





February 2017 - Million Hearts® and Partner Messaging

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(Click image to download)

We Want to Know!

Do you like these messages? Do they meet your needs? <u>Tell us how we're doing!</u> 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!**

February is American Heart Month

Join us as we celebrate American Heart Month 2017 with the <u>Million Hearts® initiative</u> and encourage family members to have vital conversations about heart disease prevention that can result in hearthealthy behavior changes. #HeartToHeart

Million Hearts® Key Messages

Use these key messages in original social media posts and other communications materials:

- Find a time to talk. Talking with your loved ones about heart disease can be awkward, but it's important. In fact, it could save a life. At the dinner table, in the car, or even via text, have a heart-to-heart with your loved ones about improving heart health as a family.
- Encourage healthy eating habits. Even small changes can make a big difference. Suggest making healthier versions of your favorite family recipes. Look in our <u>recipes library</u>, then accompany your loved ones on a grocery store run. Help them choose items low in sodium, added sugar and trans fats, and make sure they stock up on fresh fruits and vegetables.
- Promote physical activity. Encourage your family members to aim for at least 150 minutes of physical activity per week. Offer to join them for a walk, bring them to an exercise class, or challenge the whole family to a friendly fitness competition.
- Check in on health care. Remind family members to get their blood pressure and cholesterol levels checked regularly by a health care provider. Are they already on medication to control their risk factors? Help family members set up a reminder system using a phone app or pillbox.

In addition to the messaging developed by Million Hearts®, each week, the National Forum will be highlighting a different heart-health related theme by sharing information and links to resources created by partners.

Social Media Messages

Facebook

- Have a #HeartToHeart with your family about healthier eating habits. Looking for healthy meals
 you can share? Visit the Million Hearts [tag] recipe library. http://bit.ly/1lzc1YD
- Set fitness goals and have a #HeartToHeart with your family about meeting them together.
 Check out this CDC [tag] physical activity guide and find inspiring ways to get moving! http://bit.ly/2a8rYsd

Twitter/Instagram

- Help your fam take steps toward healthy hearts. Have a #HeartToHeart about physical activity w/ this @CDCgov guide. http://bit.ly/2a8rYsd
- Have a #HeartToHeart w/ family about healthy eating. Visit @MillionHeartsUS recipe library to find healthful meals. http://bit.ly/1lzc1YD

Million Hearts® Resources

Find links to educational resources for consumers and professionals from CDC and Million Hearts[®].

- Heart Disease Fact Sheet
- Know the Signs and Symptoms of a Heart Attack
- Preventing Heart Disease: Healthy Living Habits
- How much physical activity do adults need?
- Million Hearts Healthy Eating & Lifestyle Resource Center: Browse hundreds of heart-healthy recipes, 28-day meal plans, and lifestyle articles.
- How Old Is Your Heart. Learn Your Heart Age! (Video): How can our hearts be older than we are? Learn more about your heart age.

Million Hearts® Partner Resources

National Forum for Heart Disease & Stroke Prevention Heart Month Resources

Week 1- Heart Disease: The Basics



(Click image to download)

Heart disease and stroke are the leading causes of death in the United States. Join us this week in raising your heart health IQ!

- Heart disease is the #1 cause of death in the US. Have a #HeartToHeart about lowering risks w/ facts from @CDCgov.
- February 3rd in National Wear Red Day! Heart disease is the #1 killer of women. The Heart Truth created the Red Dress® as a symbol to raise awareness-to-action. Get your red on! Here are some ideas on how to get socially connected and share in the movement.
- Do you know what the risks for heart disease are? Check out <u>this infographic</u> to better understand the different factors impacting your heart health.
- Make time for your heart health! Here are <u>5 questions</u> that you can take with you to your next doctor's appointment.

Week 2 - ABCs of Heart Disease



(Click image to download)

- Assess Your Risk Use CardioSmart's <u>heart disease risk calculator</u>. Discuss with your doctor the appropriateness of taking aspirin to lower your risk.
- Check Your Blood Pressure Use these <u>3 steps</u> to manage your blood pressure. For more
 information check out this <u>guide with information</u> on blood pressure and questions to ask your
 doctor.
- Manage Your **Cholesterol** Healthy cholesterol starts with healthy eating. Check out these heart-healthy kitchen staples from the American Heart Association for cooking at home.
- Quit Cigarette Smoking Smokers are up to 6x more likely to suffer heart attacks. Kick the habit

 check out smokefree.gov for tools to help you quit!
- Manage Your **Diabetes** The National Institute of Diabetes & Digestive & Kidney Diseases shares 50+ ways to prevent type 2 diabetes.
- Exercise & Eat Healthy Being physically active and healthy eating are important for overall heart health.
 - Exercise: How much physical activity do adults need? Here are some <u>easy ways</u> to add a little more activity into your day.
 - Healthy Eating: Have a #HeartToHeart w/ family about healthy eating. Visit Million Hearts recipe library to find healthful meals.
 - Check out these 25 heart-healthy cooking tips!
 - Eating seafood regularly can save lives and significantly improve heart health. Take the Healthy Heart Pledge!

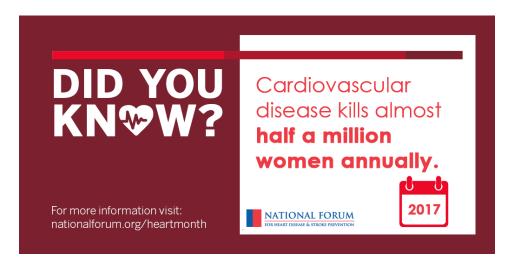
Week 3 - Heart Failure: It Could Happen to You



(Click image to download)

- What is heart failure? Learn about the symptoms and causes with CardioSmart's infographic.
- Do you or a loved one need help managing heart failure? <u>Download</u> this toolkit from the American Heart Association.
- What are the "need-to-knows" for patients with heart failure and their caregivers? Check out PCNA's fact sheets.
- How Old is Your Heart? Learn Your Heart Age!

Week 4 - Heart Disease & Women



(Click image to download)

- Join the Go Red for Women® movement and learn more about heart disease and women.
- Among women, cardiovascular disease is responsible for 100 of every 400 deaths annually. Take this <u>quiz</u> to calculate your risk.
- Take a minute today for your health to learn about cholesterol and your heart.

- Learn how to talk with your <u>healthcare provider</u> about your risk for heart disease and how caring for yourself = caring for your family.
- <u>Hey Moms</u>! Did you know that managing your cholesterol is one of the most important things you can do to keep your family healthy?
- Check out this <u>workbook</u> designed for women providing information about cardiovascular disease including videos and print tools supporting a heart-healthy life.
- 60% of people have heard of heart valve disease; but only 9% know a great deal about it February 22 is National Heart Valve Disease Awareness Day <u>Learn more at the Alliance for Aging Research</u>.
- Browse hundreds of heart-healthy recipes, 28-day meal plans and lifestyle articles from the Million Hearts® Healthy Eating & Lifestyle Resource Center