

## September 2016 – Million Hearts® Messaging



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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!**

### September's Focus

Everyone can benefit from knowing our cholesterol levels and taking steps to prevent or reduce high cholesterol. So, this September we're honoring National Cholesterol Education Month. Let's celebrate National Cholesterol Education Month by helping Americans manage their cholesterol risk. Make time this month to explain to your patients and local communities how food, family history, and medicine can affect their total cholesterol.

Did you know?

- People with high cholesterol are at least 2x more likely to have cardiovascular disease.
  - Individuals with familial hypercholesterolemia (FH), a genetic disorder that results in abnormally high levels of cholesterol if untreated, are 20x more likely to have an early heart attack.
  - Approximately 90% of people with FH have not been properly diagnosed.
- People with high cholesterol may not even know it because there aren't usually warning signs.
- About 1 in every 3 adult Americans has high cholesterol – yet only 50% of them are controlling it.
- High cholesterol can strike any age – including children and adolescents. In the U.S., more than one-fifth of youth aged 12 – 19 years have at least one abnormal lipid level.

We can all benefit from knowing our cholesterol levels and taking steps to prevent or reduce high cholesterol. While some risk factors – such as family history – may be out of our control, many others – such as diet and exercise, not smoking, and taking medication if needed – are. Honor National Cholesterol Education Month by helping Americans manage their cholesterol risk. Explain to your patients and local communities how food, family history, and medicine can affect their total cholesterol and risk for cardiovascular disease.

## Social Media Messages

### Twitter

When was the last time you got your cholesterol checked? If you can't remember, talk to your doctor to find out if you need one. Learn more: <http://bit.ly/1B1nKTF>.

Confused about “good” vs. “bad” #cholesterol? Take control of your health & learn more: <http://bit.ly/1B1nKTF>. [Image #1]

Exercising, eating a healthy diet & not smoking helps prevent & reduce high #cholesterol. <http://bit.ly/1Ys5Bjo> [Image #2]

Moms: DYK that ppl with cholesterol are at a much higher risk for a heart attack or stroke? Get the facts: <http://bit.ly/29TuHmR>

People with FH are 20x as likely to have a heart attack & yet 90% of ppl w/FH go undiagnosed #knowFH <http://bit.ly/1FhxqMT>

Want to take control of your #cholesterol, but not sure where to start? This fotonovela will get you on your way! <http://bit.ly/1zjXys6>

#HealthPros: Sept. is National #Cholesterol Education Month. Share these facts w/ people in your community! <http://bit.ly/1qDYOjV>

#HealthPros: #DYK less than 1 in 3 adults with high LDL cholesterol has it under control? Talk w/ people in your community! <http://bit.ly/1qDYOjV>

## Facebook

#DYK that people with high cholesterol have 2x more likely to have cardiovascular disease than people with lower levels? Or that kids can have high cholesterol (if they have certain risk factors)? Take control of your and your families' health by talking with your healthcare provider about high cholesterol and practice healthy living habits to prevent or reduce high cholesterol. <http://bit.ly/1AV666n> [Image #2]

Moms – Did you know that high cholesterol increases you and your families' risk for a heart attack or stroke? Get the facts at Counter Cholesterol: <http://bit.ly/29TuHmR>

What is the difference between “good” and “bad” cholesterol? Learn the facts to prevent a heart attack or stroke: <http://bit.ly/1B1nKTF> [Image #1]

Healthcare Pros: September is National Cholesterol Education Month. Honor it by helping Americans manage their cholesterol risk. Explain how food, family history, and medicine can affect a person's total cholesterol. Learn more: <http://bit.ly/2bHznw6>.

## Social Media Images

Image #1

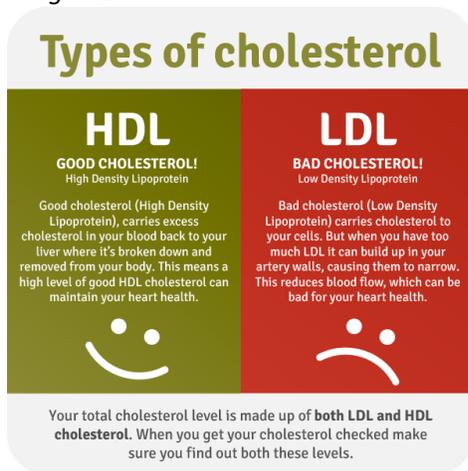


Image #2



## Sample Newsletter Article

### Celebrate National Cholesterol Education Month with your Community this Month!

Everyone can benefit from knowing their cholesterol levels and taking steps to prevent or reduce high cholesterol. So, this September we're honoring National Cholesterol Education Month. Celebrate National Cholesterol Education Month with us by helping Americans manage their cholesterol risk. Make time this month to explain to your patients and local communities how food, family history, and medicine can affect their total cholesterol.

Did you know?

- People with high cholesterol are at least 2x more likely to have cardiovascular disease. Familial hypercholesterolemia patients are 20x as likely to have a heart attack early.
- People with high cholesterol may not even know it because there aren't usually warning signs.
- High cholesterol can strike any age – including children and adolescents. In the U.S., more than one-fifth of youth aged 12 – 19 years have at least one abnormal lipid level.

While some risk factors – such as family history – may be out of our control, many others – such as diet and exercise, not smoking, and taking medication if needed – are. Explain to your patients and local community how they can manage their cholesterol. Remind them that they can prevent or reduce high blood cholesterol by making lifestyle changes, like:

- Eating more fresh fruits and vegetables and whole grains. (Look for low-fat, high-fiber food.)
- Exercising regularly. Adults should strive for at least 2 hours and 30 minutes of moderate or 1 hour and 15 minutes of vigorous physical activity each week.
- Not smoking.

While any time is a good time to make healthy changes, use National Cholesterol Education Month to encourage Americans to manage their cholesterol risk. It could save a life! And that's something all of us can celebrate!

### Million Hearts® Partner Resources

Public Health Professionals:

High Cholesterol Educational Materials for Professionals

[http://www.cdc.gov/cholesterol/materials\\_for\\_professionals.htm](http://www.cdc.gov/cholesterol/materials_for_professionals.htm)

CDC – State Heart Disease and Stroke Prevention Programs Address High Cholesterol

[http://www.cdc.gov/dhdsp/data\\_statistics/fact\\_sheets/fs\\_state\\_cholesterol.htm](http://www.cdc.gov/dhdsp/data_statistics/fact_sheets/fs_state_cholesterol.htm)

CDC – Roadmap for State Program Planning

<http://www.cdc.gov/dhdsp/programs/spha/roadmap/index.htm>

Providers:

American Heart Association and American College of Cardiologists – Guideline on the Treatment of Blood Cholesterol to Reduce Atherosclerotic Cardiovascular Risk in Adults

[http://circ.ahajournals.org/content/129/25\\_suppl\\_2/S1](http://circ.ahajournals.org/content/129/25_suppl_2/S1)

Million Hearts® Clinical Quality Measures  
<http://millionhearts.hhs.gov/data-reports/cqm.html>

**General:**

American Heart Association – Cholesterol  
[http://www.heart.org/HEARTORG/Conditions/Cholesterol/Cholesterol\\_UCM\\_001089\\_SubHomePage.jsp](http://www.heart.org/HEARTORG/Conditions/Cholesterol/Cholesterol_UCM_001089_SubHomePage.jsp)

CDC Feature: September is National Cholesterol Education Month  
[http://www.cdc.gov/cholesterol/cholesterol\\_education\\_month.htm](http://www.cdc.gov/cholesterol/cholesterol_education_month.htm)

CDC Cholesterol Website  
<http://www.cdc.gov/cholesterol/>

CDC High Cholesterol Education Materials for Patients  
[http://www.cdc.gov/cholesterol/materials\\_for\\_patients.htm](http://www.cdc.gov/cholesterol/materials_for_patients.htm)

CDC – LDL and HDL: “Bad” and “Good” Cholesterol  
[http://www.cdc.gov/cholesterol/ldl\\_hdl.htm](http://www.cdc.gov/cholesterol/ldl_hdl.htm)