

July 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!

July's Focus

It's July and that means summer is officially here. For many of us, that means picnics, barbecues, bonfires, and festivals. As we celebrate the warm weather, let's help Americans do the same and provide them with resources to kick-start their heart-healthy summer.

Did you know:

- Approximately 1 in every 10 Americans eats enough fruits and vegetables. This averages out to Americans consuming one piece of fruit a day and fewer than two vegetables daily
- Most Americans consume too much sodium. The [2015–2020 Dietary Guidelines for Americans](#) recommend that Americans consume less than 2,300 milligrams (mg) of sodium per day as part

of a healthy eating pattern. Unfortunately, most U.S. adults consume an average of more than 3,400 mg each day

- Most American adults and children aren't getting enough physical activity. Only 1 in 5 adults meet the Department of Health and Human Services' [Physical Activity Guidelines](#) of 150 minutes of moderate physical activity each week. And less than 3 in 10 high school students meet the guideline for children (age 6 – 17) – 60 minutes of physical activity each day

Fortunately, summer gatherings offer a perfect opportunity to talk with others about ways they can improve their heart health. Use these opportunities to help the people in your life kick-start their heart-healthy summer!

Helping Americans Kick-Start Their Heart-Healthy Summer Matters for Health Professionals

As a health professional, you have a front-row seat to the problems cardiovascular disease causes people in your communities. You understand that there are actions we all can take to reduce our risk of heart disease and stroke, and you're in a prime position to share this message. Change can be hard, but we know that small changes to daily routines can pay big dividends later. So, this month communicate this message and help Americans kick-start their heart-healthy summer!

If you need resources to do so, we can help:

- To help people incorporate more fruits and vegetables into daily meals, encourage them to fill half their plate with produce. Help them learn more about the food groups and ways to incorporate healthier options at www.choosemyplate.gov and send them to [Million Hearts® and EatingWell](#) for delicious heart-healthy recipes and easy meal plans
- Remind people that they don't have to spend lots of time in the gym to get fit! They can walk, dance, swim, or do another fun physical activity for at least 30 minutes each day. The [American Heart Association](#) offers people tips to get started
- Encourage Americans to drink water! Whether they are relaxing at the pool, spending time with friends, or taking a walk around the neighborhood, remind Americans to drink plenty of water. to help their heart pump more easily in the summer heat

Social Media Messages

Twitter

Kick-start YOUR heart-healthy #summer by getting 30-minutes of exercise a day. Walking is a great option: <http://bit.ly/1UnGLMI>.

You don't have to spend lots of time in the gym to get fit! Here are some tips for getting started: <http://1.usa.gov/1imECTs>.

Going to a #summer cookout? Take a healthy dish! Your heart will thank you! Some ideas: <http://1.usa.gov/1nXaTeW>. *image 2*

Looking for a healthy #summer cookout dish your guests & your heart will love? Try this banana-kiwi salad: <http://1.usa.gov/2681F7H> *image 1*

#DYK frozen veggies are just as nutritious as fresh? Tips for upping your veggie intake: <http://1.usa.gov/1PcX8G6>. #HealthyEating

#HealthCarePros: Help kick-start a heart-healthy summer by reminding folks to drink enough water. <http://bit.ly/21r5GAR>

Facebook

Bring a healthy dish to your next summer cookout! Your heart (and fellow guests) will thank you. Need a recipe? Million Hearts® and EatingWell joined forces to create delicious, heart-healthy recipes: <http://1.usa.gov/1nXaTeW>. We highly recommend the banana-kiwi salad: <http://1.usa.gov/2681F7H>. *image 1*

Did you know that drinking water is important for your heart health? Spice up your water by adding slices of your favorite fruit (melon, oranges, lemons, and blueberries are especially yummy), some cucumber, or mint to a pitcher of water. Or try this recipe for delicious, naturally flavored water: <http://bit.ly/1WRGHZ4>.

You don't have to spend hours a day in the gym to be fit. Take advantage of beautiful, summer weather and dance, walk or swim with friends and family for 30 minutes each day. THIS is the perfect time to kick-start YOUR heart-healthy summer! Get started: <http://1.usa.gov/106ZeFc>!

Do you know how many servings of fruit you should eat each day? How about vegetables? Learn more and come up with YOUR healthy eating plan at <http://www.choosemyplate.gov>. Kick-start your heart-healthy summer today!

Image 1



Image 2



Sample Newsletter Article

Kick-Start Your Heart-Healthy Summer Today!

It's July and that means summer is officially here. For many of us, that means picnics, barbecues, bonfires, and festivals. As you celebrate the warm weather, be sure to make time for your heart health by eating healthy foods, exercising regularly, and hydrating well.

Did you know:

- Cardiovascular disease is the No. 1 cause of death among Americans
- About 1 in 10 Americans eat the recommended amount of fruits and vegetables
- Most Americans consume too much sodium, which can increase a person's blood pressure and risk for heart disease and stroke.
- 1 in 5 adults and less than 3 in 10 high school students meet the recommended 150 minutes of moderate physical activity each week

Fortunately, you can kick-start your heart healthy summer right now. Check out these simple steps to find out how:

- Incorporate more fruits and vegetables into daily meals. Fill half your plate with fruits and vegetables. Learn more about the food groups and ways to incorporate healthier options at www.choosemyplate.gov and get delicious heart-healthy recipes and easy meal plans from [Million Hearts® and EatingWell](#).
- Find 30 minutes a day to walk, dance, swim, or participate in another fun physical activity. Start where you are and set [reachable goals](#).
- Drinking plenty of water. Whether you're relaxing at the pool, spending time with friends, or taking a walk around the neighborhood, be sure to drink plenty of water. Keeping hydrated helps your heart pump more easily. And don't wait until you're thirsty either – if you're thirsty, you're already dehydrated.

As you celebrate the warm weather, make sure to celebrate all your heart does for you. Keep it front and center this month. After all, there's no time like the present to kick-start your health!

Million Hearts® Partner Resources

Public Health Professionals:

HHS Physical Activity Guidelines for Americans

<http://health.gov/paguidelines/guidelines/>

USDA Dietary Guidelines for Americans 2015 – 2020

<http://health.gov/dietaryguidelines/2015/>

General:

American Heart Association – Healthy Living

http://www.heart.org/HEARTORG/HealthyLiving/PhysicalActivity/Physical-Activity_UCM_001080_SubHomePage.jsp

CDC – Getting Started with Physical Activity for a Healthy Weight

http://www.cdc.gov/healthyweight/physical_activity/getting_started.html

Million Hearts® Healthy Eating & Lifestyle Resource Center

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

Million Hearts® and EatingWell Heart-Healthy Recipes:
<http://recipes.millionhearts.hhs.gov/recipes>

United States Department of Agriculture (USDA) – Choose My Plate
<http://www.choosemyplate.gov/>

WomenHeart: Heart Healthy Tips for Summer Fun:
http://www.womenheart.org/?page=resources_summertips