

## April 2017 – Million Hearts® Messaging National Minority Health Month - Bridging Health Equity Across Communities



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### April's Focus

April is National Minority Health Month—a time to raise awareness on issues impacting health disparities and opportunities for healthy living in America.

Life expectancy and infant mortality trends have varied across different racial and ethnic populations. The burden of preventable disease, death and disability is higher for some populations in the US than others.

The HHS Office of Minority theme for 2017 is Bridging Health Equity Across Communities, emphasizes the collaborative, community-level work being done across the nation to help achieve health equity.

The conditions in the places where people are born, grow, live, work, play, learn, and age have significant impact on the health outcomes of individuals, families, and their communities. Throughout the month, the [HHS Office of Minority Health](#) (OMH) and other federal agencies and national partners will highlight initiatives in communities that address the indirect conditions that affect health.

### The HHS [Office of Minority Health](#) is planning the following events in April:

- #Bridge2Health Town Hall on April 12 from 1:00 p.m. – 2:30 p.m. ET
- NIMHD Twitter Chat on April 25 from 2:00 p.m. – 3:00 p.m. ET
- #NMHM17 Thunderclap on April 28 at 1:00 p.m. ET

The Men's Health Network is also planning a #MHNChat on April 27 from 2:00 p.m. – 3:00 p.m. ET with the topic focused on tobacco and men's health and tobacco related health disparities. The Million Hearts® Initiative will be participating in these events.

### **Did you know?**

- The United States has become increasingly diverse in the last century. Approximately 36 percent of the population belongs to a racial or ethnic minority group.
- Heart disease is the leading cause of death for people of most ethnicities in the United States, including African-Americans, blacks, Hispanics, and whites.
- Risk for heart disease and stroke varies by race and ethnicity.
- Some minority groups are more likely to be affected by heart disease risk factors than others.
- African-Americans and blacks have the highest rate of high blood pressure of all population groups, and they tend to develop it earlier in life than others.
- Nearly half of all African-American and black adults have some form of cardiovascular disease that includes heart disease and stroke.

### **Using Evidence-based Tools and Resources to Improve the Heart Health**

As a health professional, you are likely aware of racial and ethnic health disparities. You are also well positioned to help communities improve the heart health. Here are some evidence-based tools and resources to support a journey to better heart health:

- [High Blood Pressure Among African Americans](#)
- [Spanish language infographic on cholesterol risk](#)
- [CDC's American Indian and Alaska Native Heart Disease and Stroke Fact Sheet](#)
- [Hispanic Health](#)

### **Social Media Messages**

#### **Twitter**

- April is National Minority Health Month <https://go.usa.gov/xX56D> #NMHM17
- Ending health disparities includes addressing the social and economic condition of our communities. <https://go.usa.gov/xX56D> #NMHM17
- Access to nutritious food helps put communities on the path to healthy hearts #NMHM17

#### **Facebook**

April is National Minority Health Month! Join us as we highlight the work being done in communities across the country. And be sure to lend your voice to this month's activities. Visit the HHS Office of Minority Health website to download materials, find events and share your story. It's all about community! #NMHM17 <https://go.usa.gov/xX56D>

It's National Minority Health Month! Are you hosting or attending an event in your community? Post it to the HHS OMH National Minority Health Month Events Calendar and share your event photos so everyone can see how you're making a difference! #NMHM17 <https://go.usa.gov/xX5FW>

## **Million Hearts® Partner Resources**

American Hearts Association – National Minority Health Month 2017

<http://www.empoweredtoserve.org/index.php/national-minority-health-month-2017/>

American Heart Association – Building healthier lives, free of cardiovascular disease and stroke through inclusion and health equity

[http://www.heart.org/HEARTORG/General/Diversity-and-Inclusion\\_UCM\\_488490\\_SubHomePage.jsp](http://www.heart.org/HEARTORG/General/Diversity-and-Inclusion_UCM_488490_SubHomePage.jsp)

HHS Office of Minority Health

<https://minorityhealth.hhs.gov/NMHM17/>

Centers for Disease Control and Prevention, Celebrate Minority Health Month

<https://www.cdc.gov/features/minorityhealth/>

Million Hearts® – Healthy Is Strong

<https://millionhearts.hhs.gov/learn-prevent/healthy-is-strong.html>

### **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!**