

August 2017 – Million Hearts® 2022 Messaging

It's time to start thinking about back to school, and as kids return to the classroom, we're asking parents, grandparents and other adults to focus on their health by learning the ABCS of heart disease and stroke prevention. Just as the alphabet is a basic building block for education, the ABCS of heart disease and stroke prevention are the basic building blocks for a heart healthy lifestyle.



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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!**

Monthly Focus

It's August and that means summer is almost over and it's time to start thinking about going back to school. With kids return to the classroom, we're asking parents, grandparents and other adults to focus on their health by brushing up on the ABCS of heart disease and stroke prevention: Aspirin when appropriate, Blood pressure control, Cholesterol management, and Smoking cessation. Just as the

alphabet is a basic building block for education, the ABCS of heart disease and stroke prevention are the basic building blocks for a heart healthy lifestyle.

Did you know?

- Together, heart disease and stroke are among the most widespread and costly health problems facing the nation today.
- Approximately 1.5 million heart attacks and strokes occur every year in the United States.
- More than 800,000 people in the United States die from cardiovascular disease each year – that’s 1 in every 3 deaths.
- Heart disease kills roughly the same number of people in the United States each year as cancer, lower respiratory diseases (including pneumonia), and accidents combined.
- Heart disease and stroke cost the nation an estimated \$316.6 billion in health care costs and lost productivity in 2011.

The good news is that once we know and practice the ABCS of heart disease and stroke prevention, they can become part of daily life just like the ABCs we learned in school. This August, focus on your health by learning to use Aspirin when appropriate, keep your Blood pressure under control; manage your Cholesterol; and quit (or, better yet, never start) Smoking. Once these habits become part of your daily life, you’ll see that the ABCS really are as easy as 1-2-3. And that’s a back-to-school lesson that benefits all of us!

Social Media Messages

Channels to follow and re-tweet or share

Twitter: <https://twitter.com/millionheartsus> (@MillionHeartsUS)

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

Twitter

Preventing heart attacks and stroke are as easy as 1-2-3 when you know your #ABCS
<http://bit.ly/2ibnRdw> [Use Image #1]

Back to school means back to the basics for heart disease and stroke prevention! #ABCS
<http://bit.ly/2ibnRdw> [Use Image #1]

Back to school is the perfect time to talk to your doctor about the #ABCS of heart disease and stroke prevention. <http://bit.ly/2ibnRdw> [Use Image #1]

The “A” in the #ABCS of heart disease and stroke prevention is for taking #Asprin when appropriate.
<http://bit.ly/2b4PfJY>

The “B” in the #ABCS of heart disease and stroke prevention is for #BloodPressure control.
#checkyourBP <http://bit.ly/2b4PfJY>

The “C” in the #ABCS of heart disease and stroke prevention is for managing your #Cholesterol
#eathealthy <http://bit.ly/2b4PfJY>

The “S” in the #ABCS of heart disease and stroke prevention is for #SmokingCessation #StopSmoking #DontStart <http://bit.ly/2b4PfjY>

Doctors: Use #BackToSchool as a reason to talk w/ patients about the #ABCS of heart disease & stroke prevention. <http://bit.ly/29TAOsQ>

Eating a healthy diet & not smoking help with 3 of the #ABCS Learn what else you can do!
<http://bit.ly/2nkdTNO> [Use Image #2]

Facebook

Parents and grandparents, listen up! As the kids are preparing to go back to school, take some time to check in on your own health by reviewing the ABCS of heart disease and stroke prevention.
[Use Image #1]

Doctors and health care professionals: Back to School is a good time to remind patients about the ABCS of blood disease and stroke prevention. Just as the alphabet is a basic building block for education, the ABCS of heart disease and stroke prevention are the basic building blocks for a heart healthy lifestyle.
[Use Image #1]

Back to School is a good time to review the ABCS of heart disease and stroke prevention: Use Aspirin when appropriate, keep your Blood pressure under control; manage your Cholesterol; and quit (or, better yet, don't start) Smoking.
[Use Image #1]

Someone has a heart attack every 42 seconds in the US. Don't become a statistic! Talk with your doctor about the ABCS of heart disease and stroke prevention: Aspirin when appropriate, Blood pressure control, Cholesterol management, and Smoking cessation. <http://bit.ly/2ibnRdw>

Back to School isn't just for kids! Adults need to learn the ABCS of heart disease and stroke prevention – and then act on them by practicing healthy living habits! <http://bit.ly/2ibnRdw> [Use Image #2]

Million Hearts® 2022 recently launched a new webpage that helps with the “B” in the ABCS of blood disease and stroke prevention. To control your Blood pressure, make sure you are getting enough physical activity. <http://bit.ly/2vPRGlf>

Million Hearts® 2022 recently launched a new webpage that help with the “S” in the ABCS of blood disease and stroke prevention. Learn how Smoking can affect your heart health. <http://bit.ly/2uJuYkM>

Social Media Images

Image #1

Talk to your health care team about the

ABCs



Aspirin
when
appropriate



Blood
pressure
control



Cholesterol
management



Smoking
cessation

Image #2

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**

Sample Newsletter Article

Prevent heart attacks and stroke by knowing your A-B-C-S

August means it's time to get the kids ready to go back to school. It's also a good time for parents, grandparents and other adults to check in on their health. While the kids are learning their ABCs, adults can brush up on the ABCS of blood disease and stroke prevention:

- "A" stands for taking Asprin when appropriate.
- "B" stands for Blood Pressure control. Do you know your numbers? Make sure to check them regularly and stay on top of your blood pressure.
- "C" stands for managing your Cholesterol by eating heart healthy foods. Stay away from high sodium and processed foods.
- "S" stands for Smoking Cessation. Smoking increases your risk of heart disease and stroke. Quitting smoking or not smoking in the first place are the best ways to boost your health.

While the ABCS are the building blocks of education, the ABCS of heart disease and stroke prevention are the building blocks of good health. So, while the kids are shopping for pencils and new backpacks, be sure to get out and shop for heart healthy foods. And while the kids try out for new sports, adults should be thinking about how to get in the 30 minutes a day of recommended exercise.

Heart disease and stroke are among the most widespread and costly health problems facing the nation today. They account for more than 800,000 deaths each year – that's 1 in every 3 deaths.

The good news is that you don't have to become a statistic. Talk to your doctor or other health care providers about how you can stay heart healthy. Ask them about the ABCS of heart disease and stroke prevention.

Doctors and health care providers, talk to your adult patients about who they can keep from becoming a statistic. Ask them if they know about the ABCS of heart disease and stroke prevention.

Million Hearts® 2022 Partner Resources

American College of Preventative Medicine

[Asprin Talks](#)

American Heart Association

[Lifestyle Changes for Heart Attack Prevention](#)

[Asprin and Heart Disease](#)

[Help Quitting Smoking](#)

American Heart Association and American College of Cardiologists

[Clinical Practice Guidelines for Prevention](#)

American Medical Association

[Preventing Heart Disease and Stroke through M.A.P.](#)

American Pharmacists Association

[Your Pharmacist and You: Preventing Cardiovascular Disease](#)

Association of State and Territorial Health Officials

[Iowa Case Study on Promoting the ABCS of Heart Disease and Stroke Prevention](#)

[New York Case Study on Improving the ABCS of Heart Disease and Stroke Prevention](#)

Cardio Smart: American College of Cardiology

[Resources for Heart Disease Prevention](#)

Centers for Disease Control and Prevention

[Educational Materials for Patients](#)

[Educational Materials for Professionals](#)

The Community Guide

[Cardiovascular Disease Prevention and Control](#)

Million Hearts® 2022

[Clinical Quality Measures](#)

[Fact Sheets for Providers](#)

[Prevention](#)

[Physical Activity](#)

[Tobacco Use](#)

National Forum for Heart Disease and Stroke Prevention

[ABCS Expert Directory](#)

Preventive Cardiovascular Nurses Association

[The Heart Healthy Toolbox](#)