

Healthy Hearts and Lungs Week

Health advocacy organizations use special events and the media to promote awareness of their programs. For instance, the American Heart[®] Walk, a noncompetitive walking event, promotes awareness of and raises funds for the American Heart Association. Use the activity below to explore the media outlets available in your school, and plan a variety of events for a “Healthy Hearts and Lungs Week.”



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ACTIVITY

As a class, brainstorm a list of the media outlets available in your school, such as a public announcement (PA) system, bulletin boards, school newspapers, and school sporting events. Work in groups to create a project or an event that promotes awareness of heart and lung health issues, using the media assigned to you. For instance, one group might write short tips on heart and lung health to be read over the PA system during morning announcements. Another group might create fact sheets on asthma and allergies and distribute them at

school sporting events. Be creative in your use of the media and how you present the information.

EXPRESS YOUR VIEWS

Research local events such as the American Heart[®] Walk or the American Lung Association's Christmas Seals[®] program. Then write an open letter to the student body, promoting these charitable events. Include information on upcoming local events, and encourage fellow students to get involved.