**Heart health**

**Social media content calendar**

***Note: Markets to localise based on in-country medical guidelines and product offering***

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|  | **Proposed copy**  |
| 1 | Do we love our hearts enough? That’s the question framing a discussion by Vitality experts. Our healthcare specialists come together to unpack the devastating effects of cardiovascular disease – globally. **LINK TO ARTICLE: THE MOVE TO HEART-HEALTHY LIVING AND WHY THIS MATTERS**#LiveLifeWithVitality |
| 2 | As easy as 1-2-3. Here are the main types of exercise you need for a stronger, healthier heart:1. Aerobic exercise
2. Resistance training
3. Stretching

PLUS earn Vitality points for tracking your steps and heart rate through a Vitality-linked fitness device ⌚#LiveLifeWithVitality |
| 3 | In the time it takes you to read this, 7 people would have died from heart-related disease somewhere in the world. That’s a lost life every 2 seconds. We can help prevent this, the Vitality way. Say ‘yes’ to 🍏👟🚭#LiveLifeWithVitality |
| 4 | You know your body better than anyone, but do you know your heart risks? Do a Vitality Health Check to understand your heart health. Book yours now and earn Vitality points.#LiveLifeWithVitality |
| 5 | From better nutrition and exercise to health screenings and managing stress, here are our top 7 tips to show your heart how much you love it ♥1. Complete a Vitality Health Check to measure your cholesterol, blood sugar and blood pressure
2. Exercise daily
3. Eat more fruit, veg and fibre-rich foods
4. Reduce salt intake
5. Learn to de-stress
6. Quit smoking
7. Limit alcohol consumption

#LiveLifeWithVitality |
| 6 | TODAY’S TOP TIP: The heart is a muscle, and like any other muscle, it needs exercise to stay strong 💪**LINK TO ARTICLE: MOVE MORE FOR HEART HEALTH** #LiveLifeWithVitality*Reference image asset: Three exercises for a healthier heart*  |
| 7 | We love whole grains. And so does your heart.* Whole-wheat flour
* Whole-grain bread
* High-fibre cereal
* Whole-grain pasta
* Brown rice

These are all part of a heart-healthy diet – add them to your shopping basket.#LiveLifeWithVitality |
| 8 | Let’s play heart bingo. The prize? Better health! Pick a challenge to achieve every day this month – your heart will thank you ❤️#LiveLifeWithVitality---*Reference image asset: Heart health bingo*  |
| 9 | Do you know what your heart really loves? Good sleep. Invest in rest for:✅ Lower blood pressure✅ Better blood sugar control✅ Reduced stress levels✅ Controlled hunger#LiveLifeWithVitality---*Reference image asset: Invest in rest for good heart health* |
| 10 | Some stress is good for us. But constant stress isn’t. It can lead to serious health problems – like heart disease. Try these stress-busters to take strain off your heart 💕**LINK TO ARTICLE: 6 WAYS TO DE-STRESS (YOUR HEART WILL THANK YOU)** #LiveLifeWithVitality |
| 11 | Do you know your blood pressure? If left uncontrolled, high blood pressure can be deadly. It increases your risk for heart disease, stroke and heart failure. Get your BP checked at your next Vitality Health Check ❤️#LiveLifeWithVitality---*Reference image asset: Do you know your blood pressure?* |
| 12 | A healthy heart starts on your plate. Here are the healthy foods to dish up:🥑+🥜+🐟+🥬… and more: **LINK TO ARTICLE: WHEN PLANNING YOUR NEXT MEAL, LISTEN TO YOUR HEART** #LiveLifeWithVitality |