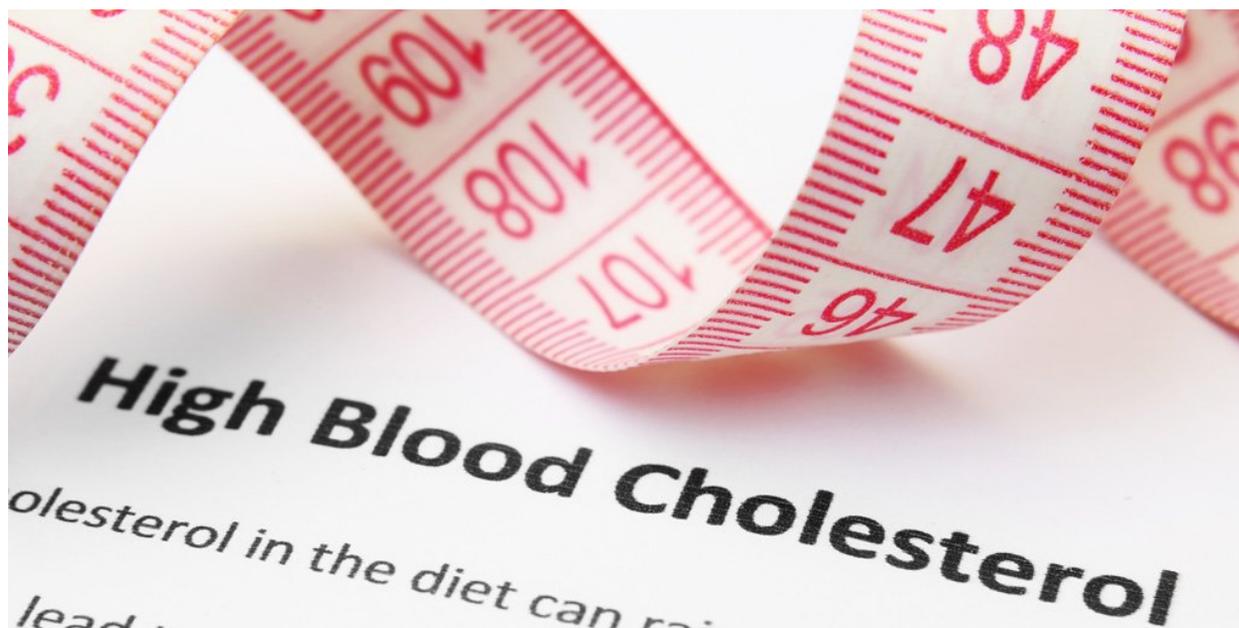




September 2017 – Million Hearts® Messaging

We are celebrating National Cholesterol Education Month this September by encouraging doctors, nurses and other health care professionals to make sure their patients know their cholesterol levels – and take steps to prevent or reduce high cholesterol.



In This Issue:

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We Want to Know

Do you like these messages? Do they meet your needs? We want your feedback! We also want you to use these messages as you wish on your own communications channels. **Please share this content!**

September's Focus

September is National Cholesterol Education Month, making it the perfect time for doctors, nurses and other health care professionals to encourage patients to know their cholesterol levels – and take steps to prevent or reduce high cholesterol. Make sure you spend time this month explaining to your patients how food, family history, and medicine can affect their total cholesterol.

Did you know?

- High cholesterol is a major risk factor for heart disease, which is the leading cause of death in the United States.
- People with high cholesterol are twice as likely to have heart disease than people with lower cholesterol levels.
- 73.5 million American adults (31.7%) have high low-density lipoprotein (LDL), or “bad” cholesterol.
- But fewer than 1 out of every 3 adults with high LDL cholesterol has the condition under control.

Everyone can benefit from knowing their cholesterol numbers and doing what they can to prevent or reduce high cholesterol levels. Uncontrolled cholesterol is a risk factor for heart attacks and stroke. But high cholesterol has no symptoms, so patients might not know that their cholesterol is too high – unless it’s measured by a doctor with a blood test.

While some risk factors – such as family history – may be out of our control, there are other ways to reduce or prevent high cholesterol, such as exercising, eating a healthy diet, not smoking and taking medication as prescribed. Honor National Cholesterol Education Month by encouraging your patients to know and control their cholesterol numbers. Adults age 20 and older should have their cholesterol levels checked every four to six years.

Partners of Million Hearts® are planning the following heart in September:

- On Sept. 6, the Centers for Disease Control and Prevention (CDC) will release a Vital Signs™ report and MMWR related to stroke mortality in the United States. The report will also provide insights into the importance of stroke related risk factors, recognition of stroke signs and symptoms as well as the benefit of coordinated stroke care. Please visit <https://www.cdc.gov/vitalsigns/index.html> on September 6th to learn more.
- The American Heart Association’s Cholesterol Education Month activities will be focused on the week of Sept. 17-24. The goal and call to action is to help people better manage their cholesterol. On Sept. 21, AHA will host a Facebook Q&A with Bob Eckel and on Sept. 24, AHA will host a tweet-a-thon to benefit the FH Foundation.
- World Heart Day takes place every year on Sept. 29. The celebration, which was founded by the World Heart Federation in 2000, offers people across the globe the opportunity to take part in the world's biggest intervention against this cardiovascular disease. Find out more: www.worldheartday.org
- In coordination with World Heart Day on Sept. 29, the National Forum for Heart Disease & Stroke Prevention is sponsoring its annual Move with the Mayor Challenge. <http://bit.ly/2dvThJ8>

Social Media Messages

Channels to follow and re-tweet or share

Twitter: <https://twitter.com/millionheartsus> (@MillionHeartsUS)

Facebook: <https://www.facebook.com/millionhearts>

Hashtags to use: #cholesterol

Twitter

Commemorate National Cholesterol Education Month by brushing up on what #cholesterol is and why it matters: <http://bit.ly/2wHmpuo>

High #cholesterol can lead to a stroke. Find out what Shantha Diaz did when she found out her health was in danger <http://bit.ly/2gssOTM>

Do you know your #cholesterol numbers? Celebrate National Cholesterol Education Month by finding out. Adults should have their cholesterol levels checked every 4-6 years.

Do you know the difference between “good” cholesterol and “bad” cholesterol? <http://bit.ly/2wQNbB4>
[Image #1]

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

High #cholesterol can lead to heart attacks and stroke. Find out the causes of high cholesterol:
<http://bit.ly/2xvmuih>

Celebrate #WorldHeartDay on 9/29 by knowing your #cholesterol numbers! www.worldheartday.org

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

When it comes to #cholesterol, do you know the difference between HDL and LDL? Find out:
<http://bit.ly/2kxTyCA>

CLINICIANS: Learn how to create your own #cholesterol management protocol to identify & treat patients with high cholesterol. <http://bit.ly/2n7qEd5>

High #cholesterol has few symptoms but can be dangerous. Learn how often to check your patients.
<http://bit.ly/2sQQpPc> @healthfinder

Facebook

Not all cholesterol is bad. Do you know the difference between “good” and “bad” cholesterol? Some 73.5 million American adults (31.7%) have high low-density lipoprotein (LDL), or “bad” cholesterol, which can lead to a heart attack or stroke. Learn the facts. <http://bit.ly/1B1nKTF> *[Image #1]*

Did you know? People with high cholesterol are TWICE as likely to have heart disease than people with lower cholesterol levels. Take control of your families' health by talking to your health care provider about high cholesterol and practice healthy living habits to prevent or reduce high cholesterol.
<http://bit.ly/1AV666n> *[Image #2]*

Do you know your cholesterol numbers? Adults age 20 and older should have their cholesterol checked every 4-6 years to make sure it's not too high. There are no symptoms of high cholesterol. The only way to know if your cholesterol is too high is to have it checked by a doctor. <http://bit.ly/2iFyv1k>

True or False? Thin people, kids and people who exercise don't have to worry about high cholesterol. FALSE! These are among the most common misconceptions about cholesterol. Learn the truth – and get your cholesterol checked! <http://bit.ly/2x2gokX>

Cardiovascular disease is the leading cause of death among women. It kills one woman every 80 seconds! Check your cholesterol numbers. Staying healthy is one of the most important things you can do for your family. <http://bit.ly/2vHNUzw>

When Shantha Diaz lost her parents and brother to heart attacks, she got a wake up call from her doctor. She changed her diet and exercise habits to dramatically lower her cholesterol numbers. “There is no magic pill to it. It is your mind, your determination that you want to be alive, that you want to take care of yourself,” she said. “It all starts with you.” <http://bit.ly/2gssOTM>

Healthcare Pros: September is National Cholesterol Education Month. Celebrate it by making sure your patients know their cholesterol levels – and how they can prevent or reduce high cholesterol. <http://bit.ly/2bHznw6>

Social Media Images

Image #1

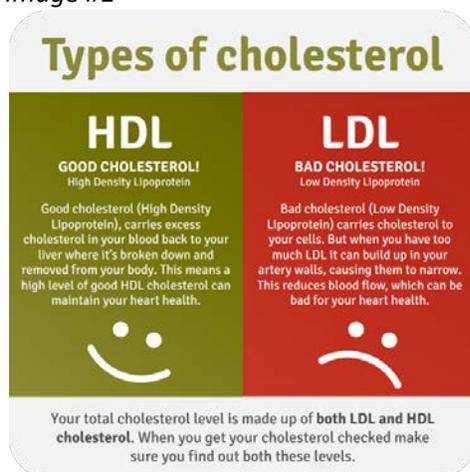


Image #2



Sample Newsletter Article

National Cholesterol Education Month means lets education patients on their numbers

September is National Cholesterol Education Month and that makes it the perfect time for doctors, nurses and other health care professionals to encourage patients to know their cholesterol levels – and take steps to prevent or reduce high cholesterol.

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- People with high cholesterol are twice as likely to have heart disease than people with lower cholesterol levels.
- 73.5 million American adults (31.7%) have high low-density lipoprotein (LDL), or “bad” cholesterol.
- But fewer than 1 out of every 3 adults with high LDL cholesterol has the condition under control.

Doctors, nurses and other health professionals should make sure to spend time this month explaining to their patients how food, family history, and medicine can affect their total cholesterol.

Everyone can benefit from knowing their cholesterol numbers and doing what they can to prevent or reduce high cholesterol levels. Uncontrolled cholesterol is a risk factor for heart attacks and stroke. But high cholesterol has no symptoms, so patients might not know that their cholesterol is too high – unless it’s measured by a doctor with a blood test.

While some risk factors – such as family history – may be out of our control, there are other ways to reduce or prevent high cholesterol, such as exercising, eating a healthy diet, not smoking and taking medication as prescribed.

Doctors, nurses and other health care professionals can honor National Cholesterol Education Month by encouraging their patients to know and control their cholesterol numbers. Remember: adults age 20 and older should have their cholesterol levels checked every four to six years.

Million Hearts® Partner Resources

American Heart Association

[Cholesterol 101: A basic introduction to cholesterol](#)

[The “good” vs. the “bad” cholesterol](#)

[Why is it high? Causes of high cholesterol](#)

[Understanding your Cholesterol Score](#)

[Fact or Fiction: Learn the Facts about Cholesterol](#)

[Cholesterol Resource Page for Professionals](#)

[My Cholesterol Guide](#)

Million Hearts®

[How to prevent heart disease](#)

[Cholesterol Management Protocols for Clinicians](#)

Centers for Disease Control and Prevention

[CDC Cholesterol Website](#)

[Know the Facts about High Cholesterol](#)

[LDL and HDL: “Bad” and “Good” Cholesterol](#)

[September is National Cholesterol Education Month](#)

[High Cholesterol Education Materials for Professionals](#)

[State Heart Disease and Stroke Prevention Programs Address High Cholesterol](#)

National Health Information Center

[Get your Cholesterol Checked](#)

National Forum for Heart Disease & Stroke Prevention

[Counter Cholesterol](#)

[World Heart Day main site](#)

[World Heart Day – Move with the Mayor Challenge](#)

[World Heart Day – Thunderclap](#)

National Lipid Association

[Study Results Reaffirms Importance of Cholesterol and Heart Disease](#)