

## August 2016 – Million Hearts® Messaging



### In This Issue:

- Remind Families about the ABCS of Heart Disease and Stroke Prevention Social Media Messages
- Remind Families about the ABCS of Heart Disease and Stroke Prevention Sample Newsletter Article
- Million Hearts® Partner Resources – Remind Families about the ABCS of Heart Disease and Stroke Prevention

### 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!**

### August's Focus

In August, there's one thing on the minds of most parents, children, and commuters – back to school! With school around the corner, we're asking you to remind families about the ABCS of heart disease and stroke prevention: Aspirin when appropriate, Blood pressure control, Cholesterol management, and Smoking cessation. Just as the alphabet is a basic building block for education, the ABCS of heart disease and stroke prevention are the basic building blocks for good overall heart health.

Did you know?

- In the United States, someone has a heart attack every 42 seconds.
- One American dies from a heart disease-related event every minute, making heart disease the leading cause of death for people of most racial/ethnic groups in the United States.

- Heart disease costs the United States about \$207 billion each year. This total includes the cost of health care services, medications, and lost productivity.

The good news is that once we know and practice the ABCS of heart disease and stroke prevention, they can become part of daily life just like the ABCs we learned in school. This August, remind families to use **A**spirin when appropriate, keep their **B**lood pressure under control; manage their **C**holesterol; and quit (or, better yet, never start) **S**moking. Once these habits become part of people's daily lives, they'll see that the ABCS really are as easy as 1-2-3. And that's a back-to-school lesson that benefits all of us!

## Social Media Messages

### Twitter

Adults, #BackToSchool is a perfect time to talk to your doctor about the ABCS of heart disease & stroke prevention. <http://bit.ly/1Ys5Bjo>

Don't forget about your ABCS #moms & #dads. Talk to your healthcare provider about the ABCS of heart disease & stroke prevention this August: <http://bit.ly/1Ys5Bjo> #BackToSchool [Photo #1]

Eating a healthy diet & not smoking help with 3 of the ABCS. Learn what else you can do this school year for your heart! <http://bit.ly/1TovYjO> [Photo #2]

1 American has a #heartattack every 42 seconds. Talk to your healthcare provider about the ABCS to prevent a heart attack or stroke: <http://bit.ly/1Ys5Bjo>. #BackToSchool [Photo #1]

#HealthcarePros: Use #BackToSchool as a reason to talk w/ adults about the ABCS of heart disease & stroke prevention. <http://bit.ly/29TAOsQ>

#HealthcarePros: Address barriers to the ABCS of heart disease & stroke prevention w/ your clients: <http://bit.ly/1Ys5Bjo>

### Facebook

#DYK someone has a heart attack every 42 seconds in the United States? Don't become a statistic. Talk with your healthcare team about the ABCS of heart disease and stroke prevention: **A**spirin when appropriate, **B**lood pressure control, **C**holesterol management, and **S**moking cessation. <http://bit.ly/1Ys5Bjo> [Photo #1]

Back to School isn't just for kids! Adults need to learn the ABCS of heart disease & stroke prevention – and then act on them by practicing healthy living habits! <http://bit.ly/1Ys5Bjo> [Photo #2]

Healthcare Pros: As the school year begins, be sure to remind families about the ABCS of heart disease and stroke prevention. Just as the alphabet is a basic building block for education, the ABCS of heart disease and stroke prevention are the basic building blocks for good heart health. <http://bit.ly/1Ys5Bjo> [Photo #1]

## Social Media Photos

[Photo #1]



[Photo #2]



## Sample Newsletter Article

### Celebrate Back to School by Reminding Families about the ABCS of Heart Disease and Stroke Prevention

Many people who are at high risk for heart attack and stroke don't know it. Let's change that this August. As people's minds start to shift from summer fun to back to school, remind families that there's more than one set of ABCS they need to know – the ABCS of heart disease and stroke prevention.

The [ABCs of heart disease and stroke prevention](#) are:

- Aspirin when appropriate
- Blood pressure control

- Cholesterol management
- Smoking cessation

While everyone can benefit from knowing – and practicing – the ABCS of heart disease and stroke prevention, some families may find their implementation difficult. That’s why we recommend you work with families to find solutions to the barriers they may raise about making heart-healthy changes.

Common problems could include:

- Access to convenient, consistent, and affordable monitoring of blood pressure and cholesterol.
- Inadequate time with health care professionals to ask important questions and receive personalized advice.
- Medication expense, side effects, and habits about daily use.
- Lack of continuity of clinical care across varied providers and systems.
- Need for community-based strategies for healthier lifestyle choices, such as reduced sodium in meals and smoke-free air policies.

Offer local resources and information to people when you address these barriers. And be sure to ask families about any additional perceived barriers. By discussing challenges (and ways to address them), you increase the odds that people will incorporate the ABCS of heart disease and stroke prevention into their own lives.

### **Million Hearts® Partner Resources**

#### Public Health Professionals:

Cardiovascular Disease Prevention and Control – The Community Guide

<http://www.thecommunityguide.org/cvd/>

CDC Educational Materials for Professionals

[http://www.cdc.gov/heartdisease/materials\\_for\\_professionals.htm](http://www.cdc.gov/heartdisease/materials_for_professionals.htm)

#### Providers:

American Heart Association and American College of Cardiologists – Clinical Practice Guidelines for Prevention

[http://professional.heart.org/professional/ScienceNews/UCM\\_457211\\_Clinical-Practice-Guidelines-for-Prevention.jsp](http://professional.heart.org/professional/ScienceNews/UCM_457211_Clinical-Practice-Guidelines-for-Prevention.jsp)

Million Hearts® Clinical Quality Measures

<http://millionhearts.hhs.gov/data-reports/cqm.html>

Million Hearts® Fact Sheets for Providers

<http://millionhearts.hhs.gov/data-reports/factsheets.html>

General:

American Heart Association – Lifestyle Changes for Heart Attack Prevention

[http://www.heart.org/HEARTORG/Conditions/HeartAttack/PreventionTreatmentofHeartAttack/Lifestyle-Changes-for-Heart-Attack-Prevention\\_UCM\\_303934\\_Article.jsp#.V5US3rgrLIU](http://www.heart.org/HEARTORG/Conditions/HeartAttack/PreventionTreatmentofHeartAttack/Lifestyle-Changes-for-Heart-Attack-Prevention_UCM_303934_Article.jsp#.V5US3rgrLIU)

CDC Educational Materials for Patients:

[http://www.cdc.gov/heartdisease/materials\\_for\\_patients.htm](http://www.cdc.gov/heartdisease/materials_for_patients.htm)

Million Hearts® – Prevention

<http://millionhearts.hhs.gov/learn-prevent/prevention.html>

Million Hearts® – Tools

<http://millionhearts.hhs.gov/tools-protocols/tools.html>