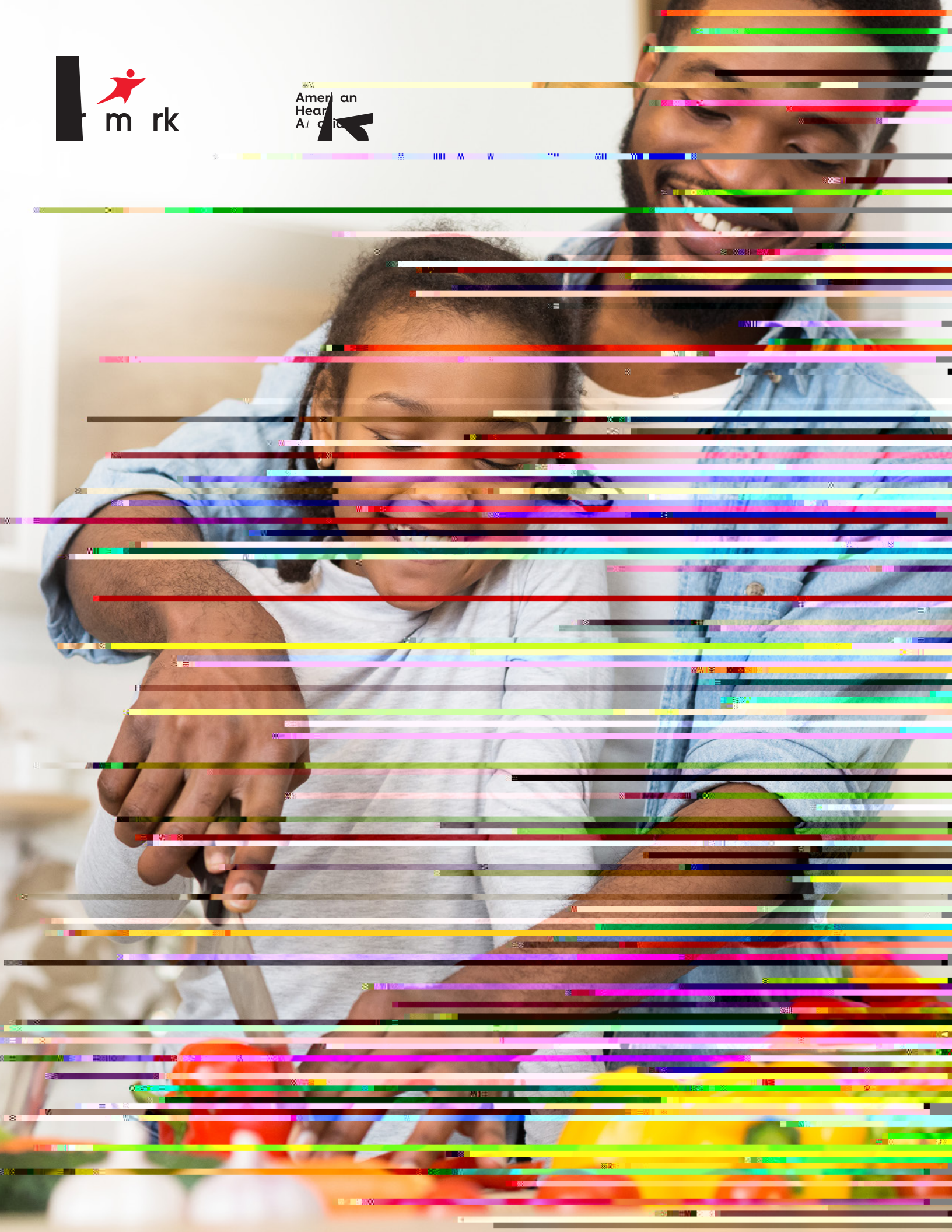
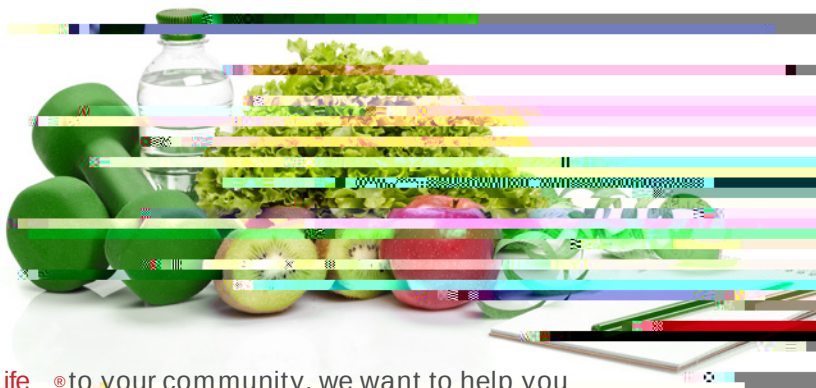






Now that you've committed to bringing **Healthy for Life**® to your community, we want to help you spread the word about your good work in inspiring others who want to learn about healthy food and lifestyle choices.



1 DAY BEFORE LAUNCH

- Contact news desks and remind them of the launch.
- Print the press release to have on hand for any media that attend the launch.
- Remind attendees about the event through email and social media.
- Create a sign with the hashtag to encourage participants to post before and after the educational experiences.

DAY OF

- Monitor social media for any last-minute questions.
- Encourage participants to use the hashtag when sharing their photos.
- Secure photo and/or video releases from participants.
- Assist any journalists on site with interviews or in gathering footage.
- ON`VaL ArrNaLNNo rUAr rUVo `A{ IN rUN €nor Va A oNnVNo cS NLsJArVcaA^ to your location. Many organizations will be hosting four or more experiences.
- Submit photos with captions or a follow-up news release to media outlets who do not attend.
- Acknowledge Aramark and the American Heart Association for developing the **Healthy for Life** ® educational resources.
- Thank local sponsors and participants on social media for attending.

POST LAUNCH CHECKLIST

DAY AFTER THE LAUNCH

- Submit photos with captions or a follow-up news release to media outlets who did not to attend.
- Share photos from the event in a Facebook photo album and link to this album from other social media platforms such as Twitter or Instagram.
- Send email thank-you notes to any journalists who covereFeF Send email thank-you notes to any journalists wh



- **Write clear releases and alerts:** What you say in news releases and media alerts will be crucial to securing coverage. They should answer the questions of who, what, why, when, where and how. A news release might be published without any further reporting. A media alert invites journalists to attend an event.
- **Identifying media contacts:**



KEY MESSAGES

Provide key messages to everyone who might be talking to reporters or others about your educational program. This will help provide consistency and ensure the important messages are delivered. Some examples:

- Poor diet is a leading risk factor for morbidity and mortality in the United States and contributes to the burden of chronic disease.
- We believe that improving nutrition is something we need to work on at the individual and community levels.
- We are hosting this [\[class/series\]](#) because we care deeply about helping families in our community learn skills such as preparing healthy and affordable meals that will help them have longer, stronger lives to do the things they love with the people they love.
- We are grateful to the American Heart Association and Aramark for providing the science-based educational resources for this experience [\[add any other support received from Healthy for Life\]](#).
- The **Healthy for Life**® evidence-based nutrition education experiences are supported by American Heart Association science and developed by food and nutrition experts. It's information we can trust presented in a way that will help people change their eating habits and be healthier.
- [\[Add key messages with details about the educational experiences\]](#)
- [\[Add a call to action telling people how they can participate or get involved\]](#)



How to use: Tailor this to your educational events and distribute it via individual emails or online submission forms to local media outlets two weeks in advance.

[City or county] families to get hands-on lesson in healthy cooking

→ corVaT %nTAaV~ArVca - will host [class/series] using evidence-based nutrition education experiences developed the American Heart Association in collaboration with Aramark to improve community health through better nutrition.

FOR IMMEDIATE RELEASE

[CITY], [DATE] 2019 — [City or County] families will learn how to cook low-cost, heart-healthy meals at home thanks to a [class/series] hosted by →UcorVaT cnTAaV~ArVca - at [time], [date], [place].

Classes will include live cooking demonstrations and tasty recipes participants can easily and affordably make at home. →ONTVornArVca LNrAV^o osJU Ao knN@nNTVornArVca nNmsVnNL I{ z LArNš ^V information or to register, contact [Name] at [(XXX) XXX-XXXX] or [email].

-ccn LVNr Vo A ^NALVaT nVo] SAJrcn Scn `cnIVLVr{ AaL `cnrA^Vr{ Va rUN 4aVrNL 1 deaths globally¹ In [State] , [XX] percent of adults meet the daily fruit recommendation and [XX] percent of adults meet the daily vegetable recommendation² and with more two-income households, longer commute times and busier schedules, cooking meals at home has become especially challenging.

“Nutritious home-cooked meals don’t need to feel overwhelming. A few basic shopping and cooking skills can transform the way your family eats at home,” said [local spokesperson name], [local spokesperson title]. μ-AnrVJVkAaro Va csn J^Aoo yV^^ yA^] AyA{ yVrU Jca€LNaJN AaL aNy o]V^o rUAr y shop smarter, eat better and be healthier.”

[Name of class/series] science-based educational experiences are courtesy of the American Heart Association and Aramark’s **Healthy for Life** ® program, which helps improve the health of all Americans through nutrition outreach and education.

###

About → aoNnr UcorVaT cnTAaV~ArVca -
→ aJ^sLVaT A SNy oNarNaJNo Alcsr rUN UcorVaT cnTAaV~ArVcaš ALL yNloVrN AaL

About **Healthy for Life ®**
In 2015 the American Heart Association, the leading voluntary health organization devoted to a world of longer, healthier lives, and Aramark, the largest U.S. based food service company, launched **Healthy for Life** ®to improve the health of all Americans through better nutrition and lifestyle habits. The community engagement component offers nutrition education resources free to facilitators around the country. The turn-key educational experiences emphasize easy methods to prepare healthy and affordable meals. Learn more at www.heart.org/healthyforlife.

For Media Inquiries:



Replace the highlighted text to tailor this media advisory to your educational experiences then distribute it via individual emails or online submission forms to local media (see media relations tips). Send it about one week before the launch and then follow up by email or by phone the day before.

FOR IMMEDIATE RELEASE

[Insert city or county] families to get hands-on lesson in healthy cooking

Armark and the American Heart Association are launching a series of educational experiences developed by the American Heart Association in collaboration with Aramark to improve community health through better nutrition.

WHAT: Insert specific information about your event:

- What is the key topic?
- Who is attending?
- What are some visuals or sounds at the event that could help a reporter tell an interesting story?

WHY: Poor diet is a leading risk factor for morbidity and mortality in the United States and contributes to the burden of chronic disease. [Insert how/why the Healthy for Life educational experiences came to your region].

WHEN: [Insert Date]
[Insert Time]
[Insert location]



NEWSLETTER/BULLETIN COPY

ABOUT 50 WORDS

Free class to teach affordable healthy eating

→ % n T A a V ~ A r V c a - invites you to a free, hands-on class on [Date] at [location including address] where you'll learn new skills to help your entire family eat better to be healthier. Educational experiences provided by the American Heart Association and Aramark. To register [insert registration details like website, phone number, deadline].

ABOUT 85 WORDS

Do you make most of the food decisions?

If you make most of the meal-time decisions for your family this is for you! [Event name] is a free, hands-on class at [Time] on [Date] at → c J A r W c a a ^ s L A h I n e % n T A a V ~ where you'll learn new skills to help your entire family grocery shop smarter, eat better and be healthier. Instructors will use educational experiences developed by health and nutrition experts at the American Heart Association and Aramark as part of Healthy for Life ®. To register [insert registration details like website, phone number, deadline].

ABOUT 100 WORDS

Want to eat better on a budget and learn more about nutrition?

Many people want to eat better but don't know how or think it's out-of-reach for their income or time. → % n T A a V ~ A r V c a - wants to help people learn new skills that will help their entire family eat more nutritious meals and be healthier. The free, hands-on class will be at [Time] on [Date] at [location including address]. Instructors will use educational experiences developed by health and nutrition experts at the American Heart Association as part of its Healthy for Life ® collaboration with Aramark. Get useful skills you can use right away to eat better! To register [insert registration details like website, phone number, deadline].



Cómo usarla Adáptela a sus eventos educativos y distribúyala a los medios locales a través de correos electrónicos individuales o formularios en línea con dos semanas de anticipación.

Las familias de [ciudad o país] en clases prácticas de cocina saludable

~%nTAaV~AJVda Aa€rnVcaA- estará organizando [clase/serie] usando experiencias educativas sobre nutrición que se basan en evidencia y están desarrolladas por la American Heart Association en colaboración con Aramark para mejorar la salud de la comunidad por medio de una mejor nutrición

PARA PUBLICACIÓN INMEDIATA

[CIUDAD], [FECHA] 2019 — Las familias de [ciudad o país] aprenderán cómo cocinar en casa comidas de bajo costo y sanas para el corazón gracias a una [clase/serie] organizada por ~c n T A a V ~ A J V d a A a [Fecha], [hora], en [lugar].

Las clases incluirán demostraciones de cocina en vivo y recetas deliciosas que los participantes podrán hacer en casa fácil y asequiblemente. [Detalles de registro como fecha de preregistro antes de x, limitado a las primeras x personas, etc.] Para más información o para registrarse, contacte a [nombre] al [(XXX) XXX-XXXX] o envíe un correo a [correo electrónico].

Una mala dieta es un factor de riesgo importante para la morbilidad y mortalidad en los Estados Unidos y contribuye a una de cada cinco muertes a nivel global.⁴ Preparar comidas caseras tradicionales es un reto cada vez más grande, ya que ahora las familias de doble ingreso trabajan más horas y el tiempo de transporte es mayor.

"Bo LN sac LN JALA rnNo ALs^rco NorALcsaVLNaonNo " < Ž Ű © Jc`N Jc`VLA nBkVLA Na sa LXA L publicado por los Centros para el Control y la Prevención de Enfermedades en 2018.⁵ Las comidas en restaurantes generalmente cuestan más y contienen más grasas saturadas, grasas trans, colesterol, sodio, azúcares añadidos y calorías, así como menos frutas, verduras y granos integrales que las comidas caseras.

"Las comidas caseras tienden a ser más nutritivas que las de los restaurantes, pero muchas familias carecen de las habilidades fundamentales para comprar y preparar alimentos caseros sanos", dijo [nombre de vocero local], [puesto del vocero local]. "Los participantes saldrán de nuestra clase con nuevas habilidades que les ayudarán a toda la familia a comprar de manera más adecuada, comer mejor y estar más saludable".

Las experiencias educativas [Nombre de la clase/serie]/[noca0 ((Af46c94E00034C004E00F46cAT0 1 Tf [(noc/TT0 003>04E0003>2.300072>10





SOCIAL MEDIA GUIDE

ABOUT 50 WORDS

How to use: 1cJVA^`NLVA Vo kcyNnSs^ Va Vro as`INnoš Va•sNarVA^ Va Vro nNAJ
^Nr kNck^N]acy Alcsr {csn ycn]™ N^cy AnN oc`N oA`k^N kcoro rc knc`crN {cs
experiences and share the success.

BEST PRACTICES:

- Start the social media promotion early. The sooner you start posting, the larger your audience will be.
- Post information on multiple platforms, such as Twitter, Facebook and Instagram.
- Post information frequently. The life of a social media post is brief. Once a day is optimal, with a maximum of two posts per day.
- Include the hashtag in each post. A hashtag can help enhance the buzz about your event and increase participation: For 2021: #HealthyforLife2021
- Tag the educational experience developers the American Heart Association and Aramark so they can see the great work happening in your community.
- Show the mission in action by using photos and images that go “behind the scenes” with bold, beautiful, creative, artistic, whimsical and transporting images.
- Reply to comments and questions posted in response to your promotion posts.



Twitter:
AHA- @American_Heart
Aramark- @Aramark



Facebook:
AHA: @American_Heart
Aramark- @Aramark





SAMPLE PRE-EVENT POSTS:

- [community name] is getting #HealthyforLife20 with an educational experience designed by @AnAr. The Top 100.




Get Healthy for Life!

DISCOVER WHAT HEALTHY FOOD CAN DO FOR YOU.

We are proud to be working together to help improve the health of all Americans. **Healthy for Life** is a registered trademark of Aramark.





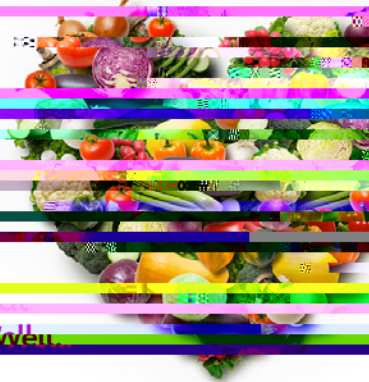



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DISCOVER WHAT HEALTHY FOOD CAN DO FOR YOU.

Join us in fun, hands-on group experiences that will teach you how to **Be Well, Eat Well and Stay Well.**

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MEDIA DO'S & DON'TS

DO:

- Prepare! Think about the things you want to say before you are interviewed, write them down and





MUESTRA DE PUBLICACIONES

MUESTRA DE PUBLICACIONES ANTES DEL EVENTO:

- [\[Nombre de la comunidad\]](#) se está volviendo #HealthyforLife20 con una experiencia educativa diseñada para darle las habilidades culinarias que necesita para poder tener comidas más sanas en casa. Únase a @American_Heart y @Aramark en [\[lugar\]\[inserte enlace o detalles\]](#)
- Conviértase en un buen comprador al seleccionar alimentos económicos y perfeccione su cocina saludable. ¿Le suena interesante? Regístrese aquí: [\[inserte enlace o detalles\]](#) #HealthyforLife20
- ¿Quiere estar bien, comer bien y comprar bien para ser una mejor versión de usted mismo? @American_Heart y @Aramark quieren ayudarle. Únase y vuélvase #HealthyforLife20, [\[inserte enlace o detalles\]](#)
- Únase a nosotros para #HealthyforLife20 mientras le ayudamos a cambiar sus actitudes y comportamientos de alimentación y salud con nuevos hábitos y habilidades culinarias de @American_Heart y @Aramark. [\[inserte enlace o detalles\]](#)
- Tengamos una comunidad #HealthyforLife20. Nuestros talleres comunitarios ayudan a que desarrollar patrones de alimentación más sanos sea más fácil que nunca. [\[inserte enlace o detalles\]](#) @American_Heart @Aramark
- ¿Quiere vivir una vida más sana? Convierta ese deseo en realidad y únase a nosotros en una experiencia educativa de cocina saludable en [\[insertar ubicación\]](#) el [\[insertar fecha\]](#). Impulse su cuerpo y mente con consejos y trucos de @American_Heart y @Aramark. #HealthyforLife20
- ¡Para ser más saludable no hay que empezar mañana, hay que empezar hoy! Comprométase a comer más sano al inscribirse en nuestras experiencias educativas gratuitas [\[inserte enlace o detalles\]](#) #HealthyforLife20@American_Heart y @Aramark

MUESTRA DE PUBLICACIONES DESPUÉS DEL EVENTO:

- Gracias a todos los que vinieron a aprender cómo ser una versión más sana de ustedes mismos. Potenciar su bienestar mental y corporal con alimentos saludables es importante para su salud. #HealthyforLife20 @American_Heart y @Aramark
- Agradecemos que @American_Heart y @Aramark hayan ayudado a [\[nombre de la ciudad\]](#) a volverse una comunidad más sana con #HealthyforLife20
- Recuerde que un estilo de vida sano se logra paso a paso. Felicidades a todos los que participaron en la experiencia educativa #HealthyforLife20 de @American_Heart y @Aramark. Debe estar orgulloso de haberle invertido tiempo a su salud.
- Si no pudo asistir a nuestra experiencia educativa #HealthyforLife20, puede entrar a www.heart.org/healthyforlife y revisar los recursos en línea proporcionados por @American_Heart y @Aramark
- No se pierda nuestra próxima experiencia educativa #HealthyforLife20 gratuita el [\[inserte fecha\]](#). Para inscribirse [\[inserte enlace o detalles\]](#). @American_Heart y @Aramark le enseñarán a los participantes consejos y trucos para comer más sano
- Revise el álbum de fotos de nuestra experiencia educativa #HealthyforLife20. Fue maravilloso ver cuánto nos divertimos en el evento mientras aprendíamos nuevas habilidades para comer más sano. [\[inserte enlace\]](#) @American_Heart y @Aramark





Yo, _____, el día _____, presento

A ^A `NnVJAa NAnr oocJVArVca " © ^A UVorcñVA NoJñVrAš ^Ao ScrcTñA€Ao c ^
`ArNñVA^ AL\sarcš JsA^msVññ ScrcTñA€A c xVLNc msN ^A UA{A cIrNaVLc LN `V



Get Healthy for Life®!

DISCOVER WHAT HEALTHY FOOD
CAN DO FOR YOU.

Join us in fun, hands on group experiences
that will teach you how to:



BE WELL:
learn your
health numbers
and goals

EAT WELL:
practice easy,
budget friendly
healthy cooking

SHOP WELL:
be a fearless,
smart grocery
shopper

Date/Time:

Location:

Additional Detail:

Sign Up:

We are proud to be working together to help improve the health
of all Americans. **Healthy for Life®** is a registered trademark of Aramark.



¡Esté sano de por vida!

DESCUBRA LO QUE LA COMIDA SANA PUEDE HACER POR USTED USTED.

Únase a estas experiencias grupales, divertidas y prácticas que le enseñarán a:



ESTAR BIEN:

learn your health numbers and goals

Fecha/Hora:

COMER BIEN:

practice easy, budget friendly healthy cooking

Lugar:

COMPRAR BIEN:

be a fearless, smart grocery shopper

Inscribase:

Detalles Adicionales:

American Heart Association y Aramark están orgullosos de trabajar juntos para ayudar a mejorar la salud de todos los estadounidenses.

Healthy for Life ® es una marca registrada de Aramark Aramark.



Get Healthy for Life[®]!

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Date/Time:

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Únase a estas experiencias grupales, divertidas y prácticas que le enseñarán a:



Fecha/Hora:

Lugar:

Inscríbase:

Detalles Adicionales:

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