



May 2017 – Million Hearts® Collaboration Messaging

Celebrate National Stroke Awareness Month, National High Blood Pressure Education Month and Women’s Health Week by sharing stroke prevention tips, such as the importance of blood pressure control, with your Family, Friends and Patients



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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!**

May’s Focus

May brings National Stroke Awareness Month, National High Blood Pressure Education Month and Women’s Health Week, which kicks off on Mother’s Day. To commemorate this month’s themes, we are encouraging you to share stroke prevention tips, such as the importance of checking and controlling blood pressure, with your family, friends and patients – especially the important women in your life.

Did you know?

- Stroke is the fifth leading cause of death for adults in the United States, killing more than 130,000 Americans each year – that’s 1 in every 20 deaths.
- Stroke is the leading preventable cause of disability.
- Someone in the United States has a stroke every 40 seconds and every four minutes, someone dies of a stroke.

- Each year, 55,000 more women than men have a stroke.
- High blood pressure equals a higher risk of stroke.
- Nearly 1 in 6 American adults with high blood pressure don't know that they have high blood pressure.
- Normal blood pressure is below 120/80 and high blood pressure is 140/90 or higher.
- Have your blood pressure checked and keep it in check to reduce your risk of stroke.

Up to 80 percent of strokes in the U.S. can be prevented. One of the biggest ways to prevent a stroke is to check and control your blood pressure. By eating healthy foods, exercising, quitting or not starting smoking, and taking medications as prescribed, you can lower your blood pressure and reduce your risk of stroke. Commemorate National Stroke Awareness Month, National Blood Pressure Education Month and Women's Health Week by sharing stroke prevention tips, such as the importance of blood pressure control, with your friends, family and patients – especially the special women in your life.

Million Hearts® Collaboration and its Partners are planning the following events in May:

- Help the National Institute of Neurological Disorders and Stroke (NINDS) celebrate National Stroke Awareness Month with a social media Thunderclap campaign at 1 p.m. ET on May 1: <https://www.thunderclap.it/projects/55384-stroke-awareness-month-2017>
- Support the World Hypertension Day Thunderclap during May by registering [here](#). This will conclude on May 17 at Noon ET.
- Join Million Hearts, NINDS and Kaiser Permanente for a Twitter Chat to discuss stroke risk factors and the latest stroke research on May 9 from 1-2 p.m. ET #StrokeTalk
- Celebrate National Women's Health Week on May 14-20: <https://www.womenshealth.gov/nwhw/>
- Help the American Stroke Association celebrate National Cycling Day on May 15 by hopping on your bike and sharing a selfie to support stroke awareness #CycleNation
- Join the National Forum for Heart Disease & Stroke Prevention in celebrating World Hypertension Day on May 17 with a 1-2 p.m. ET Webinar via WebEx featuring actions taken by National Forum members to improve blood pressure control. <http://bit.ly/2qdf56E>

Social Media Messages

Twitter/Instagram

Celebrate National #Stroke Awareness Month by adding this badge to your e-mail signature!
#StrokeMonth [Image #1]

Kick off #StrokeMonth on May 1st by joining @NINDSnews for a Thunderclap. Sign up now!
<http://thndr.me/9W0FPy>

It's National #Stroke Awareness Month! Join @drsanjaygupta @MillionHeartsUS @NINDSnews @Strokestudy on May 9 at 1pm ET #StrokeTalk

55K more women than men have a #stroke. On Mother's Day, encourage #mom to check her #BP and make control her goal: <http://bit.do/shbp>

Can you spot the signs and symptoms of a #stroke? Celebrate #StrokeMonth by testing your knowledge with this quiz: <http://bit.ly/2pw66gA>

Anyone can have a #stroke, but there are ways to prevent one. Know your risks! #StrokeMonth #BloodPressure <http://bit.ly/2165G8u>

Up to 80% of strokes can be prevented! Get tips from @MillionHeartsUS on how to lower #stroke risk: <http://1.usa.gov/1TAlaSg> #StrokeMonth

May 17 is #WorldHypertensionDay! Do you #KnowYourNumbers? Find out if your BP is too high. Get checked! <http://thndr.me/02uua1>

Facebook

Stroke is the 5th leading cause of death for adults in the U.S., killing more than 130,000 Americans each year. The good news is that 80% of strokes can be prevented! One of the biggest ways to prevent a stroke is by controlling your blood pressure. Help celebrate National Stroke Awareness Month and National Blood Pressure Education Month by adding this badge to your e-mail signature. Together, we can make a difference! [Image 1]

Not knowing or controlling your blood pressure is riskier than skydiving or swimming with sharks! That's because stroke and dementia are more likely to affect people with high blood pressure. Mind your risks! <http://bit.ly/2165G8u> [Image 2 optional]

May is National Stroke Awareness Month. To celebrate, join Dr. Sanjay Gupta and experts in the field for a Twitter chat to learn about stroke risk factors, the importance of keeping your brain healthy and the latest stroke research. #StrokeTalk will be held Tuesday, May 9, from 1-2 p.m. ET [Image 3]

May 17 is #WorldHypertensionDay! Do you know your numbers? The best way to know if your blood pressure is in a healthy or unhealthy range is to get it checked. Normal blood pressure is 120/80 or below and high blood pressure is 140/90 or higher. Have your blood pressure checked and keep it in check to reduce your risk of stroke: <http://thndr.me/02uua1> [Image 4]

Social Media Images

Image #1

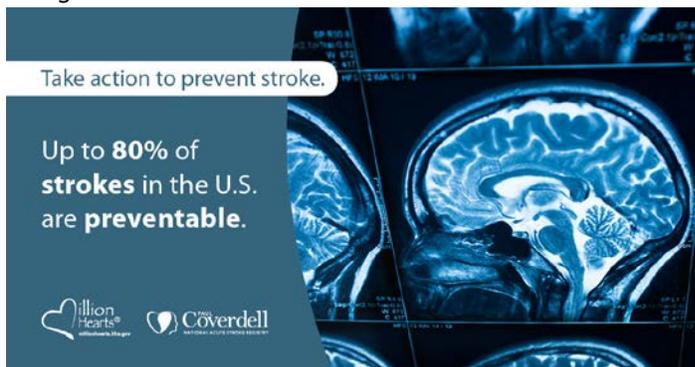


Image #2

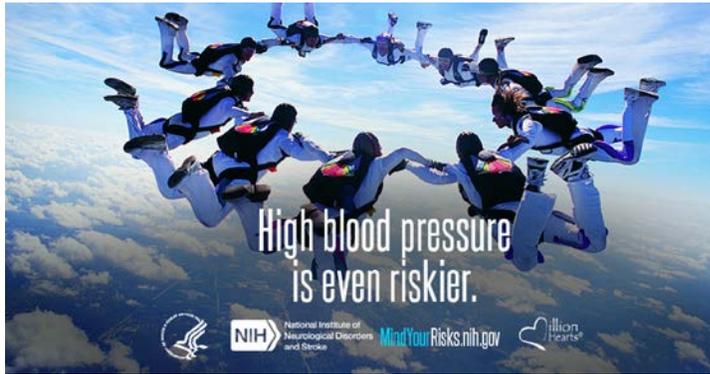


Image #3

Stroke — it can happen to anyone!

Twitter Chat

Tuesday, May 9, 2017
1-2 p.m. ET

#StrokeTalk

featuring:
Dr. Sanjay Gupta, CNN

with:
Dr. Walter Koroshetz, NINDS
Dr. Janet Wright, Million Hearts®
Dr. Mai Nguyen-Huynh, Kaiser Permanente

NIH National Institute of Neurological Disorders and Stroke
Million Hearts
KAISER PERMANENTE®

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Image #4

WORLD HYPERTENSION DAY

MAY 17, 2017



Healthy actions can help combat high blood pressure:



Eat a heart-healthy, low-salt diet



Live an active lifestyle



Take medications as prescribed



Limit alcoholic drinks



Live tobacco free



NATIONAL FORUM
FOR HEART DISEASE & STROKE PREVENTION



#KnowYourNumbers

Sample Newsletter Article

Check your blood pressure - and keep it in check - to reduce your risk of stroke

The majority – 80 percent! – of strokes in the United States can be prevented and one of the biggest ways to prevent a stroke is to control your blood pressure. You can celebrate National Stroke Awareness Month, National Blood Pressure Education Month and Women’s Health Week all at the same time by encouraging family, friends and patients – especially the women in your life – to check and control their blood pressure.

Stroke is the fifth leading cause of death for adults in the United States, killing more than 130,000 Americans each year – that’s one in every 20 deaths. In fact, someone in the United States has a stroke every 40 seconds, and every four minutes, someone dies of a stroke.

Anyone can have a stroke at any age, but certain things, such as age, family health history and high blood pressure, can increase your chances of having a stroke. The risk is higher for women, who have 55,000 more strokes a year than men. While you can’t control your age, your gender or your family health history, you can control your blood pressure.

High blood pressure is sometimes called the “silent killer” because there are no symptoms or warning signs. In fact, nearly one in six American adults with high blood pressure doesn’t know that they have high blood pressure. It’s not uncommon, however. About 73 million – one in every three adults (32%) – has high blood pressure. You could be one of them.

The best way to protect yourself and your loved ones is to check your blood pressure regularly – and keep it in check. Only about half (54%) of people with high blood pressure have it under control.

If you have high blood pressure, you can lower your blood pressure by taking medication and making lifestyle changes, such as quitting smoking, limiting your consumption of alcoholic beverages, eating healthy, low-sodium foods, and exercising.

In honor of Mother's Day, make an extra effort to share these tips with the mothers, daughters, sisters, aunts and grandmothers in your life. Remember, high blood pressure equals a higher risk of stroke.

Million Hearts® Partner Resources

American Heart Association/American Stroke Association

[May 2017 HBP Education Month Campaign Toolkit](#)

[Changes You Can Make to Manage High Blood Pressure](#)

[Million Hearts® Collaboration - Million Hearts® in Action Success Stories](#)

[American Stroke Month](#)

American Medical Association

[Seven Simple Tips to Get An Accurate Blood Pressure Reading](#)

American Medical Group Foundation

[Together We Advance Health Care](#)

American Pharmacists Association

[Addressing nonadherence among older adult patients with high blood pressure](#)

Association of State and Territorial Health Officials

[State Learning Collaborative to Improve Blood Pressure Control](#)

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

[Million Hearts® 2022](#)

<https://millionhearts.hhs.gov/about-million-hearts/partner-materials.html>

[Million Hearts Stroke and HBP communications](#)

[Call for Nominations: 2017 Million Hearts® Hypertension Control Challenge!](#)

[Improve performance on Million Hearts® clinical quality measures on aspirin, BP control, cholesterol, smoking cessation, and cardiac rehab](#)

[Tips for Taking Blood Pressure Medicines As Directed](#)

[Help Patients Take Blood Pressure Medicines As Directed](#)

[Self-Measured Blood Pressure Monitoring](#)

[How to Make Control Your Goal](#)

National Forum for Heart Disease and Stroke Prevention

[Mid-year Membership Meeting – Celebrating World Hypertension Day – May 17, 2017. 1pm ET](#)

[Learning Sessions on Policy, Programs and System Strategies to Control Hypertension](#)

National Institute of Neurological Disorders and Stroke

[May is National Stroke Awareness Month](#)

[Thunderclap campaign at 1 p.m. ET on May 1](#)

National Association of Chronic Disease Directors

[What's Working in Chronic Disease Prevention and Control?](#)

[Issues Briefs](#)

[Million Hearts](#)

Preventive Cardiovascular Nurses Association

[How do you measure up?](#)

YMCA of the USA

[Healthy Living](#)