

## Million Hearts® Collaboration Summer 2020 Messaging Kit

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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.

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## Messaging You Can Use! June-August: Physical Activity

The summer months are an ideal time to encourage physical activity and emphasize its importance in hypertension control and stroke prevention to achieve the Million Hearts® goal to improve cardiovascular health for all.

The collective voices of Million Hearts® Collaboration members are especially important now as chronic diseases are leading risk factors for severe illness with COVID-19. Positive messages encouraging physical activity can support your members, stakeholders and the general public.

We suggest reviewing the various sample messages and photos to inspire you. We encourage you to share this messaging packet with communications staff in your organization. Please feel free to modify to fit with your geographic region or organizational standards.

### Main Messages: Content Themes and Strategies

This packet includes messages for both clinical and community audiences which can be added to your organization's social media channels or into newsletters or blogs. The sample newsletter content focuses on CDC's Active People Healthy Nation campaign, various ways to incorporate physical activity and reduce stress as we adapt to new

routines during the COVID-19 pandemic. Suggested content for social media messaging is provided for clinicians and public health professionals and consumers.

The resources section includes new reports and information on COVID-19 and chronic disease developed by Million Hearts® Collaboration member organizations. A listing of partner spotlights and stories developed by the Million Hearts® Collaboration are included and can be shared.

Thank you for taking time to share these important messages about the benefits of increasing physical activity to prevent heart attacks and strokes.

## Fast Facts

- Physical inactivity is one of the most prevalent major health risk factors, with 8 in 10 US adults not meeting aerobic and muscle-strengthening guidelines, and is associated with a high burden of cardiovascular disease.<sup>1</sup>
- Only half of adults get the physical activity they need to reduce and prevent chronic diseases.<sup>2</sup>
- \$117 billion in annual health care costs are associated with inadequate physical activity<sup>2</sup>
- Walking is the most common form of physical activity across the country and an excellent way to help people become more active.<sup>3</sup>

1. American Heart Association Journal Volume 137 No.18 Routine Assessment and Promotion of Physical Activity in Healthcare Settings: A Scientific Statement From the American Heart Association

2. Centers for Disease Control and Prevention (CDC). [Division of Nutrition, Physical Activity, and Obesity, National Center for Chronic Disease Prevention and Health Promotion](#) Atlanta, GA: US Department of Health and Human Services; 2019.

3. Morris JN, Hardman AE. Walking to health. *Sports Med.* 1997;23(5):306–332. 3. Watson KB, Frederick GM, Harris CD, Carlson SA, Fulton JE. U.S. adults' participation in specific activities, Behavioral Risk Factor Surveillance System—2011. *J Phys Act Health.* 2015;12(suppl 1):S3–S10.

## Observances during the summer

Pick one day, every week (or once, every two weeks) throughout the summer, to post a message about physical activity and reducing stress. This can be a link to a partner's home exercise program or one of the suggestions in this packet.

- June 15-21 Men's Health Week

## Sample Newsletter or Blog Article

Below is a sample newsletter article or blog that you can use as an outline. Please feel free to adapt and add information about your community or organization.

### **Title-Headline: Physical Activity Benefits During a COVID Summer**

Physical activity - even short sessions - can improve overall health for everyone. From better sleep to a better mood and reduced anxiety, being physically active is beneficial for both your mental and physical wellbeing. Physical activity is one of the best - and often the simplest thing - you can do to improve your overall health and manage chronic diseases like high blood pressure, diabetes and heart disease.

## Simple Steps

Increasing physical activity is all about moving more and sitting less. Everyone can benefit from small amounts of moderate-to-vigorous physical activity throughout the day. It can be as simple as committing to walks around the house or your yard, a few times a day. You gain health benefits fast! New evidence shows that physical activity has **immediate health benefits** in reducing anxiety and blood pressure. Being more active can improve your quality of sleep and insulin sensitivity too.

## Immunity Booster

Exercise is also known to have a profound impact on the normal functioning of the immune system. A [new blog](#) from the American College of Sports Medicine suggests that physical activity can help build your immunity by reducing stress and cortisol levels and improving your body's immune response.

## More Actions You Can Take

For your practice: incorporate new techniques for encouraging physical activity via telehealth with this [new guide](#) from the American Medical Association. This comprehensive guide also includes information on remote blood monitoring and tips for voice-only interactions.

For you: listen to this [series of recorded webinars](#) - Staying Calm and Well in the Midst of COVID 19 Storm - from Million Hearts® Collaboration member and leader, The Ohio State University and its Chief Wellness Officer, Bernadette Melnyk, PhD., to reduce stress and incorporate physical activity at home.

For your community: utilize this powerful new tracker from the [National League of Cities](#) to inspire Complete Streets and walkability improvements being made in cities and towns across the country during the COVID-19 crisis.

Preventing heart disease and stroke is the goal of the Million Hearts® Collaboration. That charge is more important than ever with nearly 68 million people in the United States having high blood pressure and just 1 in 2 adults with high blood pressure having it under control. We are lifting our voices together to share evidence-based strategies to increase physical activity and reduce your risk of heart and stroke.

## Social Media Content and Message Suggestions

### Tags You Can Use:

#millionhearts  
#heartdisease  
#activepeople  
#healthyathome

### Audience: Clinicians and Community

[Twitter](#)

Some words of walkable wisdom and tips for sparking community change that supports #activepeople [#supportsharedstreets](#)

<https://americawalks.org/making-meaning-and-finding-solutions-for-a-better-future-5-tips-for-sparking-walkable-community-change/>



\*\*\*\*

Inactivity contributes to 1 in 10 premature deaths in the U.S. Learn more about where your state ranks in adult physical inactivity prevalence in new state maps from the CDC.

<https://www.cdc.gov/media/releases/2020/0116-americas-inactivity.html>



## Facebook

Measuring physical activity as a vital sign, is an important first step for health care professionals, as an indicator of general physical condition during patient visits. Learn more here: [https://www.cdc.gov/pcd/issues/2017/17\\_0030.htm](https://www.cdc.gov/pcd/issues/2017/17_0030.htm)



Walk with a DOC (WWAD) is hosting virtual WWAD events so that we can remain active and socially connected, even during a period of physical distancing. <https://walkwithadoc.org/join-a-walk/virtual-walk-with-a-doc-events/>



**Audience: Consumer**

## Facebook

Up to 80% of strokes can be prevented by daily physical activity, making healthy food choices, not smoking, and treating conditions such as high blood sugar, cholesterol and blood pressure. Even a short stroll and standing more helps reduce blood pressure and the risk of stroke. <https://well.blogs.nytimes.com/2015/09/18/ask-well-the-best-exercise-to-reduce-blood-pressure/>



Just as exercise strengthens other muscles in your body, it helps your heart muscle become more efficient and better able to pump blood throughout your body.

<https://www.hopkinsmedicine.org/health/wellness-and-prevention/7-heart-benefits-of-exercise>



Meditation does more than just relax you. Studies show it can actually reduce blood pressure, manage insomnia, and more. Learn about the different types of meditation to find one that is right for you: <http://spr.ly/6187E338X> #HealthyforGood

## Twitter

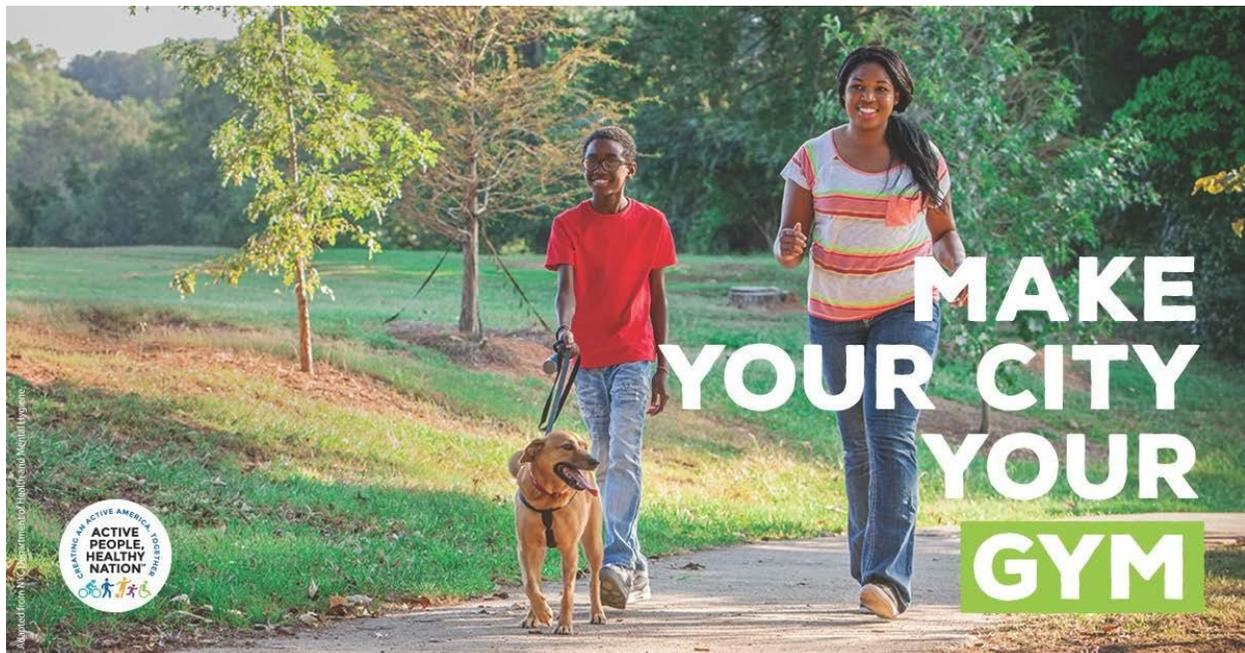
Build in short bouts of physical activity everyday with this helpful MoveYourWay planner.

<https://health.gov/MoveYourWay/Activity-Planner/>



Everyone should have safe and accessible places for physical activity. Learn how Active People, Healthy Nation is promoting physical activity across America.

<https://bit.ly/2zxiYY0> #ActivePeople



## **Million Hearts® Partner Resources**

These partner resources are excellent to link to in your articles, blog and newsletter content.

### **American Kidney Fund**

[Unique strategies for improving the effectiveness of exercise training in patients with kidney failure, 2017 Webinar](#)

### **American Heart Association (AHA)**

[Getting Physically Active](#)  
[Million Hearts® Collaboration – Partner Spotlights](#)

### **Association of State and Territorial Health Officials (ASTHO)**

[Physical Activity Guidelines](#)

### **Centers for Disease Control and Prevention**

[Physical Activity: Strategies and Resources](#)

### **Million Hearts®**

[Physical Activity Resources and Protocols](#)  
[Hospital & Health Systems Recognition Program](#)

### **National Association of Chronic Disease Directors**

[Cardiovascular Health Program](#)  
[Nutrition, Physical Activity and Obesity Prevention](#)

### **National Forum for Heart Disease and Stroke Prevention**

[Move with the Mayor™](#)

### **The Ohio State University**

[Staying Calm and Well in the Midst of the COVID-19 Storm](#)

### **Preventive Cardiovascular Nurses Association**

[Heart Healthy Tool Box](#)

### **YMCA**

[Your Y at Home](#)

## **COVID 19 Resources from Million Hearts Partners**

American Medical Association Resources

<https://www.ama-assn.org/>

Coronavirus Hub from ASHTO

<https://coronavirus-astho.hub.arcgis.com/>

Governors guide from the National Governors Association and ASTHO

<https://www.astho.org/COVID-19/Roadmap-to-Recovery/>

National Association of Chronic Disease Directors

<https://www.chronicdisease.org/news/news.asp?id=496967&hhSearchTerms=%22corona+and+virus%22>

## Tools You Can Use

### **Review CDC's communication resources related to COVID-19.**

The Centers for Disease Control and Prevention (CDC) offers free resources, including videos, fact sheets, and posters. Below are links to current communication tools and resources available for use and distribution.

### **[Use CDC's COVID-19 Communication Resources](#)**

#### **Get timely information about public health emergencies with Clinician Outreach and Community Activity (COCA) calls, webinars, and resources.**

COCA prepares clinicians to respond to emerging health threats and public health emergencies, such as COVID-19, by communicating relevant, timely information related to disease outbreaks, disasters, terrorism events, and other health alerts.

#### **[Learn more about COCA](#)**

### **Some people are at higher risk of COVID-19.**

Based on currently available information and clinical expertise, older adults and people of any age who have serious underlying medical conditions might be at higher risk for severe illness from COVID-19.

#### **[Learn How to Protect Yourself](#)**

### **Everyone reacts differently to stressful situations.**

The coronavirus disease 2019 (COVID-19) outbreak may be stressful. Fear and anxiety about a disease can be overwhelming and cause strong emotions in adults and children. Coping with stress makes you, the people you care about, and your community stronger.

#### **[Learn to Cope With Stress](#)**

### **Protecting your household from COVID-19.**

Plan and make decisions now that will protect you and your family during the COVID-19 outbreak.

#### **[View CDC's Household Checklist](#)**

### **New CPT codes are available to cover self-measured blood pressure monitoring (SMBP) clinical services.**

This Target: BP™ resource describes the new CPT billing codes for the delivery of SMBP services. Providers can use these codes to submit claims for SMBP training and education, SMBP device calibration, the collection and interpretation of measurements, and the development and communication of a treatment plan.

#### **[View the SMBP Billing Resource](#)**

### **Quick Facts**

Get the latest facts about COVID-19 cases in your state at

<https://www.cdc.gov/coronavirus/2019-ncov/cases-updates/cases-in-us.html#reporting-cases>.

## **Million Hearts® in the Community**

**Community health centers play a critical role in the COVID-19 response.**

The National Association of Community Health Centers (NACHC) has partnered with the Health Resources and Services Administration (HRSA) to host weekly COVID webinars and share resources to educate and inform community health centers.

[Explore NACHC's COVID-19 Resource Page](#)

**CMS releases a list of telehealth services covered by Medicare.**

The Centers for Medicare & Medicaid Services (CMS) released a list of telehealth services and the corresponding codes that are payable under the Medicare Physician Fee Schedule. The list includes support for self-measured blood pressure monitoring and tobacco cessation counseling.

[Read About New Telehealth Codes](#)

**The Science of Million Hearts®**

[Stay up to date on COVID-19 with CDC's latest MMWRs.](#) (MMWR)

[People with underlying health conditions, including CVD, may be at higher risk for severe COVID-19.](#) (MMWR J Med)

[Renin-angiotensin-aldosterone system inhibitors in patients with Covid-19.](#) (N Engl J Med)

[Cardiovascular implications of fatal outcomes of patients with coronavirus disease 2019 \(COVID-19\).](#) (JAMA)

[CARDIA study: Assessing systolic blood pressure variability may help identify young adults at higher risk for CVD later in life.](#) (JAMA Cardiol)

[Coronaviruses and the cardiovascular system: acute and long-term implications.](#) (Eur Heart J)

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Surgeon General Jerome Adams, MD, MPH, demonstrates ways to create your own face covering in a few easy steps.

[See How to Make Your Own Face Covering](#)