

## AHA/ASA Magazines for Your Employees

Offered exclusively as a digital publications, *Heart Insight* & *Stroke Connection* are available virtually everywhere. With desktop digital editions and FREE apps for smartphones, tablets and Kindle Fire — your employees and their families can have either or both with them wherever they are. Or if they prefer, they can enjoy the same great articles on each magazine's websites.

Both [Heart Insight](#) & [Stroke Connection](#) are free and published four times per year. New issues are delivered via each magazines' monthly e-newsletter companion piece that provides additional helpful health information between quarterly issues of the magazines themselves.



We offer the magazines as a benefit of participation to you and your employees. This benefit allows you to provide these magazines for your employees and their families as part of your worksite wellness offerings and activities. There are two options for activation of this benefit:

**Option A:** AHA can provide either or both titles directly to your employee email list via each titles' monthly email process.

**Option B** - AHA can provide your internal communications with links, descriptions and cover images each quarter for inclusion in one of your regular, internal communications to staff and/or inclusion on your employee intranet site.

For details on how to activate either or both of these options, see the following pages.

## Option A

You've indicated interest in knowing more about our Option A – AHA/ASA provides either or both titles to your employee email list via each titles' monthly email process. Following are details and steps for implementing this option:

**\*\*IMPORTANT\*\*** AHA/ASA houses your list separately from other lists, employees will never receive other AHA correspondence as a result of provision of this list – it will be used only to deliver the magazine title(s) you choose. Employees may easily choose to opt-out with the 'unsubscribe' link at the bottom of each email if they do not wish to receive.

1. Your organization provides AHA/ASA with a file of your employee email list (may be provided in either .csv or Excel format and need only list the email addresses themselves, no other fields are required).
2. AHA delivers the title(s) of your choosing by emailing directly to your employees.
3. Please provide a contact person for AHA staff to work with to receive any updates to your list twice annually. (Updates can occur more or less frequently, let us know what you prefer.)

## Option B

AHA/ASA provides your internal communications with links, descriptions and cover images each quarter for inclusion in one of your regular, internal communications to staff and/or inclusion on your employee intranet site. Following are details and steps for implementing this option:

1. You will provide a contact person to whom AHA staff will provide promotional information as new issues are published quarterly. *(This would typically be an Internal Communications or Human Resources contact. Someone responsible for content delivered to your employees via regular internal communications processes.)*
2. AHA staff will provide short descriptors, images and URLs each time a new issue of *Heart Insight* or *Stroke Connection* is published.
3. Your staff may then integrate the provided information into emails to employees or post it on internal websites for employees.

**Here's an example of type of promotional information provided:**

See & share the [Heart Insight Summer 2017 Issue](#)



### [Twice the Diagnosis, Twice the Passion](#)

When Kimberly was diagnosed with heart failure, her first thought was for her identical twin, Shaun Rivers, to be tested. Her diagnosis was the same, so the twins took up recovery together. Today, they are advocates for heart health in their community.

Also in this issue: [Why Cholesterol Matters](#), cholesterol can be confusing — how can something that is necessary for human life, that is present in every cell, be bad for us?

[Understanding & Tracking Your Blood Pressure](#), blood pressure is an important part of everyone's health, because high blood pressure contributes to many forms of cardiovascular diseases. It benefits everyone to understand and monitor their blood pressure.

[Does When & How Often I Eat Matter?](#), There are plenty of ways to eat, and they are not equal in their effect on your weight and heart health. Recently the American

Heart Association investigated this topic and published a scientific statement about meal planning and the timing and frequency of eating.

*Heart Insight* is the American Heart Association's award-winning voice of support, information and inspiration for a vast community of heart patients and their families. This digital-only magazine is free and published four times per year. Connect and share our stories of survival and tips for living a healthier, longer life – [sign up for free today!](#)

Once you've decided which option(s) you'd like to activate, please fill out the form information below and send the completed form to [heartinsight@heart.org](mailto:heartinsight@heart.org) (regardless of which magazine title(s) you've chosen).

Select your activation option(s):

Select your title option(s):

*If you've selected 'Option A' or 'Both', please make the following choices for your activation:*

**You may choose one of two frequency options:**

- Quarterly:** Employees only receive the editions of the magazine title(s) e-newsletters that announce and provide links to a newly published quarterly issue of the magazine.
- Monthly:** Employees receive the title(s) e-News once a month, getting quarterly magazine issue announcements as well as great heart health and stroke information each month between new issues.
- IMPORTANT:** In addition to this completed form, we are providing a file of our email list now.

*Please provide the contact information for the person who should receive information and materials for this program:*

Name

Company

City, State

Email Address

Phone Number