



- Boost traffic to AHA resources, and overall engagement of those assets
- Earn challenge participants online and increase overall online engagement
- Engage a national media sponsor, and at least one online influencer

THE EXECUTION

At the beginning of every good PR strategy is a solid, evidence-based target audience. The AHA/ASA focused on parents and general caregivers, like grandparents, aunts, uncles, even teachers and school administrators. Children (ages 6-9) were a secondary focus in the hope that they would feel empowered through the activities and help their families

make lasting changes at home.

“This event was vital to the continued growth and outreach for our newly developed market area focused on kids,” said Matthew Bannister, executive VP of communications for the American Heart Association. “The month allowed us to interact with consumers in a way we haven’t before. We wanted to meet them where they are—be with them in their home, in the grocery store, as they exercised and online—to help motivate and support them.”

To help make the event appealing and fun for consumers, the team created a series of shareable graphics that included an event illustration, Facebook cover image, widgets, thumbnails and banners.

To host the challenge, the team created the EmpowerMENT Challenge **Facebook** Event page for ongoing engagement and encouragement, and linked it to the AHA/ASA’s healthier kids website for people who wanted to get more information.

AHA/ASA local communications staffs across the country were armed with quality promotional materials to assist PR and social media efforts.

Engaging with multicultural audiences also was top of mind, so providing Spanish-language materials alongside English assets was crucial.

In addition to the materials available to local communications staffs, the national