

March 2018 – Million Hearts® Messaging

This month, celebrate National Nutrition Month and World Salt Awareness Week by reminding patients, especially those who are most at risk for cardiovascular disease, to eat heart healthy foods, starting with fruits and vegetables.



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We Want to Know

Do you like these messages? Do they meet your needs? We want your feedback! We also want you to use these messages as you wish on your own communications channels. **Please share this content!**

March Focus

This month, Million Hearts® is celebrating National Nutrition Month and World Salt Awareness Week by calling on doctors, nurses and other medical professionals to remind their patients, especially those who are most at risk for cardiovascular disease, to eat heart healthy foods. What are heart healthy foods? Fruits and vegetables are a great place to start. Patients also

should stay away from processed meats and other foods that are high in sodium. When in doubt, make sure to read the label.

Call for Applications: 2018 Million Hearts® Hypertension Control Challenge!

Many practices and systems work with their patients to achieve blood pressure control. The 2018 Million Hearts® [Hypertension Control Challenge](#) will identify clinicians, clinical practices, and health systems that have exceptional rates of hypertension control. Those with rates of at least 80% are eligible to enter the challenge. Million Hearts® is accepting applications for the 2018 Hypertension Control Challenge from February 20, 2018, through April 6, 2018.

Did you know?

- More than 90 percent of children and 89 percent of adults age 19 and older eat more sodium than is recommended for a healthy diet, mostly from processed and restaurant foods.
- A great way to eat heart healthy is to buy fresh, frozen (no sauce), or no salt added canned fruits and vegetables, as well as fresh poultry, fish, pork and lean meat instead of canned or processed meats.
- Read labels! When possible, buy low sodium, lower sodium, reduced sodium or no salt added versions of products and limit your use of sauces, mixes and “instant” products.
- Beware of ordering at restaurants, which are a major source of sodium in most Americans’ diets. Check online for nutritional information or ask your server for low-sodium options.

Eating heart healthy foods is important for everyone, but it’s especially important for those who are most at risk for cardiovascular disease, such as those who have had a heart attack or stroke in the past, those with high blood pressure or high cholesterol, or who have a family history of heart disease.

Social Media Messages

Channels to follow and re-tweet or share

Twitter: <https://twitter.com/millionheartsus> @MillionHeartsUS @TeamNutrition @MyPlate

Facebook: <https://www.facebook.com/millionhearts>

Hashtags to use: #NationalNutritionMonth

Twitter

Celebrate #NationalNutritionMonth by reminding family, friends, patients to eat #hearthealthy with these tips: <http://bit.ly/2sHaJWE>

What are #hearthealthy foods? Fruits and vegetables are a great place to start. Find recipes and more here: <http://bit.ly/2uJqflb> [Image #1]

About 9 in 10 Americans eat more #sodium than recommended. Where’s the sodium? Get the facts from the @CDC here: <http://bit.ly/2kwqZD9> [Image #2]

Eating #hearthealthy for #NationalNutritionMonth starts with reading labels! Learn how to decode nutrition labels when shopping: <http://bit.ly/2aXvxfR>

Celebrate #NationalNutritionMonth by replacing salt with spices & herbs! Try these ideas: <http://bit.ly/2bMO8As>

Did you know? Restaurants are a major source of #sodium in most Americans' diets. Get tips for eating #hearthealthy when you eat out: <http://bit.ly/23oRhbd>

Need some inspiration in the kitchen? Celebrate #NationalNutritionMonth by trying a new recipe from @MillionHeartsUS here: <http://bit.ly/2wfocWq>

Facebook

A great way to celebrate National Nutrition Month by eating heart healthy is by adding fruits and vegetables to your plate. Need some inspiration? Find recipes and more here: <http://bit.ly/2uJqflb>

Did you know? About 9 in 10 Americans eat more sodium than recommended. Where's the sodium? Hiding in processed foods and other foods you might not expect, like bread. Professor Salt T. can help. [Image #3]

Eating heart healthy for National Nutrition Month starts with reading labels! But labels can be tricky. Learn how to decode nutrition labels when shopping using these tips: <http://bit.ly/2aXvxfR>

National Nutrition Month is a great time to try out new spices & herbs. Worried that less salt will mean less taste? Don't be. These spices & herbs really pack a punch: <http://bit.ly/2bMO8As>

Did you know? Restaurants are a major source of sodium in most Americans' diets. But eating heart healthy doesn't mean staying home. Here are some tips for eating heart healthy when you eat out: <http://bit.ly/23oRhbd>

Need some inspiration in the kitchen? Celebrate National Nutrition Month by trying a new recipe from Million Hearts: <http://bit.ly/2wfocWq>

Social Media Images

Image #1

Need a healthy snack?

Replace chips and dips with **cherries** and **berries**.



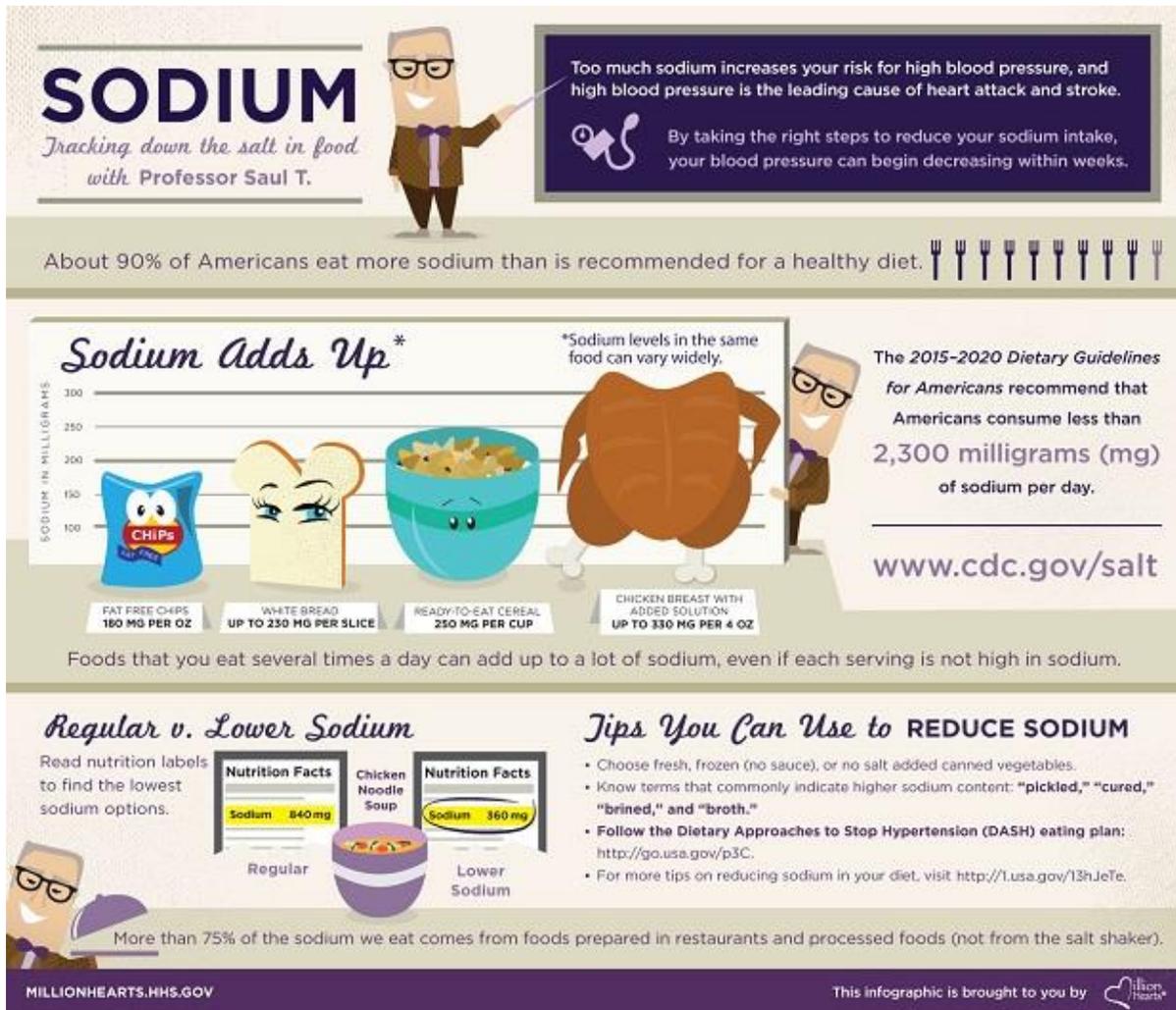
Image #2

Sodium's favorite hiding spot?

Processed and **restaurant** foods.



Image #3



Sample Newsletter Article

Recommit this month to eating heart healthy

Join Million Hearts® this month in celebrating National Nutrition Month by reminding your patients, family and friends, especially those who are most at risk for cardiovascular disease, to eat heart healthy foods.

What are heart healthy foods? Fresh fruits and vegetables are a great place to start. Americans also should stay away from processed meats and other foods and those that are high in sodium. When in doubt, make sure to read the label.

Did you know that more than 90 percent of children and 89 percent of adults age 19 and older eat more sodium than is recommended for a healthy diet? And that mostly comes from packaged, processed, store-bought and restaurant foods. The latest federal dietary guidelines recommend adults limit sodium intake to less than 2,300 mg per day.

A great way to eat heart healthy is to buy fresh, frozen (no sauce), or no salt added canned fruits and vegetables, as well as fresh poultry, fish, pork and lean meat instead of canned or processed meats. When possible, buy low sodium, lower sodium, reduced sodium or no salt added versions of products and limit your use of sauces, mixes and “instant” products.

Additionally, beware of ordering at restaurants, which are a major source of sodium in most Americans’ diets. Check online for nutritional information before you go, ask your server for low-sodium options, or ask for the sauce on the side.

Eating heart healthy foods is important for everyone, but it’s especially important for those who are most at risk for cardiovascular disease, such as those who have had a heart attack or stroke in the past, those with high blood pressure or high cholesterol, or who have a family history of heart disease.

Million Hearts® Partner Resources

American Heart Association (AHA)

[Healthy for Good: Eat Smart](#)

[Healthy for Good: Add Color](#)

[Healthy for Good: Recipes](#)

[Diet and Lifestyle Recommendations](#)

[Tips for Dining Out](#)

[Heart Healthy Grocery Shopping](#)

Cardio Smart: American College of Cardiology

[Eat Better Guides](#)

[Healthy Eating on a Budget](#)

[Modify Recipes for a Heart Healthy Diet](#)

[Making Healthy Choices When You Eat Out](#)

Association of State and Territorial Health Officials (ASTHO)

[Sodium Reduction](#)

[Salt and Your State Project Summary](#)

Preventive Cardiovascular Nurses Association

[Heart Healthy Toolbox \(see section on Healthy Eating Resources\)](#)

National Heart, Lung and Blood Institute

[Searchable database of heart healthy publications with recipes, healthy weight fact sheets and activity booklets](#)

United States Department of Agriculture (USDA)

[My Plate](#)

[What’s Cooking?](#)

Million Hearts®

[Recipes for a Heart Healthy Lifestyle](#)

[Hypertension Control Challenge – Apply now through April 6](#)

Centers for Disease Control and Prevention (CDC)

[Healthy Eating for a Healthy Weight](#)

[Planning Meals](#)

[Cutting Calories](#)

[Healthy Recipes](#)

[How to reduce sodium](#)

[Sodium and food sources](#)

[Sodium Reduction in Communities Program \(SRCP\)](#)

[Sodium Reduction Fact Sheets, Infographics, Videos & Web sites](#)

Office of Disease Prevention and Health Promotion

[Dietary Guidelines: 2015-2020](#)