



# Branding and Communications Guide 2022

## Promoting Your Outpatient Award-Winning Facility



TARGET: **BP**™





# Thank you!

Because of your demonstrated success adhering to the latest treatment guidelines, your organization has received a Performance Achievement Award.

Your dedication to improving patient care deserves to be celebrated. This document contains information, tools and guidelines to help you share your success with your organization and your community.

The team at American Heart Association® is a resource for you should you have any questions in your marketing and communications efforts.

# TABLE OF CONTENTS

ABOUT YOUR OUTPATIENT AWARD	4
NEWS RELEASES	5
DEVELOPMENT OF PROMOTIONAL MATERIALS	6
BRANDING: LOGO AND TAGLINE USAGE	7
BRANDING: RECOGNITION ICONS	8
ICON SAFE ZONE AND SIZE	10
INCORRECT ICON USE	11
LANGUAGE TO AVOID	12
INTERNAL PROMOTIONAL IDEAS	13
EXTERNAL PROMOTIONAL IDEAS	14
 <b>CHECK. CHANGE. CONTROL. CHOLESTEROL</b>	
<hr/>	
AWARD ELIGIBILITY	18
SAMPLE MESSAGING	19
SCRIPTS AND SOCIAL MEDIA	20
WEB LINKING POLICY	21
 <b>TARGET: BP</b>	
<hr/>	
AWARD ELIGIBILITY	23
SAMPLE MESSAGING	24
SCRIPTS AND SOCIAL MEDIA	25
WEB LINKING POLICY	26
 <b>TARGET: TYPE 2 DIABETES</b>	
<hr/>	
AWARD ELIGIBILITY	28
SAMPLE MESSAGING	29
SCRIPTS AND SOCIAL MEDIA	30
WEB LINKING POLICY	31



## ABOUT YOUR OUTPATIENT AWARD

The American Heart Association (AHA) recognizes organizations and their success in using our outpatient quality initiatives to improve quality of care and outcomes for patients.

To qualify for an award, an organization must:

- Register online.
- Share basic practice and organizational population information with the AHA.

If your organization qualifies for an award, you will be notified and provided an electronic link to the applicable digital promotional kit, which includes recognition icons and promotional tools.



## NEWS RELEASES

**Template news releases are provided for your use in your digital promotional kit.**

If the template is used exactly as provided with all blanks filled in appropriately, no further review is required. If additional information is added, just forward it to your local AHA Field Specialist, who will route it for approvals.

Award recipients are encouraged to distribute the news release to local news media outlets within a 50-mile radius, including local affiliate and independent television/cable stations; local radio stations; local monthly, weekly and daily newspapers and local magazines.

Recipients may also post the press release to their websites.

Quality achievement award-winners may not distribute information about the Outpatient Quality Improvement initiatives or the AHA to national or regional media outlets including network television, cable or radio stations; syndicated television, cable or radio programs; regional or national magazines; regional or national newspapers, local offices of national media outlets including newswires or news services; or Internet/online media outlets.

If additional information is added to the template news release, the AHA's National Marketing/Communications team must approve the release prior to the health care organizations releasing it to local media.

### Media Inquiries

- A minimum of 10 business days is required for review.
- To request approval, work with your local AHA representative or send materials to **[qirecognition@heart.org](mailto:qirecognition@heart.org)**.
- Please forward any media inquiries about the program or American Heart Association® resulting from media outlets outside of a facilities' local market (as described above) to local AHA communications staff.



## DEVELOPMENT OF PROMOTIONAL MATERIALS

If your organization develops promotional materials that make any other claim or statement beyond the sample verbiage provided in this document or other template materials provided in the promotional kit, the product must be approved by the American Heart Association. An institution's materials will be reviewed for approval on an individual basis. This includes advertising, press releases and social media posts.

- **Please note:** Recognition icons cannot be altered, taken apart, nor be laid out on top of a color or image.
- To request approval, work with your local AHA Representative Specialist or send materials to: **[qirecognition@heart.org](mailto:qirecognition@heart.org)**.
- A minimum of 10 business days is required for review.



## BRANDING: LOGO AND TAGLINE USAGE

Participants in the American Heart Association Outpatient programs may not use the American Heart Association/American Stroke Association Heart and Torch logo on any materials, including digital materials.

The American Heart Association/American Stroke Association name and/or logo may not be used by any organization without prior approval by the American Heart Association/American Stroke Association.

The American Heart Association/American Stroke Association name may be used in text only if approved by the American Heart Association/American Stroke Association, prior to use. Please forward any requests for text approval usage that falls outside recommended language as outlined above to [\*\*qirecognition@heart.org\*\*](mailto:qirecognition@heart.org).

The *Check. Change. Control. Cholesterol™*, *Target: BP™* and *Target: Type 2 Diabetes<sup>SM</sup>* names and/or logos may not be used by any organization in any capacity without prior approval by the American Heart Association/American Stroke Association. Quality achievement award-winning health care organizations should use the recognition icons, and all achievement award mentions must be consistent with recommended language as outlined above.

The outpatient program names and/or logos cannot be used in any materials where an institution implies that it is better than another or in materials that may imply an American Heart Association/American Stroke Association endorsement or recommendation of the institution and/or its services.



## BRANDING: RECOGNITION ICONS

Recognition icons have been developed to help award recipients publicize their achievements. These icons are available for use by award achieving organizations on their website, and internal and external marketing materials.

An organization may only use the icons that are applicable to the organization's actual achievement level. **Icon use is subject to verification.**

Icons include a notation of the year the award was given. Organizations can use them for up to 12 months to promote their achievement. Each year, the icons will be revised to reflect the current year.

The recognition icon designs included in this document are trademarks of the American Heart Association, Inc. Any use or reproduction of these marks without the express, prior written consent of the AHA is strictly prohibited.

The achievement award program logos and the recognition award icon designs are trademarks of the American Heart Association, Inc.

Any use or reproduction of these marks without the express, prior written consent of the American Heart Association/American Stroke Association is strictly prohibited.





## BRANDING: RECOGNITION ICONS (CONTINUED)

**Please follow these branding guidelines whenever a recognition icon is used:**

1. Use the icon in its entirety (see **page 11**). Elements of the icon may not be used independent of each other. The elements include:
  - Award seal
  - Award category ribbon
  - American Heart Association® name
2. Use the appropriate color logo.
  - The American Heart Association's preference is to always use the CMYK (four-color process) version. Add a white box to frame icon for use on colored surfaces if needed.
  - Second preference is to use the two-color duotone icon. Third preference is the one-color (black) icon.
  - If the surface of the product prohibits the use of the four-color-process version (such as fabric, embroidery or other non-paper surfaces), you may use the two-color duotone or one-color icon applicable to the final product size.
  - When using the icon, the vertical height of the American Heart Association signature must be 3/8" or taller. This is measured from the top of the capital "A" in American to the point at the bottom of the heart and torch symbol. There are no exceptions.
  - **Other than scale alteration, the icon can't be tampered with or altered.**
3. Allow for areas of non-interference.
  - The area of non-interference around the recognition icons should equal one-quarter inch. This will ensure the icon is clearly visible in all presentations. This area is to be applied to all versions of the icon
  - **Other than resizing to fit design needs, the icon cannot be tampered with or altered in any way.**



## ICON SAFE ZONE AND SIZE

Safe Zone: The height of the “H” below shows the outer most edges of the icon. We ask that other graphic elements are kept clear of this space. The icon should always be larger than 1.25".



Safe zone: the “H” above, which is the cap height of word in banner



Minimum print size:  
Logo should not be smaller  
than 1.25" (90px) wide



# INCORRECT ICON USE

Do not ungroup/unlock image elements or use mis-proportioned icons or any color combinations that aren't provided.

Here are a few examples of incorrect use of the icon\* including but not limited to the following:

Colored background



Background with pattern



Use of color (other than what's specified in this standards document.)



Use of special effects



Correct use



Rotate or skew



Overlapping photography



Separate components



Use an icon as a pattern



\*Check. Change. Control. CHOLESTEROL™ Gold is used as an example, but these rules apply across all icons.



## LANGUAGE TO AVOID

To ensure that all recognized organizations use approved messaging for their marketing and promotional efforts, please avoid using any of the following language to describe awards:

- Terms implying superiority such as best, better, and only.
- Award recognition does not imply expertise, so refrain from terminology such as “experts in care.”
- Language referring to the combined recognitions as an implied award. For example, the use of colloquialisms such as “Double Crown” or “Double Diamond” is not permitted. Acceptable verbiage for multiple discipline winners would be “double achievement” or “dual award-winner.”
- “Only organization to achieve an award” is not appropriate to use.
- “First” in city/county/state for an award is acceptable as long as it is validated by AHA through your local representative.
- “Region” has to be clearly specified, such as “county,” “city” or “state.” Referring to 100% of health care organizations in a specific area is allowed (e.g. NOT North Texas or Southeast Florida) but is allowed for a city, state, or affiliate that is clearly defined.

### EXAMPLES:

- ✓ **OK, if verified by AHA field staff:** John Doe Facility is the proud recipient of the 2022 American Heart Association’s® Target: Type 2 Diabetes Gold Quality Achievement Award. It is one of only three health care organizations in New York City to have earned the designation.
- ✓ **OK, if verified by AHA field staff:** John Doe Facility, the first health care organization in New York State to receive a dual award, was awarded...
- ✗ **Not OK:** John Doe Hospital is the only health care organization in the Central Piedmont region to be awarded this Gold award.

While we discourage use of statistical data, we understand that in some instances an organization may request to use such information. If you choose to cite statistical information (e.g. “one of 10 in the state”), your copy will need to be validated by your local AHA Field Specialist and the National American Heart Association Marketing/Communications team and will require a ten-day review timeline. Statements with statistical data should only be marketed for 12 months.



## INTERNAL PROMOTIONAL IDEAS

Your AHA quality achievement award is tangible evidence of your care team's hard work and commitment to healthier lives. It's recognition worth celebrating. We encourage you to share your success with your organization.

**Here are a few examples of ways to promote your award within your organization:**

- When you're notified about your award, share the news with your organization's leadership, including the CEO and chief of staff.
- Notify team members about your award by announcing your recognition achievement at scheduled staff gatherings or in-service training.
- Schedule and host an award presentation ceremony. To host a successful event:
  - Invite key team members and local dignitaries, including council members, board members and the media.
  - Ask your Quality champion to provide a description of the program, its goals and experiences.
  - Have a photographer document the certificate presentation.
  - Create a celebratory atmosphere by sharing giveaway items and heart-healthy refreshments.
- Include an article about your award in your internal newsletter.



## EXTERNAL PROMOTIONAL IDEAS

Your quality achievement award is tangible evidence of your care team's hard work and commitment to saving lives. We encourage you to share your success with your community.

The American Heart Association® provides template advertisements you can use to promote your achievement. Access them with the link provided by AHA's local field specialist and use the appropriate recognition icons to promote this achievement.

**Here are some ideas to promote the award(s) to patients and visitors:**

- Use the images and language provided in your recognition kit to share the word about your award on social media.
- Place signage promoting this achievement, including pull-up banners, posters & table tents, in patient waiting rooms, cafeterias, elevators and restrooms.
- Hang a banner promoting achievement in your main entrance. Or go green and use the digital signage template to create an ad for digital monitors throughout your building.
- Include an announcement and a recognition icon on your website.
- Include an advertisement promoting your achievement on internal closed-circuit TV programming.
- Place a small ad promoting your achievement in your Patient Handbook or daily menu.



## EXTERNAL PROMOTIONAL IDEAS (CONTINUED)

Use the following ideas to promote your award in your community:

- Use the images and content provided in your recognition kit to spread the word about your award on social media.
- Place a radio ad promoting your achievement.
- Place an ad in local newspapers and magazines using American Heart Association® approved materials.
- Place an ad promoting your achievement on a local billboard.
- Place a wrapper or sticker ad in your local newspaper.
- Promote your achievement on your facilities' "on-hold" answering system.
- Place an article about your achievement in your external newsletter.
- Promote your achievement in a preview slide at the local movie theater.
- Include the email signature graphic from this kit in your staff email signatures.





## EXTERNAL PROMOTIONAL IDEAS (CONTINUED)

### Social Media Ideas for Award Activations

- Tag American Heart Association social media channels whenever possible.
- Post a quote + photo of a patient (or stock photo) to highlight how your achievement is making a positive impact on people in the community.
- Post a quote + photo of a physician or nurse who is impacted by the award. Focus on how the guidelines have positively impacted their career satisfaction.
- Post a series of short (15–30s) Q&A videos with staff that are passionate about providing the utmost quality care. Ask them to explain one of the easier-to-follow guidelines in layperson's terms for folks at home, and why they strive to follow guidelines for the safety and wellbeing of patients.
- Post a photo of staff with the award and/or the AHA representative or use Facebook/Instagram live to cover the award presentation.
- Share stories of patients or survivors (with permission) whose health improved because staff followed evidence-backed guidelines.
- Encourage staff members to share any posts that are published by your brand channels.
- Encourage team members to publish a few sentences on their personal LinkedIn accounts about why they strive to follow American Heart Association's guidelines, and how nice it is to be recognized for their efforts.
- Pick a few all-star staffers who are passionate about the guidelines, and surprise them with the award, and maybe even a meaningful gift of some kind. Be sure to get their reaction on camera.







American Heart Association®

Check. Change. Control.  
Cholesterol™

## AWARD ELIGIBILITY

**Check. Change. Control. Cholesterol** focuses on addressing high cholesterol through ASCVD risk assessment and appropriate therapies.

The different achievement levels reflect varying degrees of organizational dedication and performance.

- **Participant level** – Recognizes practices that have committed to improving ASCVD (Atherosclerotic Cardiovascular Disease) risk assessment and submitted data on appropriate Statin therapy based on MIPS measure #438.
- **Gold level** – Recognizes practices that have fulfilled the Participant criteria AND have 70% or more of their adult, at-risk ASCVD patient population appropriately managed with Statin therapy based on MIPS measure #438.



## SAMPLE MESSAGING

Organizations may use the following descriptions to describe your participation in **Check. Change. Control. Cholesterol.**

- Our participation in **Check. Change. Control. Cholesterol** demonstrates our commitment to quality care. We are proud to be a part of the American Heart Association's® efforts to turn guidelines into lifelines.
- What really gets us excited is seeing the lives we're impacting.
- Our greatest reward is caring for our patients. That's why we're committed to turning treatment guidelines into lifelines.
- At **<organization's name>**, we care about our patients. That's why we've made a commitment to turn treatment guidelines into lifelines.
- **<Organization's Name>** is dedicated to helping our patients achieve the best possible outcomes, and implementing the American Heart Association's **Check. Change. Control. Cholesterol** program will help us accomplish that by making it easier for our teams to put proven knowledge and guidelines to work on a daily basis.

## SCRIPTS AND SOCIAL MEDIA

### On-Hold Scripts

Use the following messages to promote your achievement in your on-hold messaging:

- We've recently been recognized by the American Heart Association's **Check. Change. Control. Cholesterol** program for our commitment to quality patient care. Join us in congratulating our staff for working to improve the health of our community.
- The care our patients receive is our number one priority. That's why we're proud to be among the organizations recognized for performance in the **Check. Change. Control. Cholesterol** program of the American Heart Association.

### Social Media Messaging

**Twitter:** We're proud to achieve a **Check. Change. Control. Cholesterol. [Participation/Gold]** performance Award from @American\_Heart! #ChangeCholesterol

**Facebook/LinkedIn:** We are proud to have been recognized by the American Heart Association for our commitment to helping our patients understand and manage their risks for high cholesterol. We're a **Check. Change. Control. Cholesterol. [Participation/Gold]** Award winner! #ChangeCholesterol

### Radio Ads

At **<Name of Organization>**, we're committed to providing heart and stroke care based on the latest research-based treatment guidelines. Studies show patients can recover better when these guidelines are consistently followed. We're proud to be recognized by the American Heart Association® for our achievement in the Check. Change. Control. Cholesterol. quality program. Another way **<Name of Organization>** is working to improve healthcare for you and your family.

## WEB LINKING POLICY

We encourage you to use the appropriate recognition icon on your website. The icon should, in all cases, be a link to the American Heart Association's **Check. Change. Control. Cholesterol** website: **[heart.org/changecholesterol](https://heart.org/changecholesterol)**.

**Some guidelines about linking to this (and all AHA) webpages:**

1. The AHA does NOT endorse companies, products or services, and strictly prohibits any suggestion of endorsement, recommendation or superiority of one company, product or service over another company, product or service.
2. The AHA does not allow framing of its website(s). When setting up a link to the AHA's Web site(s), the Association's site should open in a new Web browser window rather than displaying the pages in a frame of the linking site's web template.
3. Links to the AHA's websites should be text-only and you may not use the AHA's heart and torch stylized logo as a link, as our logo cannot be shown on your site.

The AHA linking policy in its entirety can be found **[here](#)** or at the bottom of the home page of **[heart.org](https://heart.org)**.

If you have questions about marketing, advertising, public relations or promotions of your achievement award, please contact your local AHA Field Specialist. We are happy to help.

# TARGET:BP™



## AWARD ELIGIBILITY

In partnership with the American Medical Association, **Target: BP** celebrates physician practices and health systems that treat patients with hypertension for achieving blood pressure control rates within the populations they serve.

The different achievement levels reflect varying degrees of organizational dedication and performance.

- **Participant level** – Recognizes practices that submit data for the first time and commit to reducing the number of adult patients with uncontrolled blood pressure.
- **Silver level** – Recognizes practices that have demonstrated a commitment to improving blood pressure control through measurement accuracy.
- **Gold level** – Recognizes practices that have controlled high blood pressure in at least 70% of their adult patient population.
- **Gold+ level** – Recognizes practices that have demonstrated a commitment to measurement accuracy and have controlled high blood pressure in at least 70% of their adult patient population.



## SAMPLE MESSAGING

Organizations may describe their participation in **Target: BP** in the following ways.

- Our participation in **Target: BP** demonstrates our commitment to reducing the number of Americans who have heart attacks and strokes by prioritizing blood pressure control.
- What really gets us excited is seeing the lives we're impacting.
- Our greatest reward is caring for our patients. That's why we're committed to turning treatment guidelines into lifelines.
- At **<organization's name>**, we care about our patients. That's why we've made a commitment to help patients achieve greater blood pressure control.
- **<Organization's Name>** has been recognized by the American Heart Association and the American Medical Association through their **Target: BP** program for our work to improve blood pressure control rates and reduce the number of Americans who have heart attacks or strokes.



## SCRIPTS AND SOCIAL MEDIA

### On-Hold Scripts

Use the following messages to promote your achievement in your on-hold messaging:

- We have been recognized by the American Heart Association and American Medical Association for joining **Target: BP** and for our commitment to reducing the number of Americans living with uncontrolled blood pressure. Join us in congratulating our staff for working to improve the health of our community.
- The care our patients receive is our number one priority. That's why we're proud to be among the organizations that are recognized by the American Heart Association and the American Medical Association for their performance in **Target: BP**.

### Social Media Messaging

#### Twitter:

- By joining **#TargetBP**, we've committed to improving the nation's blood pressure control rate—one patient at a time.
- @American\_Heart and @AmerMedicalAssn have recognized our team for our important work in reducing uncontrolled blood pressure among patients with the **<specific Target: BP award received>** achievement award.

#### Facebook/LinkedIn:

- By joining **#TargetBP**, we've committed to improving the nation's blood pressure control rate—one patient at a time. **#TargetBP**
- **<Our team is; We're; [Practice name] is/are>** proud to have been recognized by the American Heart Association and American Medical Association with a **<specific Target: BP award received>** achievement award. By working together, we can continue to improve our country's current blood pressure control rate. **#TargetBP**

### Radio Ads

At **<Name of Organization>**, we're committed to providing heart and stroke care based on the latest research-based treatment guidelines. Studies show patients can recover better when these guidelines are consistently followed. We're proud to be recognized by the American Heart Association® and the American Medical Association for our achievement in Target: BP. Another way **<Name of Organization>** is working to improve healthcare for you and your family.

## WEB LINKING POLICY

We encourage you to use the appropriate recognition icon on your website. The icon should, in all cases, be linked to the **Target: BP** website: [targetbp.org](https://targetbp.org).

Some guidelines about linking to this webpage:

1. **Target: BP** does NOT endorse companies, products or services, and strictly prohibits any suggestion of endorsement, recommendation or superiority of one company, product or service over another company, product or service.
2. **Target: BP** does not allow framing of its website(s). When setting up a link to the **Target: BP** website, the site should open in a new web browser window rather than displaying the pages in a frame of the linking site's web template.
3. Links should be text-only and you may not use the **Target: BP** stylized logo as a link, as our logo cannot be shown on your site.

The AHA linking policy and AMA privacy policy in its entirety can be found at the bottom of the homepage of [targetbp.org](https://targetbp.org).

If you have questions about marketing, advertising, public relations or the promotion of your achievement award, please contact your local AHA Field Specialist. We are happy to help.



American Heart Association®

Target: Type 2 Diabetes<sup>SM</sup>



## AWARD ELIGIBILITY

**Target: Type 2 Diabetes** addresses CVD risk factors in patients with type 2 diabetes as part of the AHA and American Diabetes Association's Know Diabetes by Heart<sup>TM</sup> initiative.

The different achievement levels reflect varying degrees of organizational dedication and performance.

- **Participant level** – Recognizes practices for commitment to improving quality of care through awareness, detection, and management of type 2 diabetes by educating and empowering patients with evidence-based information and tools.
- **Gold level** – Recognizes practices who have met specified thresholds for two clinical measures while improving quality of care through awareness, detection, and management of type 2 diabetes by educating and empowering patients with evidence-based information and tools.





## SAMPLE MESSAGING

Organizations may use the following descriptions to describe your participation in **Target: Type 2 Diabetes**.

- Our participation in **Target: Type 2 Diabetes** demonstrates our commitment to quality care. We are proud to be a part of the American Heart Association's® efforts to turn guidelines into lifelines.
- What really gets us excited is seeing the lives we're impacting.
- Our greatest reward is caring for our patients. That's why we're committed to turning treatment guidelines into lifelines.
- At **<organization's name>**, we care about our patients. That's why we've made a commitment to turn treatment guidelines into lifelines.
- **<Organization's Name>** is dedicated to helping our patients achieve the best possible outcomes, and implementing the American Heart Association's **Target: Type 2 Diabetes** program will help us accomplish that by making it easier for our teams to put proven knowledge and guidelines to work on a daily basis.



## SCRIPTS AND SOCIAL MEDIA

### On-Hold Scripts

Use the following messages to promote your achievement in your on-hold messaging:

- We've recently been recognized by the American Heart Association's **Target: Type 2 Diabetes** program for our commitment to quality patient care. Join us in congratulating our staff for working to improve the health of our community.
- The care our patients receive is our number one priority. That's why we're proud to be among the organizations who are recognized for performance in the **Target: Type 2 Diabetes** program of the American Heart Association.

### Social Media Messaging

**Twitter:** We're proud to have been recognized by @American\_Heart with a [<specific TT2D award received>](#). Learn more. [Link to news release]

**Facebook/LinkedIn:** We're proud to have been recognized by the American Heart Association for treating our patients according to the latest guidelines. Learn more. [Link to news release]

### Radio Ads

At [<Name of Organization>](#), we're committed to providing heart and stroke care based on the latest research-based treatment guidelines. Studies show patients can recover better when these guidelines are consistently followed. We're proud to be recognized by the American Heart Association® for our achievement in the **Target: Type 2 Diabetes** quality program. Another way [<Name of Organization>](#) is working to improve healthcare for you and your family.



## WEB LINKING POLICY

We encourage you to use the appropriate recognition icon on your website. The icon should, in all cases, be a link to the American Heart Association's **Target: Type 2 Diabetes** website: [\*\*heart.org/targettype2diabetesoutpatient\*\*](https://heart.org/targettype2diabetesoutpatient).

Some guidelines about linking to this (and all AHA) webpages:

1. The Association does NOT endorse companies, products or services, and strictly prohibits any suggestion of endorsement, recommendation or superiority of one company, product or service over another company, product or service.
2. The Association does not allow framing of its website(s). When setting up a link to the AHA's Web site(s), the Association's site should open in a new Web browser window rather than displaying the pages in a frame of the linking site's web template.
3. Links to the Association's websites should be text-only and you may not use the Association's stylized logo as a link, as our logo cannot be shown on your site.

The AHA linking policy in its entirety can be found [\*\*here\*\*](#).

If you have questions about marketing, advertising, public relations or promotions of your achievement award, please contact your local AHA Field Specialist. We are happy to help.

**Thank you!**