

Heart Disease is the #1 killer
of women.
We've launched a
community counter-attack!


Follow the Fifty
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Follow the Fifty

MODELS OF HEART HEALTH

Northeast District Department of Health
69 South Main Street, Unit 4, Brooklyn, CT 06234
860-774-7350 / 860-774-1308 (fax) / www.followthefifty.org

Greetings Follow the Fifty Models!

Thank you for your patience as we work through the multitude of details that go along with this initiative and plans for our kick-off event. We have lots of exciting things in store for you!

Here are some of the details you have been waiting for:

Kick-off Event, Saturday, March 31, 2012, 7:00 a.m. to 12:30 p.m.

Location: Killingly High School (the new one!), 226 Putnam Pike, Dayville, CT.

Proceed up the long driveway, bear right and follow signs to Main Office. Park and come through the MAIN ENTRANCE.

- **Please be prompt!** Early even. We have to register 185 of you. Latecomers will run 1,000 laps, have to scale a rock-climbing wall and make a heart healthy lunch for the rest of us.
- **You must FAST the night before** (Friday, March 30th) because you will have your health screenings done in the morning. That means NOTHING to eat after midnight. You may drink WATER ONLY after midnight. No food, no other beverages other than water. VERY IMPORTANT – If you are a diabetic or hypoglycemic, please notify us immediately by email so we can plan to have your health screenings done first. And no fibbing just to cut the line.
- Health screenings will include blood pressure, cholesterol, blood sugar, height, weight, Body Mass Index, waist and hip circumference. We will have privacy screens for those not comfortable with being exhibitionists.
- Please wear comfortable clothing and sneakers or sturdy walking shoes. Absolutely no high heels. You will be walking and participating in some MILD physical activity.
- You will be given a Follow the Fifty t-shirt to wear for the duration of the event.
- All photos will be in black and white wearing your newly issued t-shirt. Look nice, but do not “glam up” for these photos. We want you to look as natural as possible, although you may want to take the curlers out of your hair and swap out your bunny p.j.'s for sweats. The “stop-'em-in-their-tracks” color photos will be taken in November. Just think, the worse we all look in March, the better we'll all look in December! Also, this campaign is about having fun, so don't feel as though you have to take a “mug shot.” Be expressive, be bold, be funny, be yourself. Let your personality show through.
- Models will have an orientation from 7:30 to 8:25am sharp. Then, they will rotate in groups of 12 throughout 15 educational and activity stations. (It's like a shotgun shot for those of you who know golf.) You will spend 10 minutes at each station and have 5 minutes to transition between stations. This will take the bulk of the morning, from 8:30 to approx. 11:30 or noon. We will then reassemble in the KHS auditorium for a wrap-up presentation and a visit from a surprise guest. Relax. Not Oprah.
- Heart healthy refreshments (fruit, vegetables, cheese, yogurt, etc.) will be available once you have had your health screenings. Diabetics or anyone with special dietary restrictions may want to pack their own snacks to have after their screenings. Water will be the only beverage available throughout the day. We promise that you will survive a morning without coffee.
- All models will be required to sign liability waivers, health condition/risk factor disclosures related to heart health, and photography consents in order to continue participation in the initiative.
- You may invite your coach (if you have one) to the kick-off.

Coaches

Your coach does not have to be a certified personal trainer or fitness professional. Your coach should be someone you respect and admire; someone who doesn't mind making a reassuring phone call to you, or who is waiting at the finish line of your first 5K walk, or better yet, running or walking it with you; that person who can give you a "you're not really going to drink that milk shake" stare or wrestle the "just one bite" chocolate bar from your grip! Your coach can be male or female, a family member, spouse, best friend, trusted colleague, or devoted pet. They should be the number one support system who can motivate you to be your best. One coach can coach multiple models. Also, because models are at all different levels of health, you can actually coach each other. IF YOU ALREADY HAVE A COACH, PLEASE EMAIL THEIR NAME AND EMAIL ADDRESS TO: contactus@followthefifty.org

Teams/Captains

Lots of chatter regarding teams. Nothing here for you to worry about. Team assignments are being done so we can keep our branding of *Follow the Fifty*. Models will be grouped geographically in teams of 3-4 women. You will meet your teammates at the kick-off. Regardless of who you are teamed with, there is absolutely nothing that will prevent you from gathering, talking, working out, and doing other things with your friends and other models you may know. By the end of the kick-off you will determine your team captain, who will serve as your team spokesperson. By the end of this initiative, we will be ONE BIG TEAM of empowered, heart-healthy women! Trust us.

Cheerleaders

Cheerleaders are people who are going to be following your progress and supporting you from the sidelines. They can be the far-away friend in Florida who posts a cheer on your Facebook wall; a colleague at work who says "Do you mind if I join you for your lunchtime walk?"; your dad who stands up in the middle of a basketball game and shouts, "Hey, my daughter is a model!" Anyone willing to support your effort is a cheerleader. If there are businesses who would like to get behind your effort, they can be cheerleaders too. Local restaurants can put "Follow the Fifty" heart-healthy specials on their menus; Retailers can have "Follow the Fifty" sales; employers can have "Follow the Fifty Fridays" and encourage all employees to take a walk break. There are no limits as to how creative your supporters can be to cheer you on to success.

Sponsors

As you can imagine, nearly quadrupling the amount of women we originally planned to accept as models has posed some financial challenges. We may reach out to local corporations, organizations, and businesses as needed to help us off-set some costs associated with the campaign. This may be in the form of direct financial support or an in-kind donation of services. We are already building a tremendous list of notable community partners and invite you to put any interested sponsors in touch with us.

SAVE THE DATES

Plans for monthly events are being finalized and are subject to change. For now, save these dates and times:

Monday, April 30, 5:00 – 8:30pm

Sat., May 12, 11:00am – 3:00pm

June 6, 7, 12 & 13, 5:00 – 9:00pm – Models will select one of these four weekday nights to receive their CPR/AED training and certification

Sat., July 14 – 8:00 am – 12:00pm

Sat., August 11, 7:00 am – Day Kimball Healthcare Deary Road Race and/or Sat. Aug. 25 – DKH Triathlon – Models may participate in either or both

Sat., Sept 15, 2:00 – 6:00 pm

Sun, October 14, 11:30 – 3:00

Thurs, Nov. 1, 5:00 – 8:00pm

Sunday, November 4, 7:00am – 12:30pm – Campaign wrap-up, health screenings and "after" Red Dress photos

Monday – Thursday, November 26 – 29, 6:00 – 10:00pm – Rehearsals for the Red Dress DIVAS Holiday Spectacular

Friday, November 30, 5:00 – 11:00pm – Red Dress DIVAS Holiday Spectacular – Model Group 1 - (Actual show will run from 7:30 – 10:30pm)

Saturday, December 1, 5:00 – 11:00pm – Red Dress DIVAS Holiday Spectacular – Model Group 2 - (Actual show will run from 7:30 – 10:30pm)

Communication

Email will be our primary means of contact with you. Please check your email regularly and notify us promptly of any changes to your email address. Please check any filters so our communications don't wind up in your junk mail. Please be courteous and respond to all emails or calls promptly. We will post information regularly on our Follow the Fifty website (our permanent website is currently under construction, you can still visit our temporary site at www.followthefifty.org). *It will be very difficult to manage communications with so many people, so we need your help. As we have mentioned, we are building a tremendous support system, but the ultimate accountability for your success lies with you.* We will continue to post information on Facebook and encourage those who already FB to reach out to your friends and supporters and have them like our Follow the Fifty Models of Heart Health Facebook page.

Finally, there is a small group of models (less than 10) that are unable to make the kick-off. We will reschedule another time for your screenings, photos and information. That date has not yet been determined.

Okay, that's it for now! You are welcome to send your questions along, so we can compile a list of frequently asked questions for posting on our FTF website. Aren't you glad you asked for details?!

Happy St. Patrick's Day to all...we have the feeling that it's going to be a lucky year for all of us!

Linda

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