

Million Hearts® Collaboration February Heart Month - Messaging You Can Use



Main Messages: Content Themes and Strategies

This year's framing continues to promote prevention and key strategies such as self-measured blood pressure monitoring and warning signs for women and pays particular attention to health equity.

Heart disease is the No. 1 killer for all Americans, and **stroke** is also a leading cause of death. As frightening as those statistics are the risks of getting those diseases are even higher for African Americans. * The good news is data indicates that greater numbers of African Americans are aware that they have high blood pressure and, together with their families and health care providers, are taking steps to manage it. * [[Source American Heart Association, heart.org](https://www.heart.org)]

Sample Newsletter Article for Consumer Audience

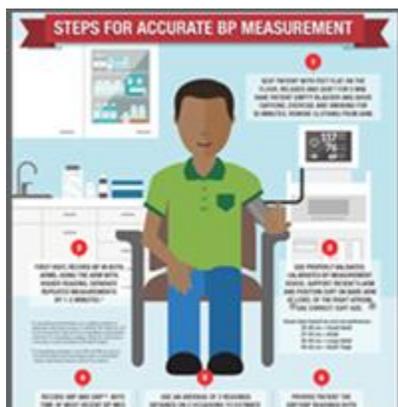
WHAT'S NEW IN BLOOD PRESSURE

When it comes to measuring your blood pressure, a lot has changed. You could say it is not your parent's blood pressure measurement anymore.

During February #heartmonth, we shine a light on heart disease and high blood pressure. Heart disease is the **leading cause of death** for men, women, and people of most racial and ethnic groups in the United States.¹ We are working with other national partners as a part of the Million

Hearts[®] Collaboration to prevent 1 million heart attacks and strokes by 2022. Nearly half of American adults have high blood pressure and many don't know yet that their blood pressure is high.

Controlling your blood pressure can lower your risk of heart attack, stroke and kidney disease. Knowing your numbers is one key to control. Measuring your blood pressure, both in the doctor's office and at-home measurements, is an empowering way for you manage and prevent hypertension.



WHAT'S NEW!

* Next time you get your blood pressure measured, make sure you are set up for success. Be seated in a chair with both feet on the floor, not with your feet dangling off the table. Your arm should be supported on a flat surface with your upper arm at heart level. Relax and be still; it is not a time to be chatting with the staff.

* A great gift for your Valentine could be a blood pressure cuff! Self-monitored blood pressure at home and sharing your numbers with your doctor is one of the best ways to get control of your hypertension. Ask your healthcare provider if they have a program for monitoring your own blood pressure or learn more with this information from our partner, [the American Medical Association](#)

* Use this log to keep track of your blood pressure at home:
https://www.cdc.gov/heartdisease/docs/My_Blood_Pressure_Log.pdf.

A lot has changed over the years. We now track our steps and our sleep, and there are new ways to track and measure your blood pressure. The new blood pressure guidelines and improved measurement tools are powerful prevention tools that can make controlling hypertension within your reach. Paired with regular physical activity, reduced salt intake and healthy eating, you can be well on your way to a healthier heart and we can save 1 million lives with our [Million Hearts[®] partners](#).

Fast Facts

- Heart disease is the leading cause of death for men, women, and people of most racial and ethnic groups in the United States.¹
- One person dies every 37 seconds in the United States from cardiovascular disease.¹
- About 647,000 Americans die from heart disease each year—that's 1 in every 4 deaths.^{2,3}
- Heart disease costs the United States about \$219 billion each year from 2014 to 2015.³ This includes the cost of health care services, medicines, and lost productivity due to death.
- Coronary heart disease is the most common type of heart disease, killing 365,914 people in 2017.²
- About 18.2 million adults age 20 and older have CAD (about 6.7%).³
- About 2 in 10 deaths from CAD happen in adults less than 65 years old.²
- In the United States, someone has a heart attack every 40 seconds.³
- Every year, about 805,000 Americans have a heart attack.³ Of these,
 - 605,000 are a first heart attack
 - 200,000 happen to people who have already had a heart attack³
 - About 1 in 5 heart attacks is silent—the damage is done, but the person is not aware of it.³

References

1. Heron, M. [Deaths: Leading causes for 2017 pdf icon\[PDF – 3 M\]](#). *National Vital Statistics Reports*;68(6). Accessed November 19, 2019.
2. Benjamin EJ, Muntner P, Alonso A, Bittencourt MS, Callaway CW, Carson AP, et al. Heart disease and stroke statistics—2019 update: a report from the American Heart Association. *Circulation*. 2019;139(10):e56–528.
3. Fryar CD, Chen T-C, Li X. [Prevalence of uncontrolled risk factors for cardiovascular disease: United States, 1999–2010 pdf icon\[PDF-494K\]](#). NCHS data brief, no. 103. Hyattsville, MD: National Center for Health Statistics; 2012. Accessed May 9, 2019.

Key Dates and Suggested Content

National Wear Red Day: February 7, 2020



Fun social media opportunity! Be sure you and your staff team snap a photo of everyone wearing red and post on social media with a caption similar to this example:

SAMPLE:

Linda M. and her team at the American Medical Association celebrate National Wear Red Day today and every day in collaboration with partners of the Million Hearts® Collaboration. Talk to your communication team about saving a spot for this photo and post on their editorial calendar for February 7!

Million Hearts Hypertension Control Champions Applications to Open in Late February

National Caregivers Day on Friday, February 21st

This is an opportunity to share resources or your organization's content about caregiving and measuring your blood pressure at home.

Health Equity Content and Messaging

There are many opportunities during February's Heart Month and year-round to highlight health equity content and messaging. Below are examples of resources, along with sample "content starters" to inspire you to share in newsletters, blogs or social media.

[Million Hearts® in Action](#) is a collection of stories that highlight the work of states, partners, champions and individual survivors to help inspire, share best practices and advance the goals of Million Hearts®

Did you know that about 2 out of every 5 African American adults have high blood pressure, and less than half of them have it under control? Make Control the Goal with this focused patient education handout from the Million Hearts® initiative:

https://MillionHearts.hhs.gov/files/TipSheet_How_to_MCYG_AA.pdf

Learn from health experts [in this new podcast](#) from our Million Hearts® Collaboration partner @ASTHO that emphasizes the importance of addressing heart disease and stroke prevention through approaches that center on health equity.

Learn from Tiffany's story on smoking available on CDC.gov with short and low-resolution videos that are great to use on Facebook or in a blog.

https://www.cdc.gov/tobacco/campaign/tips/stories/tiffany.html?s_cid=OSH_misc_M121

https://youtu.be/BwVgBBEcb_U

Social Media Content and Message Suggestions

Social posts are organized by audience and correspond to key dates on the editorial calendar.

Tags You Can Use:

#heartmonth

#MillionHearts®

#americanheartmonth
#heartdisease
#hypertension
#stroke
#cardiacrehab
#medicationadherence

Audience: Clinicians and Practitioners



We are proudly wearing red today to celebrate our work as a Million Hearts® partner and American Heart Month. #heartmonth

Our Million Hearts® Initiative partners have tips on important blood pressure questions to ask your patients during their next visit.

https://millionHearts®.hhs.gov/files/TipSheet_HCP_Checklist.pdf

Advances in research provide new knowledge in genes, exercise and medications. AHA's list of top discoveries for 2019 is out. <https://www.heart.org/en/about-us/scientific-research/aha-names-top-heart-disease-and-stroke-research-advances-of-2019>



Audience: Patients and Public

We are proudly wearing red today to celebrate our work as a Million Hearts® partner and American Heart Month. #heartmonth

The numbers are staggering and why we work so hard as a Million Hearts® partner every day, especially during Heart Month.

It is National Caregiver’s Day and we honor all the dedicated caregivers who are the backbone of a patient’s journey. Here is a great resource from our Million Hearts® partner, the American Heart Association, to help support your favorite caregiver. <https://www.heart.org/en/health-topics/caregiver-support/communication-tips-for-caregivers>

Heart Month is a great time to begin a conversation about your family health history. As a proud partner of Million Hearts® we encourage you to take this first step in lowering your risk of heart disease. <https://www.facebook.com/millionHearts%20AE%20/videos/849531072133199/>
<https://bit.ly/2YSpdjj>

We are celebrating Heart Month AND Meatless Monday! Share your favorite veggies for inspiring ideas during #HeartMonth

Do you monitor your blood pressure at home? This chart can help.

https://www.heart.org/-/media/files/health-topics/high-blood-pressure/how_to_measure_your_blood_pressure_letter_size.pdf?la=en&hash=58005C0F0AC9C9AACAA3089070B54E0F74695E95

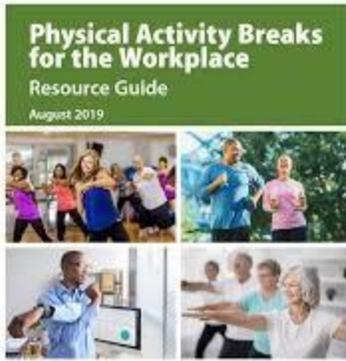
Stroke is the #2 cause of death in the world and it is America’s #1 debilitating disease with women having even more strokes than men. Remember to ACT FAST and learn the signs of stroke.

<https://www.stroke.org/en/about-stroke/stroke-symptoms>



February is Heart Month and you can help get your workplace moving! Share this Resource Guide with your coworkers.

<https://www.cdc.gov/workplacehealthpromotion/initiatives/resource-center/pdf/Workplace-Physical-Activity-Break-Guide-508.pdf>



Audience: Organizational Partners and Agencies

We are proudly wearing red today to celebrate our work as a Million Hearts® Collaboration partner and American Heart Month. #heartmonth

We join our Million Hearts® Collaboration partners at the National Association of County and City Health Officials (NACCHO) in spreading the word about the NEW Million Hearts® in Municipalities Tool Kit, helping health departments become active partners in achieving our goals. #heartmonth #MillionHearts®#community

Team-based approaches are making a real difference in our communities and community health workers are key partners in our efforts with the Million Hearts® Collaboration.

https://millionHearts®.hhs.gov/files/MH_CommHealthWorker_Factsheet_English.pdf

A new study supports just how important it is to monitor your blood pressure at home. Help us spread the word. <https://www.heart.org/en/news/2019/06/24/half-of-us-adults-should-monitor-blood---pressure-at-home-study-says>

February is Heart Month and you can help get workplaces through your state moving with this new CDC Resource Guide

<https://www.cdc.gov/workplacehealthpromotion/initiatives/resource-center/pdf/Workplace-Physical-Activity-Break-Guide-508.pdf>

The American Heart Association's new 2030 Impact Goal focuses on helping everyone everywhere live healthier, longer. There will be many new ways for communities and organizations to get involved. Learn more at www.heart.org/2030.

Million Hearts® Partner Resources

These partner resources provide content that could be included or linked in your articles, blogs, and/or newsletters.

American Heart Association

[FEBRUARY 2020: American Heart Month and Go Red for Women](#)

[National Wear Red Day](#)

[Go Red for Women](#)

[Video on Women’s Heart Health and Moms](#)

[Million Hearts® Collaboration, Stories, Tools and Resources](#)

[2030 Impact Goals](#)

American Kidney Fund

[About Heart Disease and Chronic Kidney Disease](#)

American Medical Association

[2019 Heart Disease Prevention Guideline: What Physicians Must Know](#)

Association of State and Territorial Health Officers

Engaging families in hypertension control can be a turning point in increasing control rates. This fact sheet from our Million Hearts® Collaboration partner ASTHO shares learnings from public health and clinical teams from Alabama, Utah and South Dakota.

<https://www.astho.org/ASTHOBriefs/Systems-Change-Approaches-for-Engaging-Families-in-Hypertension-Control/>

Center for Disease Control and Prevention

[American Heart Month 2020: High Blood Pressure Control—We Got This!](#)

National Association of County and City Health Official (NACCHO)

[Million Hearts® in Municipalities Tool Kit](#)

[Cardiovascular Health](#)

Million Hearts®

Medication adherence is critical to successful hypertension control for most patients. Shape a newsletter highlight or blog post around the issue: [https://millionHearts®](https://millionHearts®.hhs.gov/files/TipSheet_HCP_MedAdherence.pdf)

[.hhs.gov/files/TipSheet_HCP_MedAdherence.pdf](https://millionHearts®.hhs.gov/files/TipSheet_HCP_MedAdherence.pdf)

Ohio State University

[Million Hearts® ® Fellowship module](#)

Preventive Cardiovascular Nurses Association

Lifestyle changes such as healthy eating, regular physical activity and smoking cessation contribute greatly to successful hypertension control. The PCNA’s [Heart Healthy Toolbox](#) is a compilation of

resources to support heart healthy lifestyle education for adult patients in the cardiology and primary care settings.

Supplemental Resources (pages 10-18)

- **CDC, American Heart Month Partner Toolkit**
- **American Heart Association
Saturday, February 1 — Sunday, March 1
FEBRUARY 2020: American Heart Month
and Go Red for Women**

CDC, Division for Heart Disease and Stroke Prevention

American Heart Month 2020: High Blood Pressure Control—We've Got This!

Uncontrolled high blood pressure, or hypertension, is dangerous and far too common. In fact, 1 of 3 adults in the United States has the condition.¹ High blood pressure usually has no signs or symptoms, but it does have consequences. The only way to know if you're at risk for high blood pressure is to know your numbers.

This year, **the CDC, Division for Heart Disease and Stroke Prevention (DHDSP)** will focus on how people can control high blood pressure and protect their heart. Join DHDSP throughout February in encouraging people with high blood pressure on their journey to control. We've got this!

Spread the Word

Follow DHDSP on [Twitter](#) and Million Hearts®[®] on [Facebook](#), [Twitter](#), and [LinkedIn](#) for #HeartMonth messages that you can share on your channels. You can also share the following social media messages and graphics with your followers:

Facebook/LinkedIn

- High blood pressure control is within our reach. Check out CDC [tag]'s partner toolkit to empower others on their journey to control and better heart health. We've got this!
<http://bit.ly/2MzKPga>  #HeartMonth
- Do you know how to measure your blood pressure correctly? Find out with this short quiz!
#HeartMonth <http://bit.ly/30kltZi> 

Twitter

- High #BloodPressure control is within our reach. Check out @CDCHeart_Stroke's partner toolkit to empower others on their journey to control and better heart health.
<http://bit.ly/2MzKPga> #HeartMonth
- Do you know how to measure your #BloodPressure correctly? Find out with this short quiz!
<http://bit.ly/30kltZi> #HeartMonth

American Heart Month 2020

This February, join CDC's Division for Heart Disease and Stroke Prevention (DHDSP) in encouraging those on their journey to blood pressure control. DHDSP will share ways to prevent or manage high blood pressure and protect our hearts. Visit our American Heart Month [partner toolkit](#) for shareable messages, graphics, and more as we near February 1. You can also follow DHDSP (on [Twitter](#)) and Million Hearts® (on [Facebook](#), [Twitter](#), and [LinkedIn](#)) to share #HeartMonth posts directly on your pages.

Twitter

- This coming #HeartMonth, let's work toward #BloodPressure control—together. Explore @CDCHeart_Stroke's partner toolkit for shareable messages, graphics, and handouts!
<http://bit.ly/2MzKPga>
- February is #HeartMonth! This year, join @CDCHeart_Stroke in encouraging others on their journey to #BloodPressure control. This partner toolkit is a great place to start!
<http://bit.ly/2MzKPga>
- High #BloodPressure control is within reach! Check out @CDCHeart_Stroke's partner toolkit for ways to empower others on their journey to control and better heart health.
<http://bit.ly/2MzKPga> #HeartMonth

Facebook

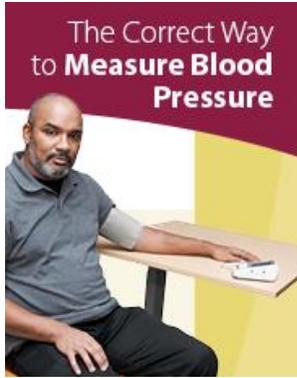
- This coming #HeartMonth, let's work toward blood pressure control—together. Explore CDC [tag]'s partner toolkit for shareable messages, graphics, and handouts!
<http://bit.ly/2MzKPga>
- February is #HeartMonth! This year, join CDC [tag] in encouraging others on their journey to blood pressure control. Find inspiration with this partner toolkit. <http://bit.ly/2MzKPga>
- High blood pressure control is within reach! Check out CDC [tag]'s partner toolkit for ways to empower others on their journey to control and better heart health. We've got this!
<http://bit.ly/2MzKPga> #HeartMonth

Instagram (if applicable)

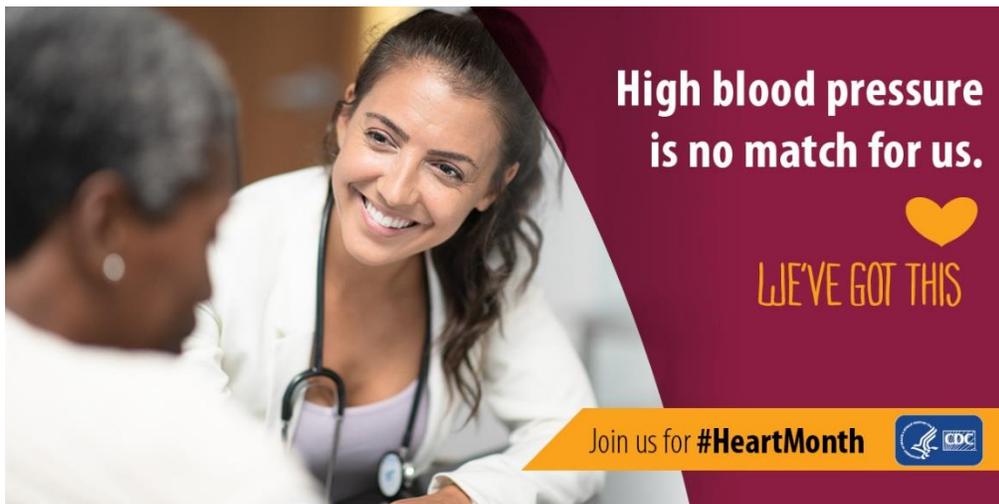
LinkedIn/Blog/Newsletter/Etc. (if applicable)

- This coming #HeartMonth, let's work toward blood pressure control—together. Explore CDC [tag]'s partner toolkit for shareable messages, graphics, and handouts!
<http://bit.ly/2MzKPga>

[pdf icon](#)[PDF - 105 KB]



[The Correct Way to Measure Blood Pressure](#)
[image icon](#)[JPG - 355 KB]





Quizzes

Share these quizzes to help your networks brush up on their blood pressure basics and understand how to measure their blood pressure properly.

- [Blood Pressure 101: Know the Basics external icon](#)
- [Do You Know How to Measure Your Blood Pressure? external icon](#)

Additional Resources

For Consumers

- [High Blood Pressure](#)
Get the facts on high blood pressure, its risk factors, and how to prevent and manage it.
- [Measure Your Blood Pressure](#)
Get answers to FAQs about measuring your blood pressure and tips on how to measure it accurately.

For Health Professionals

- [Hypertension Communications Kit](#)
Use these shareable messages and graphics to help your audiences understand what hypertension is and why managing blood pressure is important for reducing the risk of cardiovascular disease.
- [High Blood Pressure Fact Sheets](#)
Print and share these resources with your audiences to help them learn about the risk factors, prevention, diagnosis, and treatment of high blood pressure.
- [Supporting Your Patients with High Blood Pressure pdf icon\[PDF – 1 MB\]external icon](#)
Download this Million Hearts® checklist as a guide during visits with patients who are working to control high blood pressure.

- [Self-Measured Blood Pressure Monitoring external icon](#) (SMBP)
Find guides, videos, and success stories to help health professionals implement SMBP in their practices.

Reference

1. Merai R, Siegel C, Rakotz M, Basch P, Wright J, Wong B, Thorpe P. CDC Grand Rounds: A Public Health Approach to Detect and Control Hypertension. *MMWR Morb Mortal Wkly Rep* 2016;65(45):1261–1264.

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Content source: [National Center for Chronic Disease Prevention and Health Promotion](#) , [Division for Heart Disease and Stroke Prevention](#)

American Heart Association

Saturday, February 1 — Sunday, March 1

FEBRUARY 2020: American Heart Month and Go Red for Women

The Nation Goes Red in February

National Wear Red Day® – Friday, February 7, 2020

On the first Friday of every February, which is designated as **American Heart Month**, the nation comes together, igniting a wave of red from coast to coast. From landmarks to news anchors and neighborhoods to online communities; this annual groundswell unites millions of people for a common goal: the eradication of heart disease and stroke.



American Heart Month, a federally designated event, is an ideal time to remind Americans to focus on their Hearts® and encourage them to get their families, friends and communities involved.

-The first American Heart Month, which took place in February 1964, was proclaimed by President Lyndon B. Johnson via [Proclamation 3566](#) on December 30, 1963.

-The Congress, by joint resolution on that date, has requested the President to issue annually a proclamation designating February as American Heart Month.

-While American Heart Month is a federally designated month in the United States, it's important to realize that cardiovascular disease knows no borders.

Did you know? 88% of millennial women worry about their moms' health.

Go Red for Women®

Go Red for Women® is the American Heart Association's global initiative to end heart disease and stroke in women. Launched in 2004 to close the gap in awareness, Go Red quickly expanded into a worldwide movement dedicated to removing the barriers women face to achieving good health and wellbeing.

Heart disease is the No. 1 killer of women, killing more women than all forms of cancer combined. Learn what it means to [Go Red For Women](#) to help women like you fight back:

G: GET YOUR NUMBERS

Ask your doctor to check your blood pressure and cholesterol.

O: OWN YOUR LIFESTYLE

Stop smoking, lose weight, exercise, and eat healthy.

It's up to you. No one can do it for you.

R: REALIZE YOUR RISK

We think it won't happen to us, but heart disease kills one of three women.

E: EDUCATE YOUR FAMILY

Make healthy food choices for you and your family.

Teach your kids the importance of staying active.

D: DON'T BE SILENT

Tell every woman you know that heart disease is our No. 1 killer.



Know your numbers



Exercise



Good nutrition



Get the facts

Have you heard of Research Goes Red?

The American Heart Association's Go Red for Women® and Verily's Project Baseline are collaborating to empower more women to participate in scientific research. By creating [Research Goes Red](#), the American Heart Association and Verily are united to inspire women to combat their #1 killer: cardiovascular disease. The vision for Research Goes Red is to create the world's most engaged and largest women's health registry and platform for research. Research Goes Red aims to raise awareness about women's overall health and well-being and inspire women to contribute to research to further scientific understanding. Both healthy women and those with an episodic or chronic health condition are encouraged to participate in research. The more we know about women and their overall health and well-being, the better we can treat, beat and prevent cardiovascular disease.

Making an impact - 16 years of Go Red



25K+ women

25K + women registered for the newly launched Research Goes Red initiative in less than six months.



\$600 million

\$600 million raised to support research, education, advocacy, prevention and awareness programs.



19 million

19 million women who interact with Go Red through digital platforms annually.

Important Dates in February

2/1-2/29 American Heart Month

2/4 World Cancer Day

2/7 [National Wear Red Day](#)

2/7-2/14 [Congenital Heart Defect Awareness Week](#)

2/18-2/21 [International Stroke Conference 2020](#)

2/14 National Donor Day

2/14 Valentine's Da

2/19 President's Day

2/22 [Heart Valve Disease Awareness Day](#)

The American Heart Association's new 2030 Impact Goal focuses on helping everyone everywhere live healthier, longer. There will be many new ways for communities and organizations to get involved. Learn more at www.heart.org/2030.

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