Post a series of short (15-30s) Q&A videos with staff that are passionate about providing the upmost quality care. Ask them to explain one of the easier-to-follow guidelines in layperson's terms for folks at home, and why they strive to follow Get With The Guidelines for the safety and wellbeing of patients.
- Post a photo of the hospital staff with the award and/or the AHA representative or use Facebook/Instagram live to cover the award presentation.
- Post a link to the Get with the Guidelines features in US News and World Report.
- Share stories of patients or survivors (with permission) who were saved or rehabilitated because staff followed evidence-backed guidelines.
- Encourage staff members to share any posts that are published by your brand channels.
- Encourage staff members to publish a few sentences on their personal LinkedIn accounts about why they strive to follow American Heart Association's guidelines, and how nice it is to be recognized for their efforts.
- Pick a few all-star staffers who are passionate about the guidelines, and surprise them with the award, and maybe even a meaningful gift of some kind. Be sure to get their reaction on camera!



## PRESS RELEASES

Template press releases are provided for your use by your local Quality Improvement Specialist. As long as the template is used exactly as provided with all blanks filled in appropriately, no further review is required.

Award recipients are encouraged to distribute the press release to local news media outlets within a 50-mile radius, including local affiliate and independent television/cable stations; local radio stations; local monthly, weekly and daily newspapers; and local magazines. Recipients may also post the press release to their websites.

Quality achievement award-winners may not distribute information about the Get With The Guidelines or Mission: Lifeline programs or the American Heart Association to national or regional media outlets including network television, cable or radio stations; syndicated television, cable or radio programs; regional or national magazines; regional or national newspapers; local offices of national media outlets including newswires or news services; or Internet/online media outlets.

If additional information is added to the template news release, the American Heart Association's National Marketing/Communications team must approve the release prior to the hospital releasing it to local media. Please forward all materials to your regional Get With The Guidelines director who will route it for approval.

### **Media Inquiries**

All media inquiries about the program or American Heart Association/American Stroke Association resulting from media outlets outside of a hospital's local market (as described above) must be forwarded to local American Heart Association/American Stroke Association Communications staff.

## WEB-LINKING POLICY

Quality achievement award-winning hospitals are encouraged to use the appropriate recognition icon on their website. The icon should, in all cases, be a link to the American Heart Association's Quality Initiatives website: [www.heart.org/quality](http://www.heart.org/quality)

Some guidelines about linking to this (and all American Heart Association) webpages:

1. The American Heart Association does NOT endorse companies, products or services, and strictly prohibits any suggestion of endorsement, recommendation or superiority of one company, product or service over another company, product or service.
2. The Association does not allow framing of its website(s). When setting up a link to the American Heart Association's Website(s), the Association's site should open in a new web browser window rather than displaying the pages in a frame of the linking site's web template.
3. Links to the Association's websites should be text-only and you May not use the Association's stylized logo as a link, as our logo cannot be shown on your site.

The American Heart Association linking policy in its entirety can be found at the bottom of the home page of [Heart.org](http://Heart.org)

If you have questions regarding marketing, advertising, public relations or promotions of the Get With The Guidelines or Mission: Lifeline programs, please contact your local Quality Improvement Specialist.

### **Recognition from the American Heart Association**

The American Heart Association offers numerous recognition opportunities for quality award-winning hospitals. You may want to time your promotional efforts around some of the following events:

- Receipt of the quality achievement recognition certificate
- Recognition event at QCOR Scientific Sessions in April, for award-winning Get With The Guidelines and Mission: Lifeline hospitals that achieve designated award levels
- Recognition event at the International Stroke Conference in February, for award-winning Get With The Guidelines-Stroke hospitals that achieve designated award levels
- Recognition in the U.S. News & World Report "Best Hospitals" issue for designated quality award-winning levels (usually in late summer)
- Other events and ads as determined by the American Heart Association/American Stroke Association



**American  
Heart  
Association.**



**American  
Stroke  
Association.**

*A division of the  
American Heart Association.*