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You can download this information and we want to hear from you!

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!

### April: Minority Health Month – Active & Healthy

Minority Health month provides an opportunity to increase messaging on Million Hearts® strategies that include a focus on priority populations through the lens of healthy equity and cardiovascular health for all:

- Blacks/African Americans with hypertension
- 35 to 64-year olds
- People who have had a heart attack or stroke
- People with mental illness or substance use disorders who use tobacco

We suggest reviewing the sample messages and photos to inspire you and sharing this messaging packet with communications staff in your organization.

The sample newsletter article or blog can be used as an outline or adapted to include additional information about your community or organization.

Please feel free to modify any of this information to fit with your geographic region and organizational standards.

Not only do we encourage you to use these messages and support materials during April but to continue to use them throughout the year.

## **Main Messages: Content Themes and Strategies**

The Million Hearts® Collaboration is dedicated to implementing evidence-based strategies that can improve cardiovascular health for all.

National Minority Health month provides an opportunity to share information which can improve health outcomes for African American, Latinos, women, and communities of diverse backgrounds by highlighting the benefits of increasing physical activity, measuring and controlling blood pressure and managing cholesterol levels.

This packet includes messages for both clinical and community audiences which can be added to your organization's social media messages or into newsletters or blogs. The newsletter content focuses on the social determinants of health and resources for clinicians to improve health outcomes for priority populations. Suggested content for social media messaging is provided for membership organizations and is primarily focused on consumer facing messages, in keeping with the U.S. Department of Health and Human Services' Office of Minority Health theme of [active and healthy](#).

The resources section includes reports and information for COVID-19, communities of diverse backgrounds and the Million Hearts® priority populations.

## **Fast Facts**

- Cardiovascular disease, the leading cause of death in the USA, poses a unique and multilateral burden to racial/ethnic minorities.<sup>1</sup>
- Heart disease is the leading cause of death for people of most racial and ethnic groups in the United States, including African Americans, American Indians and Alaska Natives, and white people. For Asian Americans and Pacific Islanders and Hispanics, heart disease is second only to cancer.<sup>2</sup>
- In the United States, nearly half of all black adults have some form of cardiovascular disease, compared with about one-third of all white adults.<sup>3</sup>
- African Americans ages 35-64 years are 50% more likely than whites to have high blood pressure, a major risk factor for heart attacks and strokes.<sup>4</sup>

<sup>1</sup> Cardiovascular disease in racial/ethnic minority populations: illness burden and overview of community-based interventions, Brandan Muncan; *Public Health Reviews* volume 39, Article number: 32 (2018)

<sup>2</sup> <https://www.health.harvard.edu/heart-health/race-and-ethnicity-clues-to-your-heart-disease-risk>

<sup>3</sup> National Center for Health Statistics. [Health, United States, 2017. Table 19: Leading Causes of Death and Numbers of Deaths, by Sex, Race, and Hispanic Origin: United States, 1980 and 2016](#) Hyattsville, MD: National Center for Health Statistics; 2018. Accessed May 9, 2019.

<sup>4</sup> <https://www.cdc.gov/vitalsigns/pdf/2017-05-vitalsigns.pdf>

## Sample Newsletter or Blog Article

Recognizing the impact that social determinants have on health outcomes is an important way to honor National Minority Health Month. Healthy People 2020 defines *health equity* as the “attainment of the highest level of health for all people....”<sup>1</sup> Race and ethnicity, gender, age, disability, socioeconomic status and geographic location all contribute to an individual’s ability to achieve good health.

An informative and powerful [podcast](#) produced by our Million Hearts® Collaboration partner, the Association of State and Territorial Health Officials (ASTHO), emphasizes the importance of addressing heart disease and stroke prevention through approaches that center on health equity. This includes mapping and directing resources and activities to populations bearing the highest burden of chronic disease. Determining the key disparities of your patients is a critical first step and these resources can help:

- [CDC Interactive Atlas of Heart Disease and Stroke](#)
- [US Census Bureau](#)
- [Kaiser's Dual Eligible Beneficiaries \(by race/ethnicity\)](#)

It is equally important to acknowledge the role of cultural competence in delivering quality care and its impact on health outcomes. Cultural competence in healthcare is the ability of systems to provide care to patients with diverse values, beliefs and behaviors, including the tailoring of health care delivery to meet patients' social, cultural and linguistic needs.<sup>2</sup> The goal of such services is to provide the highest level of care to every patient. Examples of strategies to support culturally competent services include<sup>3</sup>:

1. Provide interpreter services
2. Recruit and train minority staff
3. Provide training to increase cultural awareness, knowledge and skills
4. Use community health workers

Learning how to provide culturally competent services is an ongoing process that incorporates knowledge and experience. There are several resources and trainings available. A few are provided below.

The U.S. Department of Health and Human Services’ Office of Minority Health provides resources on its website that can help your organization ensure patients feel welcome. Review the [National CLAS Standards](#) and the [Communication Guide](#) for suggestions and training on culturally appropriate signage at the right reading level.

Your office or organization can adopt a cultural competency item at monthly staff meetings. The [Physician’s Practical Guide to Culturally Competent Care](#) is an excellent

e-learning program to equip you with the knowledge, skills, and awareness to best serve all patients, regardless of cultural or linguistic background.

Another effective activity for staff is to discuss and follow a [cultural competency checklist](#), compiled by the American Speech, Language, Hearing Association.

<sup>1</sup> <https://www.cdc.gov/chronicdisease/healthequity/index.htm> accessed March 27, 2020

<sup>2</sup> <https://www.aha.org/aharet-guides/2013-06-18-becoming-culturally-competent-health-care-organization> accessed March 27, 2020

<sup>3</sup> Brach, C. & Fraser, I. 2000. Can cultural competency reduce racial and ethnic health disparities? A review and conceptual model. Medical Care Research and Review, 57 (Supplement 1), 181-217.

## Social Media Content and Message Suggestions

### Tags You Can Use:

#millionhearts  
#heartdisease  
#hypertension  
#ActiveandHealthy  
#IAmActiveandHealthy  
#moveyourway  
#healthyforgood  
#HealthEquity

### Audience: Clinicians and Community

### Twitter

April is Minority Health Month and a new compendium of data has been released from the Office of Minority Health. Learn more: [.bit.ly/2TOZQxj](https://bit.ly/2TOZQxj)

# NEW! COMPENDIUM OF FEDERAL DATASETS ADDRESSING HEALTH DISPARITIES



U.S. Department of  
Health and Human Services  
Office of Minority Health

Health care professionals: Check out community-based programs, such as @walkwithadoc and @GirlTrek, to encourage your communities to move more! [\\_bit.ly/342oA8w](https://bit.ly/342oA8w)  
[#ActiveAndHealthy](https://twitter.com/ActiveAndHealthy)

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Talking about physical activity with your patients? Here are great [#MoveYourWay](https://twitter.com/MoveYourWay) fact sheets, posters, and videos to encourage your patients to be more active! [bit.ly/2XDP80C](https://bit.ly/2XDP80C)



[Women's heart attacks feel different.](#) Research is changing how we recognize the differences in heart attack symptoms among men and women. [#womensheartattack](https://twitter.com/womensheartattack)

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## **Facebook**

Public health partners: A new study examines 1969-2013 trends in life expectancy between black and white persons in 4 states and the major causes of death related to these disparities. Cardiovascular deaths contributed most to the racial gap in life expectancy for adults aged 40-64. [Learn more #PublicHealthReports](#)

The latest statistics and research about minority health are available through the OMH Knowledge Center's online catalog. Find the resources you need to help further your work, like this resource focused on the mental health of racial and ethnic minority communities: <http://tinyurl.com/y2u9bkls>

Community Health Workers play a key role in monitoring blood pressure. We appreciate and applaud your vital care.

<https://www.medicalnewstoday.com/articles/home-visits-to-monitor-hypertension-could-save-lives>



**Audience: Consumer**

## **Twitter**

Stay at home and stop the spread with these safe ways to stay active and help you to #moveyourway and stay #ActiveandHealthy through April.

# Stay Home to Stop the Spread

*Relieve stress by  
picking a fun workout  
at home.*



[cdc.gov/COVID19](https://cdc.gov/COVID19)



## Facebook

Use the [#MoveYourWay](#) activity planner to create a personalized [#PhysicalActivity](#) plan that fits your lifestyle. It also gives you tips on how to stay motivated!



April is #movemoremonth. You can follow daily tips at our Million Hearts® Collaboration partner, the American Heart Association [Healthy For Good Facebook page](#). A great resource for social distancing is physical activity.

## **Million Hearts® Partner Resources**

Link to these partner resources in your articles, blog and newsletter content.

### **American Heart Association**

[Changing the Way We View Women's Heart Attack Symptoms Diversity and Inclusion](#) and additional resource recommendations:

[COVID-19 Fact Sheets for Tribes and Urban Indian Communities](#)  
Urban Indian Health Institute

[Coronavirus poses an increased risk to LGBT+ people for three significant reasons, health chiefs say](#)  
Pink News, March 12, 2020

[Talking About Health, Housing and COVID-19: Keeping Equity at the Forefront](#)  
Berkeley Media Studies Group, March 25, 2020

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

[Health Equity Approaches to Preventing Heart Disease and Stroke Podcast](#)

### **Center for Disease Control and Prevention**

[Vital Signs Issue details: African American Health, Morbidity and Mortality Weekly Report \(MMWR\)](#)



[CDC: Health Equity](#)

[CDC: Racial and Ethnic Approaches to Community Health](#)

[Women and Heart Disease](#)

**U.S. Department of Health and Human Services' Office of Minority Health**  
[Minority Health Month Logo and Information](#)

**National Association of County and City Health Officials (NACCHO)**  
[Million Hearts® in Municipalities Toolkit](#)

**Preventive Cardiovascular Nurses Association**  
[Women and Heart Disease Archives](#)