### WWatchers_RGB_Horiz_Blu

### **February is American Heart Health Month**

Diet and exercise can have a big impact on many of the issues that increase or decrease your risk of heart disease, such as blood pressure, weight, and cholesterol levels. For Heart Health Month this February, WeightWatchers is helping support OEBB members by providing tips and resources for a healthy heart.

In this package, you will find the following to insert into your internal communication channels:

* Email copy
* Newsletter/blog copy
* Intranet or social posts
* Complimentary images

### **Email copy**

**Subject Line:** Open for heart-healthy tips

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**nothing beats a healthy heart**

Show your heart some love with these go-to tips from our weight-loss and wellness partner, WeightWatchers®.

**February is American Heart Month**

Nearly half of all American adults live with cardiovascular disease.† Here’s how to help protect your heart.

**Get zen** / Meditation can lower stress, lessening the risks of high blood pressure and heart attacks. *Rest and relax with on-demand Breethe meditations in the WW app.*

**Eat well /** Fill at least half your plate with veggies and fruit, then choose lean proteins, whole grains, and reduced-fat dairy. *Stay inspired with 12,000-plus recipes.*

**Move on** / Staying active can help prevent inflammation—and all movement counts, even a lunch break stroll. *Get on-demand, expert-led workouts from obé Fitness.*

Anyone age 18 and older enrolled in an OEBB medical plan can join WeightWatchers today at NO COST to you. Visit [OEBB.WW.com](http://oebb.ww.com/) to learn more.

†According to *Heart Disease and Stroke Statistics—2021 Update: A Report from the American Heart Association*

\*Savings reflect WW’s Core membership for OEBB members. Monthly payment required in advance. You’ll be automatically charged each month in accordance with OEBB pricing until you cancel. Pricing will adjust to the standard monthly rate when your OEBB membership terminates or the agreement between OEBB and WW terminates. Your OEBB medical plan pays for your WW program monthly until you cancel or until your eligibility for OEBB benefits terminates. Available in participating areas only.

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### **Newsletter copy**

**Nothing beats a healthy heart**

Nearly half of all American adults live with cardiovascular disease,† but building healthy, sustainable habits can help you protect your heart.

For American Heart Month, we’re sharing simple tips from our weight-loss and wellness partner, WeightWatchers®.

* **Take a break.** Chronic stress can lead to high blood pressure and heart attacks.One way to lower your stress is to schedule a few minutes each day to take a few deep breaths and rest your mind. Breethe meditations in the WW app can help you find the rest and relaxation you need.
* **Eat well.** Fill at least half your plate with veggies and fruit, then choose lean proteins, whole grains, and reduced-fat dairy. Omega-3-rich fish, dark leafy greens, and unsaturated fats (like avocado) are heart-healthy ingredients to work into your meals. As a WeightWatchers member, you have access to 12,000-plus recipes.
* **Move your body.** Staying active can prevent inflammation. Whether you’re going for a walk on your lunch break or dancing while making dinner, how you move isn’t as important as making time to move. Tap into on-demand, expert-led workouts from obé Fitness that will help you stretch, build strength, and get your heart pumping.

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### **Intranet/Social Post #1**

**Show your heart some love**

It’s American Heart Month—the perfect time to build heart-healthy habits! Get started by adding more veggies and lean proteins to your plate, sneaking movement into your day, and finding time to just breathe.

Unlock a support system that can help you make a change. Anyone age 18 and older enrolled in an OEBB medical plan can join WeightWatchers today at NO COST to you. Visit [OEBB.WW.com](http://oebb.ww.com/) to learn more.

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### **Intranet/Social Post #2**

**Nothing beats a healthy heart**

Show your heart some love by building sustainable habits with support from our wellness partner, WeightWatchers®. Choosing heart-healthy foods, prioritizing relaxation, and fitting exercise into your day can help keep your heart going strong.

Ready to make a change? Anyone age 18 and older enrolled in an OEBB medical plan can join WeightWatchers today at NO COST to you. Visit [OEBB.WW.com](http://oebb.ww.com/) to learn more.

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### **Complimentary Images**



