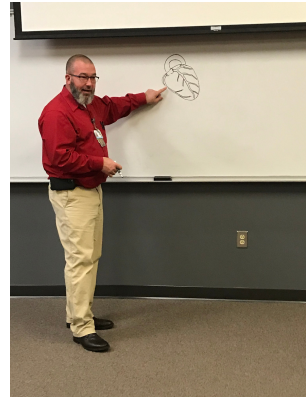




ALL IN RED

February 5 - 12



**Note - Photos taken prior to COVID-19 restrictions.*

#AllinRed

johnstonhealth.org/allinred

Presented by:

MATTHEW HOOK, MD, FACC

JOHNSTON
HEALTH FOUNDATION

The Heart of the Matter ...

- ♥ One person dies from cardiovascular disease **every 36 seconds** in the United States.
- ♥ An estimated 80% of cardiovascular disease, including heart disease and stroke, are **preventable**.
- ♥ Only **27%** of people can identify all the major symptoms of a heart attack or know how to call 911 immediately when they occur. >>
- ♥ The **#1 killer of women** in America is heart disease, more deadly than all forms of cancer combined.
- ♥ **1 in 5** heart attacks is silent - the damage is done, but the person isn't aware it has happened.
- ♥ About \$1 in \$6 healthcare dollars is spent on cardiovascular disease each year. It's the **most costly** condition in America.



KNOW THE SIGNS OF A HEART ATTACK

Chest pain or discomfort

Upper body pain or discomfort in the arms, back, neck, jaw, or upper stomach

Shortness of breath

Nausea, lightheadedness, or cold sweats

Sources: Centers for Disease Control and the American Heart Association

Heart disease is the leading cause of death in Johnston County, a statistic Johnston Health is dedicated to changing by building a healthier community for all. Because *all hearts* deserve expert care close to home.

About the Heart Fund ...

Heart attack, heart blockage or stroke often happen unexpectedly and treatment is very expensive. The Johnston Health Foundation's Heart Fund was created to provide assistance to Johnston Health heart patients in need so that they can undergo cardiac procedures and rehabilitation.

THE IMPACT OF YOUR DOLLARS

>>	\$3,100	One month's use of a ZOLL LifeVest
	\$1,000	Copays or coinsurance for Cardiopulmonary Rehab (36 visits)
	\$500	Average cost of one month's medications
	\$300	Local transportation to 4 medical appointments
	\$100	Gas card for patient to attend Cardiopulmonary Rehab (3 visits)
	\$50	Average co-pay of one medical appointment

How *you* can help ...

From February 5 - 12, support **All in Red**, an eight-day, county-wide community engagement initiative aimed at increasing heart health awareness and raising dollars in support of the Johnston Health Foundation's Heart Fund.



Wear red on February 5, National Wear Red Day, or for the entire All in Red campaign from February 5-12. We can provide "I'm All In" buttons or stickers for your employees.



Be a **sponsor** of the All in Red campaign



Share our daily heart health messages on social media using #AllinRed



Offer a special **promotion** (i.e. 10% of proceeds from the sale of an item will benefit the Johnston Health Foundation's Heart Fund)



Host a **Heart to Heart Fundraiser**, a fun, festive and friendly promotion that's cost-free and easy to implement. We'll provide you with All in Red hearts so that you can host a heart wall, which is perfect for creating a festive Valentine's Day atmosphere (a fun bonus!) You can make it a competition for your employees or departments, provide a coupon with the purchase of a heart, or use the hearts as a way for people to honor a loved one. The possibilities are *endless*!



Host a **blood pressure screening or wellness talk** facilitated by partner agencies like WellnessWorks and MedicalTraining.Me.

BE "ALL IN"

To be a part of the All in Red campaign, please contact Jessica Medlin by **Monday, January 25** to ensure you have all necessary supplies.

Jessica Medlin:

jessica.medlin@unchealth.unc.edu
919.209.3594

Presenting Sponsor...

I love that All In Red draws attention to the early prevention of heart disease and the timely reaction to heart attacks. It's a community-based endeavor to make our county healthy, and I whole heartedly support it. I love Johnston County, and our residents deserve the best care we can provide.

Matthew Hook, MD, FACC
2021 All in Red - Presenting Sponsor



2020 All in Red Highlights



Over **\$57,000 raised** for the Johnston Health Foundation's Heart Fund. These dollars will help address critical needs and gaps in care for heart patients.



Johnston County and all Johnston County municipalities made All in Red week proclamations.



The campaign reached nearly **100,000 people** through social media sharing the importance of heart health and access to care.

2020 SPONSORS + DONORS + PARTICIPANTS



Dr. Eric Janis and the Janis Family Fund



Dr. Robert & Mrs. Karen Lippitt



**Mabel Yelvington | Beachside Home Service | Liberty Commons of Johnston County
Coates Hearing Clinic, PA | Temple Church - Selma | Divine Marketing Group
State Employees Credit Union - District 19 | Simple Twist | Chefella's at the Dupree House
Kids R Kids Clayton | Zaxby's of Clayton and Smithfield**

County of Johnston
Town of Archer Lodge
Town of Benson
Town of Clayton
Town of Four Oaks
Town of Micro
Town of Kenly
Town of Pine Level
Town of Princeton
Town of Selma

Town of Wilson's Mills
Aramark
Adventist World Aviation
Alpha Kappa Alpha
Carolina Premium Outlets
Clayton Rotary Club
Community & Senior Services of Johnston County
CommWell Health

Harrison Center for Active Aging
Johnston Community College
Johnston County Health Department
Johnston County Emergency Services
Johnston County Industries
Johnston Health Cardiopulmonary Rehab Center
Kenly Public Library
Don Mozingo
North Carolina Heart & Vascular
Joyce W. Overman
Betty Pope
Riverwalk Office Suites
Silver Linings for Seniors
Sleep Inn Suites - Smithfield
The Total Connection
Triangle East Chamber
Erin Walton



Participation Form

Thank you for your commitment to participate in the 2021 “All in Red” heart health awareness and fundraising campaign. All proceeds will support the Johnston Health Foundation’s Heart Fund, which assists heart patients in need. To be included in campaign promotion efforts, please complete this form and return via email: foundation@johnstonhealth.org or fax: 919-590-6322.

Submit by January 25, 2021. Questions? Please call Jessica Medlin at 919-209-3594.

Name of organization/business: _____

Contact: _____ Title: _____

Phone: _____ Email: _____

Address: _____

of participating locations/branches: _____ | Start date: _____ End date: _____ (Min. of Feb. 5 – 12)

After your participation end date, we will schedule a check presentation for photography by your Heart Wall, if applicable.

I/we will participate in the 2021 All In Red Campaign by:

☐ SPONSORING at the level of: ☐ \$2,500 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100

☐ WEARING RED: ☐ during the entire campaign ☐ on National Wear Red Day (Feb. 5)

☐ OFFERING A “RED PROMO” from Feb. 5 – 12. _____% of sales of the following items/services
_____ will go to the Johnston Health Foundation’s Heart Fund.

☐ HOSTING A FUNDRAISER on Feb. _____ (between Feb. 5 – 12)

☐ SHARING daily heart health messages posted by Johnston Health Foundation from Feb. 5 – Feb. 12 and using the official campaign hashtag #ALLinRED. Share your FB handle: @_____.

Payment may be remitted online at www.johnstonhealth.org/donate or by mail at:

Johnston Health Foundation
PO Box 1376
Smithfield, NC 27577

Please share a photo of your activities by posting on social media using the official campaign hashtag: #ALLinRED.

By signing, you grant permission for Johnston Health/Johnston Health Foundation to share your organization’s images in print and online marketing materials.

Signature: _____ Date: _____