



June 2017 – Million Hearts® Messaging

Celebrate Father's Day and Men's Health Month in June by encouraging the special men in your life, and community, to step up their game and commit to 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!**

June's Focus

The theme for this month is Men's Health, which is fitting because we will celebrate Father's Day on June 18. To celebrate the special men in our lives, and in our communities, Million Hearts® is encouraging all men to step up their game by participating in heart healthy behaviors.

Did you know?

- Heart disease is the leading cause of death for men.
- Each year, more than 1 in 4 men in the United States die from heart disease.
- Between 70 percent and 89 percent of sudden cardiac events occur in men.
- Men of all ages and of any race or ethnicity can develop heart disease.
- Heart-healthy behaviors such as eating low-sodium foods, not smoking and exercising at least 30 minutes a day can reduce the risk of heart disease.

Each year, more than 1 in 4 men in the United States die from heart disease, making it the leading cause of death for men. Because men of all ages and of any race or ethnicity can develop heart disease, it's important that all men learn their risks and make a game plan to stay heart healthy. Engaging in heart healthy behaviors can reduce the risk of both heart attack and stroke. In celebration of Father's Day and Men's Health Month this June, Million Hearts® is encouraging men to take a good look at their diet and exercise habits and commit to a heart-healthy lifestyle.

Partners of Million Hearts® are planning the following heart healthy events in June:

- The American Heart Association is celebrating National Fresh Fruit and Vegetable Month by encouraging patients to join the Healthy For Good Movement: <https://healthyforgood.heart.org>
- The Arrhythmia Alliance is celebrating World Heart Rhythm Week on June 5-11 with a special dedication to Sir Roger Moore: <http://www.heartrhythmalliance.org/aa/uk/heart-rhythm-week>
- During Men's Health Month, the Men's Health Network is encouraging individuals, families, businesses, and organizations to wear blue as a sign of solidarity in support of men's health. Join their Social Media Storm by posting a photo and the hashtag #ShowUsYourBlue

Social Media

Channels to Follow and re-tweet or share

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

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

Hashtags to Use on Twitter or Instagram

#MenHaveHeart

#MensHealthMonth

#ShowUsYourBlue

Sample Twitter Posts

A challenge for men: Up your game for #MensHealthMonth by improving your heart health!

<http://bit.ly/2qAn1L7> #MenHaveHeart

Feel young at heart? For #MensHealthMonth learn your heart's age with this calculator:

<http://1.usa.gov/1s4JK3d> #MenHaveHeart

Men, make the grill your domain this summer with these heart-healthy recipes: <http://bit.ly/2kSUVuY>

#MenHaveHeart

Make heart health your game plan for #MensHealthMonth. Get tips for starting & staying active: <http://1.usa.gov/1VXzExd> #MenHaveHeart

#MensHealthMonth is a great time to recommit to heart health. See how #MenHaveHeart in these @MillionHeartsUS personal stories: <http://bit.ly/2sfillu>

Sample Facebook Posts

This month is Men's Health Month. Make heart health your game plan! Find out how men of all ages can stay active this summer. <http://1.usa.gov/1VXzExd>

Do you feel young at heart? For Men's Health Month predict just how old your heart is with this Heart Age Calculator. <http://1.usa.gov/1s4JK3d>

Men, make the kitchen your domain this summer with these heart-healthy recipes from the American Heart Association: <http://bit.ly/2kSUVuY>

Heart disease is the leading cause of death for men. Find out the facts behind this alarming statistic from the CDC here: <http://bit.ly/2lh2j4a>

Social Media Images for Twitter and Facebook

Image #1



Sample Newsletter Article

A Challenge to All Men: Up Your Game by Committing to a Heart Healthy Lifestyle

In celebration of Father's Day and Men's Health Month this month, Million Hearts® is challenging men to take a good look at their diet and exercise habits and commit to a heart-healthy lifestyle.

Heart disease is the leading cause of death for men, and men of all ages, races or ethnicities are at risk. Therefore, it's important that all men make a game plan to stay healthy and reduce their risk of both heart attack and stroke.

Men can up their game to improve their heart with the following actions:

- Seek regular care and talk to their doctor about heart health.
- Eat healthy foods, such as those low in sodium.
- Take steps to quit smoking

- Add 30 minutes of exercise to their daily routine.
- Check their blood pressure and share the results with their doctor.

Family members can honor the special men in their lives by encouraging their husbands, fathers and brothers to take these steps to commit to a heart-healthy lifestyle. Medical practitioners can honor Men's Health Month by encouraging their patients to do the same.

Million Hearts® Partner Resources

American Heart Association

[Healthy For Good: Eat Smart; Add Color; Move More; Be Well](#)

American Medical Association

[Preventing Heart Disease](#)

American Medical Group Foundation

[Together We Advance Health Care](#)

American Pharmacists Association

[Men's Health: We Need to Talk](#)

Association of State and Territorial Health Officials

[Million Hearts Case Study: Ohio's "Check It, Change It, Control It" Toolkit](#)

Centers for Disease Control and Prevention, Division for Heart Disease and Stroke Prevention

[Million Hearts® 2022](#)

[Million Hearts® 2022 Partner Materials](#)

[Men and Heart Disease Fact Sheet](#)

[This Father's Day, Up Your Health Game](#)

[Cardiovascular Disease: How to talk to your health care provider](#)

[Adding Physical Activity to Your Life](#)

[Preventing Stroke: Healthy Living](#)

National Forum for Heart Disease and Stroke Prevention

[Managing Cholesterol and Pursuing a Healthier Lifestyle Webinar](#)

National Association of Chronic Disease Directors

[Nutrition and Physical Activity Initiative](#)

Preventive Cardiovascular Nurses Association

[A Heart Healthy Toolbox](#)

YMCA of the USA

[Healthy Living](#)