

January 2017 – Million Hearts® Messaging
As We Move into the New Year, Let's Work Together to Set Heart Healthy Goals



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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!**

January's Focus

This time of year inspires most people to set resolutions, many of which enable healthier hearts by way of weight loss, better eating, and more exercise. And while plans are made, we know it's sometimes hard to move them forward. This year, let's work together to set – and keep – heart healthy goals. Talk to people you know about setting heart healthy goals for the New Year.

Did you know?

- You can [take control of your heart health](#) by eating well, exercising regularly, maintaining a healthy weight, quitting smoking and tobacco, and drinking alcohol in moderation.
- Some of the [most common New Year's resolutions](#) last year included living life to the fullest, living a healthier lifestyle, and losing weight. That means this is the perfect time of year to talk with people about setting heart healthy goals for the year ahead.
- Million Hearts[®] provides [tools, protocols, and action guides](#) to help health care providers and patients set and reach their heart healthy goals.

Taking control of your health – and helping others take control of theirs – is empowering. With time and work, goals become habits. We can improve our heart health by making healthier lifestyle choices. Let's work together to set heart healthy goals in the new year!

Social Media Messages

Twitter

Top #NewYearsResolutions include eating better & losing weight, which are good for heart health! Make it stick: <http://bit.ly/1bW8TKL>

In #2017, commit to improving your heart health! Eat well, exercise, & don't smoke.

<http://bit.ly/2ibnRdw>

[Image #1]

Let's work together to set heart healthy goals in 2017! <http://bit.ly/2ibnRdw>

[Image #2]

#DYK simple lifestyle changes can help reduce your risk of heart disease, diabetes & other chronic conditions? Learn more: <http://bit.ly/2ibnRdw>

[Image #2]

Eating more fruit is a delicious way to live heart healthy in 2017. Get recipes & plans:

<http://bit.ly/RnJh9V>

[Image #3]

#HealthPros: Help patients make & stick to heart healthy resolutions this year. Tips & tools fm

@MillionHeartsUS: <http://bit.ly/2hRzBTv>.

Facebook

What's your New Year's Resolution for 2017? Do you want to eat healthier, exercise regularly, and lose a little weight? Good news – these behaviors can improve your heart health. Learn more about practicing healthy living: <http://bit.ly/2ibnRdw>.

[Image #1]

Have you heard the adage, "An ounce of prevention is worth a pound of the cure"? It's so true when it comes to heart disease and diabetes. This year, make prevention your priority! Learn more:

<http://bit.ly/2ibnRdw>

[Image #2]

Need a little help with your New Year's Resolution to eat healthier? Visit <http://recipes.millionhearts.hhs.gov/> for recipes and sample eating plans.

[Image #3]

#HealthPros: Top New Year's Resolutions include eating better & losing weight, which are good for heart health. That makes it a perfect time to talk with patients about setting heart healthy goals for 2017 – and beyond! Here's how to make it stick: <http://bit.ly/1bW8TKL>.

Social Media Images

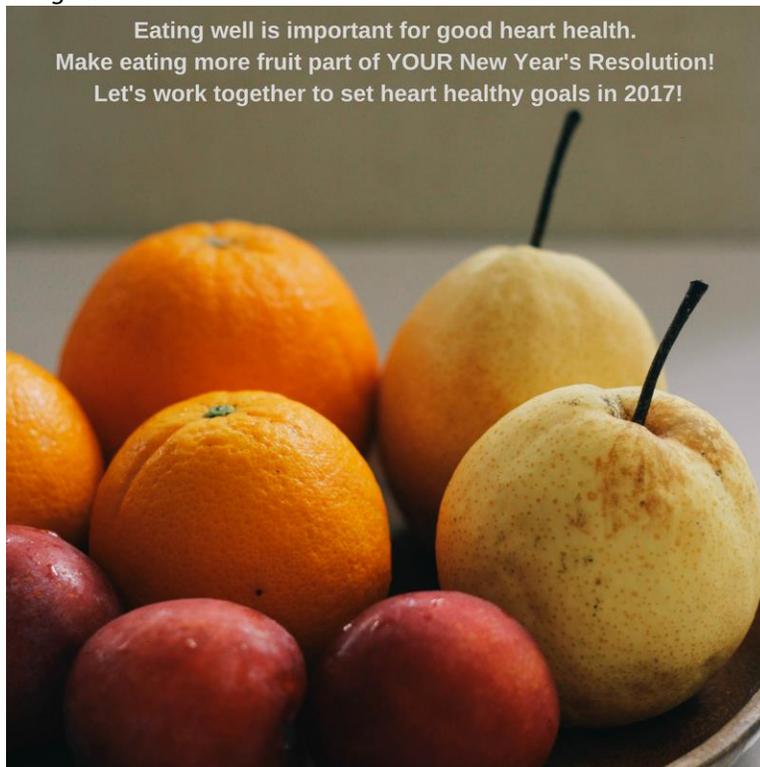
Image #1



Image #2



Image #3



Sample Newsletter Article

As We Move into the New Year, Let's Work Together to Set Heart Healthy Goals

It's a New Year! That means it's the perfect time to set new goals for yourself. Maybe you want to eat healthier, exercise more, or quit smoking. If so, good news – all of these goals can improve your heart health. By committing healthy living habits – like eating a healthy diet, maintaining a healthy weight, being active most days, not smoking or using tobacco, and limiting alcohol use – you can create a heart healthy life.

Of course, making a resolution is easy – but making it stick requires some planning and work. Check out these tips for making your resolutions stick include:

- Create realistic goals: Set small goals and work your way up. And remember that it's a journey. No one can (healthily) lose 30 pounds in a month or go from eating no vegetables each day to eating only vegetables each day. Meeting your goal takes time.
- Devise realistic, specific strategies to reach your goals: Rather than saying, "I am going to lose weight this year," try, "I will lose 10 pounds by March 15 by eating salad for lunch, eating less bread, drinking water, and walking the dog after dinner at least three nights a week." And then monitor your progress toward your goal along the way. By setting realistic, concrete goals and monitoring your process, you can achieve your heart health goals.
- Part of being realistic includes being patient with yourself: You will slip up some days and that's okay. Living a heart healthy life doesn't mean you never eat hamburgers and cake – it just means that you try to achieve balance in your diet.

- Focus on the positive: If you come at a goal from the perspective of limiting yourself, you may start to resent it. Instead of telling yourself, “I *have* to eat spinach every day,” focus your thoughts on what you *get* to do. Maybe it’s, “I *get* to eat fruit every day.” If you like something, you are more likely to stick with it.
- Talk about it: Share your goals with your family, friends, and health care providers. These people will be your cheerleaders and you may inspire them to come up with heart healthy goals of their own!

Taking control of your health is empowering. With time and work, goals become habits. You can improve your heart health by making healthier lifestyle choices. Let’s work together to set heart healthy goals! Happy New Year!

Million Hearts® Partner Resources

Public Health Professionals:

CDC – Resources for Healthy Living

<https://www.cdc.gov/HealthyLiving/index.html>

Providers:

Medical Economics – Four Strategies for Physicians to Use New Year’s Resolutions to Boost Patient Adherence

<http://medicaleconomics.modernmedicine.com/medical-economics/content/tags/accountable-care/four-strategies-physicians-use-new-year-s-resolution?page=full>

Million Hearts® – Tools and Protocols

<http://millionhearts.hhs.gov/tools-protocols/index.html>

General:

American Heart Association – Go Red for Women: 5 Heart Healthy Resolutions for the New Year

<https://www.goredforwomen.org/live-healthy/first-steps-to-prevent-heart-disease-and-be-heart-healthy/5-heart-healthy-resolutions-for-the-new-year/>

American Psychological Association – Making Your New Year’s Resolution Stick

<http://www.apa.org/helpcenter/resolution.aspx>

Million Hearts® – Healthy Eating & Lifestyle Resource Center

<http://recipes.millionhearts.hhs.gov/>

Million Hearts® – Learn & Prevent

<https://millionhearts.hhs.gov/learn-prevent/index.html>