

April 2016 – Million Hearts® Messaging



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We Want to Know!

Do you like these messages? Do they meet your needs? [Tell us how we're doing!](#) We want your feedback! We also want you to use these messages as you wish on your own communications channels. **Please share the content in this newsletter!**

April's Focus

April is Minority Health Month. To celebrate, we encourage you to speak with American Indians and Alaska Natives about healthy living habits to reduce and/or manage their risk for heart disease and stroke. And if you need them, we've got evidence-based tools and resources to help you.

Did you know?

- Heart disease and stroke are the first and sixth (respectively) leading cause of death among American Indians and Alaska Natives.

- American Indians and Alaska Natives die from heart disease at younger ages than other racial and ethnic groups in the United States, with more than one-third dying from the condition by age 65.
- One in four American Indian/Alaska Natives smokes. Among this demographic, cigarette smoking is the highest in the Northern Plains (44%) and Alaska (39%) and lowest in the Southwest (21%).

By focusing on promoting healthy living habits – like maintaining a healthy weight, not smoking or using tobacco, and limiting alcohol use – we can help reduce the risk of heart disease and stroke among American Indians and Alaska Natives.

Using Evidence-based Tools and Resources to Improve the Heart Health of American Indians and Alaska Natives Matters for Health Professionals

As a health professional, you are likely aware of the health disparities faced by American Indians and Alaska Natives. You are also uniquely positioned to help this population take care of themselves and their hearts. If you need them, here are some evidence-based tools and resources you can use to support American Indians and Alaska Natives start their journey to better heart health:

- [Keep It Sacred](#) – The National Native Network created the *Keep It Sacred* campaign, a public health resource, to decrease commercial tobacco use and cancer health disparities among members of American Indian and Alaska Native tribes across North America. They have a commercial tobacco [quitline](#) and a [YouTube channel](#) featuring videos and webinars that address cancer and commercial tobacco cessation among Native Americans.
- [Awakening the Spirit](#) – The American Diabetes Association provides educational materials and information about advocacy through the *Awakening the Spirit* program.
- [CDC's American Indian and Alaska Native Heart Disease and Stroke Fact Sheet](#) – This document includes statistics about heart disease and stroke among American Indians and Alaska Natives and outlines steps this population can take reduce their risk.

Social Media Messages

Twitter

#DYK American Indians & Alaska Natives have higher rates of heart disease than other groups in the U.S.? <http://1.usa.gov/1pYapO8>

Are you an American Indian or Alaska Native & looking to quit smoking? Keep It Sacred quitline can help: <http://bit.ly/1T4qeOy>.

#DYK AI/AN have high incidence of diabetes & smoking – heart disease risk factors? Learn more: <http://1.usa.gov/1pYapO8>.

April is National Minority Health Month. Learn abt AI/AN risk for heart disease & stroke, tips for prevention: <http://1.usa.gov/1pYapO8>.

#HealthcarePros – Healthy Living Habits Infographic to share w/ patients, c/o @MillionHeartsUS

PRACTICE HEALTHY LIVING HABITS



Eat a healthy diet



Maintain a healthy weight



Be active on most days



Don't smoke or use tobacco



Limit alcohol use

Facebook

American Indians & Alaska Natives die from heart disease at younger ages than other racial and ethnic groups in the U.S. Let's work together this month to promote healthy living habits among AI/AN and reduce their risk for heart disease and stroke. Learn more at <http://1.usa.gov/1cWpxAc>.

PRACTICE HEALTHY LIVING HABITS



Eat a healthy diet



Maintain a healthy weight



Be active on most days



Don't smoke or use tobacco



Limit alcohol use

Lots of resources are available to American Indians and Alaska Natives looking to quit smoking commercial tobacco products. Learn more: <http://bit.ly/1T4qeOy>.

American Indians & Alaska Natives – How does smoking affect your communities? Learn more & find resources to help you quit: <http://bit.ly/1Ugop2A>.

Sample Newsletter Article

Using Evidence-based Tools and Resources to Improve the Heart Health of American Indians and Alaska Natives

We've all heard the saying, "April showers bring May flowers." So, this month, let's focus on watering the seeds of good health in American Indians and Alaska Natives by using evidence-based tools and resources to improve their heart health.

As a health professional, you are likely aware of the health disparities faced by American Indians and Alaska Natives. You are also uniquely positioned to help this population take care of themselves and their hearts. If you need them, here are some evidence-based tools and resources you can use to support American Indians and Alaska Natives start their journey to better heart health:

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Million Hearts® Partner Resources

Public Health & Clinical Professionals:

American Heart Association – *Promoting Preventive Services Could Improve Health Outcomes*
<http://news.heart.org/tag/national-minority-health-month/>

American Diabetes Association – Awakening the Spirit
<http://www.diabetes.org/in-my-community/awareness-programs/american-indian-programs/awakening-the-spirit.html>

Indian Health Services – Special Diabetes Program for Indians
<http://www.ihs.gov/MedicalPrograms/Diabetes/index.cfm?module=programsSDPI>

AI/AN Population:

Million Hearts® – Healthy Eating & Lifestyle Resource Center
<http://recipes.millionhearts.hhs.gov/>

The National Native Network – Keep It Sacred

<http://keepitsacred.itcmi.org/>

The National Native Network – Keep It Sacred Quitline

<http://keepitsacred.itcmi.org/quitline/>

The National Native Network – Keep It Sacred YouTube Channel

<https://www.youtube.com/user/NNNKeepItSacred>

General:

American Heart Association – Healthy Eating

http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Healthy-Eating_UCM_001188_SubHomePage.jsp

CDC – American Indian and Alaska Native Heart Disease and Stroke Fact Sheet

http://www.cdc.gov/DHDSR/data_statistics/fact_sheets/fs_aian.htm