

## January 2018 – Million Hearts® Messaging

Make your New Year's resolution one to last by focusing on the big picture: your heart health



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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!**

### January's Focus

January is the time that most people set New Year's resolutions. This year, we are challenging you to make your resolution last by focusing on the big picture: your heart health. Instead of focusing on a short-term goal such as joining a new gym or cutting a few treats out of your diet, take aim at these five goals that will improve your heart health for years to come: (1) Quit smoking, (2) Increase your physical activity, (3) Control your blood pressure, (4) Know your cholesterol, and (5) Eat heart healthy foods.

### Did you know?

- You can take control of your heart health by making healthy choices and managing any health conditions that you may have.
- A healthy lifestyle includes eating a healthy diet, maintaining a healthy weight, getting enough physical activity, not smoking or using other forms of tobacco, and limiting alcohol use.
- The top New Year's resolutions for 2017 included, losing weight, exercising more, improving one's health and eating healthier, making it a perfect time for doctors and other health care providers to talk to their patients about heart healthy goals.

Stay motivated throughout the year by tying your New Year's resolutions to a big picture goal, such as taking control of your heart health. That's the kind of goal that will last for years to come. It will also leave you feeling better than any diet. Million Hearts® provides tools, protocols, and action guides to help health care providers and patients set and reach their heart healthy goals.

## Social Media Messages

### Channels to follow and re-tweet or share

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

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

### Twitter

Take control of your #hearthealth in 2018 by making healthy choices and managing any health conditions you may have: <http://bit.ly/2gCBbfg> [Image #1]

Tools, protocols, and action guides from @MillionHeartsUS can help health care providers and patients set and reach their #hearthealthy goals: <http://bit.ly/2hRzBTv>

Make 2018 the year of #hearthealthy resolutions, including quitting smoking. Find tools to quit from @MillionHeartsUS here: <http://bit.ly/2uJuYkM>

Make 2018 the year of #hearthealthy resolutions, such as increasing physical activity. Find tools and resources from @MillionHeartsUS here: <http://bit.ly/2vPRGif>

Make 2018 the year of #hearthealthy resolutions, such as eating better. Find recipes and resources from @MillionHeartsUS here: <http://bit.ly/2wfocWq>

Make 2018 the year of #hearthealthy resolutions, such as making #bloodpressure control your goal: <http://bit.ly/2qcZDav>

Health care providers, help your patients set heart healthy goals for 2018 with the Heart Healthy Toolbox from @HeartNurses here: <http://bit.ly/2yUrc91>

### Facebook

Make 2018 the year of heart healthy resolutions, such as quitting smoking, increasing your physical activity, controlling your blood pressure and cholesterol and eating healthy foods. Million Hearts has tools, protocols and action guides to help. <http://bit.ly/2hRzBTv> [Image #2]

State and local health departments, public health professionals and others interested in improving cardiovascular health, take note. The CDC has just released its Best Practices Guide for Cardiovascular Disease Prevention that describes and summarizes scientific evidence behind 8 effective strategies for lowering high blood pressure and cholesterol levels that can be implemented in health care systems. Check it out! Make 2018 the year that you step up your game. <http://bit.ly/2AjdP3C>

Calling all like-minded groups, organizations and practices: Make it a goal for 2018 to add the Million Hearts for Clinicians Microsite to your own Web site. All content is maintained and updated by the CDC. This is a great way to help spread the word about the aim to prevent 1 million heart attacks, strokes or other cardiovascular events by 2022. <http://bit.ly/2BKFY7s>

Help your patients set heart healthy goals for 2018 with the Heart Healthy Toolbox, courtesy of the Preventive Cardiovascular Nurses Association (PCNA). The toolbox is a compilation of printable resources to support heart healthy lifestyle education for adult patients in both the cardiology and primary care settings: <http://bit.ly/2yUrc91>

## Social Media Images

Image #1



Image #2

# PRACTICE HEALTHY LIVING HABITS



## Sample Newsletter Article

### Make your New Year's last by focusing on the big picture: your heart health

January is the time that most people set New Year's resolutions. This year, we are challenging you to make your resolution last by focusing on the big picture: your heart health. Instead of focusing on a short-term goal such as joining a new gym or cutting a few treats out of your diet, take aim at the following five goals that will improve your heart health for years to come.

(1) **Quit smoking or using other forms of tobacco.** Cigarette smoking or using tobacco greatly increases your risk for heart disease. If you don't smoke, don't start. If you do smoke, quitting will lower your risk for heart disease.

(2) **Increase your physical activity.** Physical activity can help you maintain a healthy weight and lower your blood pressure, cholesterol, and sugar levels. For adults, the Surgeon General recommends two hours and thirty minutes of moderate-intensity exercise, like brisk walking or bicycling, every week. Children and adolescents should get one hour of physical activity every day.

(3) **Control your blood pressure.** High blood pressure usually has no symptoms, so you need to make sure to have it checked on a regular basis. Your health care team should measure your blood pressure at least once every two years if you have never had high blood pressure or other risk factors for heart disease. If you have been diagnosed with high blood pressure, called hypertension, you should check it more frequently to make sure that it's under control. Your doctor may also prescribe medication to lower your blood pressure.

(4) **Know your cholesterol.** Your health care provider should test your blood levels of cholesterol at least once every five years. If you have already been diagnosed with high cholesterol or have a family history of the condition, you may have your cholesterol checked more frequently. You also may be prescribed medication. Talk with your health care team about this simple blood test.

(5) **Eat heart healthy foods.** Choosing healthful meal and snack options can help you avoid heart disease and its complications. Be sure to eat plenty of fresh fruits and vegetables and fewer processed foods. Eating foods low in saturated fats, trans fat, and cholesterol and high in fiber can help prevent high cholesterol. Limiting sodium in your diet also can lower your blood pressure.

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

#### **Preventive Cardiovascular Nurses Association (PCNA)**

[A Heart Healthy Toolbox](#)  
[Behavior Change Mini-Certificate](#)

#### **American Heart Association**

[Go Red for Women: 5 Heart Healthy Resolutions for the New Year](#)  
[Healthy for Good movement](#)  
[Quit Smoking](#)  
[Increase physical activity](#)  
[Healthy Eating](#)

#### **Cardio Smart: American College of Cardiology**

[Stop Smoking](#)  
[Move More](#)  
[Know Your Numbers](#)  
[Eat Better](#)

#### **Million Hearts®**

[Million Hearts for Clinicians Microsite](#)  
[Tools & Protocols to help educate, motivate, and monitor your patients](#)

#### **Centers for Disease Control and Prevention**

[Best Practices for Cardiovascular Disease Prevention Programs](#)  
[Preventing Heart Disease: Healthy Living Habits](#)

#### **American Psychological Association**

[Making Your New Year's Resolution Stick](#)