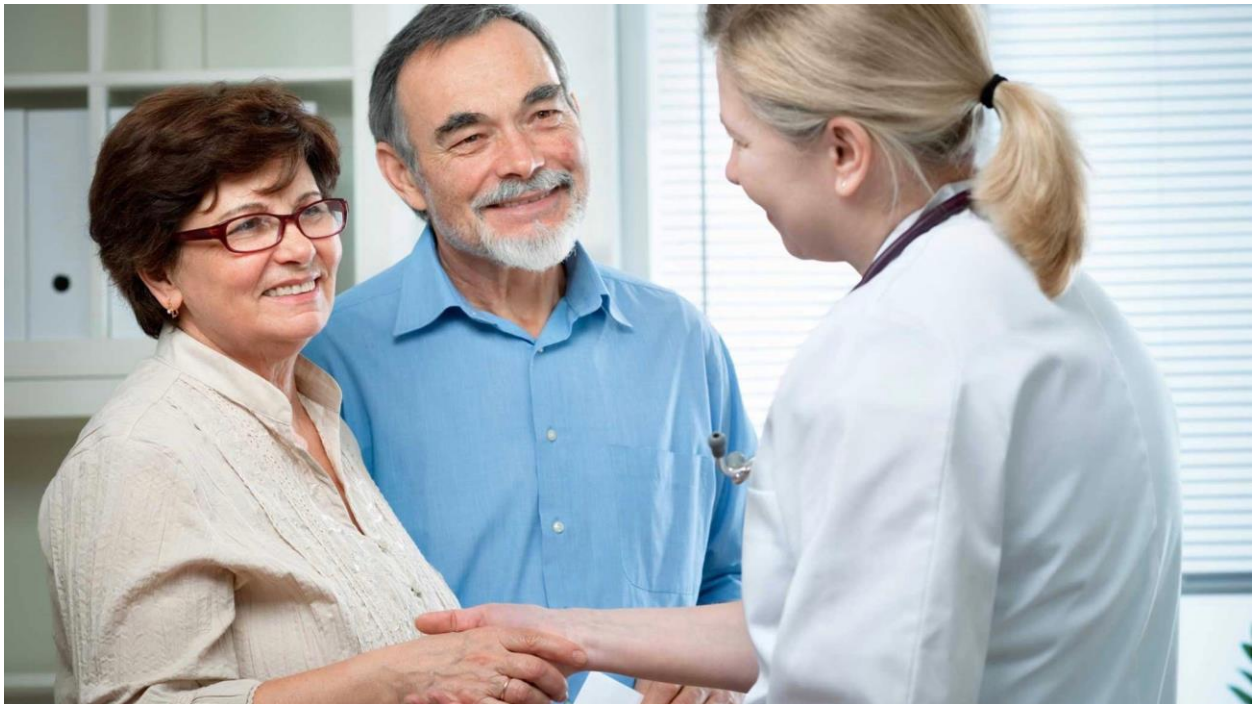


Last Call: Applications: 2018 Million Hearts® Hypertension Control Challenge

Many practices and systems work with their patients to achieve blood pressure control. The 2018 Million Hearts® [Hypertension Control Challenge](#) will identify clinicians, clinical practices and health systems that have exceptional rates of hypertension control. Those with rates of at least 80% are eligible to enter the challenge. Million Hearts® is accepting applications for the 2018 Hypertension Control Challenge from February 20, 2018, through April 6, 2018.



April 2018 – Million Hearts® Messaging

Commemorate National Minority Health Month by focusing on cholesterol control with messages that motivate more people to take charge of their cholesterol risk.

In This Issue:

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- Social Media Messages
- Sample Newsletter Article
- Million Hearts® Partner Spotlight: National Walking Day
- Million Hearts® Partner Resources

April's Focus

Mark National Minority Health Month by using [Counter Cholesterol](#)[™] messages that motivate people to take charge of their cholesterol risk. This evidence-based communications and messaging campaign was developed by the National Forum for Heart Disease & Stroke Prevention and a panel of experts to reach the 45 million people who have high levels of bad cholesterol and either don't know they have high cholesterol or don't get treatment.

Did you know?

- High cholesterol is a major risk factor for cardiovascular disease.
- Many people are unaware that cholesterol can cause a heart attack or stroke.
- Cardiovascular disease is the No. 1 cause of death among women, taking more lives than all forms of cancer combined.
- 1 out of every 2 women has high or borderline high cholesterol.
- 71 million American adults have high levels of bad cholesterol but only 1-in-3 have it under control and fewer than half get treatment.

Cardiovascular disease kills one woman every 80 seconds. Million Hearts[®] is encouraging its partners to work together to reach women and their families about the need to take charge of their cholesterol. Staying healthy is one of the most important things women can do to take care of their family. Research shows that motivating women to manage their cholesterol also leads them to encourage other family members to manage their cholesterol as well.

Call to Action

Please use [Counter Cholesterol](#)[™] messages on your social media channels and/or Web site. Your organization can co-brand the Counter Cholesterol[™] materials found in this newsletter or in [Partner Resources](#) or use them as-is. These messages have tested effective with women of all races and are culturally competent for Latinas. Get the credit you deserve: If your organization uses any of the Counter Cholesterol[™] materials, please contact Debbie Martinez at Debbie.martinez@nationalforum.org so that your logo can be added to the list of Counter Cholesterol[™] partners.

Social Media Messages

Channels to follow and re-tweet or share

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

<https://twitter.com/CounterChol> (@CounterChol)

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

<https://www.facebook.com/CounterCholesterol>

Twitter

High #cholesterol is no joking matter. It leads to heart disease and stroke, which kill more women than all forms of cancer combined. <http://bit.do/ecnMq> [Image #1]

Don't become a statistic. Take control of your #cholesterol now: <http://bit.do/ecnMq>
[Image #2]

True or False: Only overweight people have high #cholesterol. False! Learn your risks: <http://bit.do/ecnMq> [Image #3]

1 in 250 people have genetically high cholesterol. Do you? Learn your risks: <http://bit.do/ecnMq> [Image #4]

FH is an inherited disorder that leads to high cholesterol, which leads to cardiovascular disease. Stop the cycle by controlling your cholesterol: <http://bit.do/ecnMq> [Image #5]

Taking control of your cholesterol is easy when you follow these steps. Don't know your cholesterol numbers? Ask your healthcare provider today! <http://bit.do/ecnMq> [Image #6]

Facebook

High cholesterol is no joking matter. It leads to heart disease and stroke, which kill about half a million women a year. That's more women than are killed by all forms of cancer combined. Talk to a health care provider about your cholesterol risk. <http://bit.do/ecnMq> [Image #1]

Listen up, moms! Managing your cholesterol is one of the most important things you can do to keep your family healthy. That's because high cholesterol can cause a heart disease and stroke. To be the lifeline your family needs, be proactive about your own heart health. <http://bit.do/ecnMq> [Image #2]

True or False: Only overweight people have high cholesterol. False! Family history, age, being inactive and having a poor diet can also lead to high cholesterol. Learn your risks: <http://bit.do/ecnMq>

1 in 250 people have genetically high cholesterol, or FH, which stands for Familial Hypercholesterolemia. Do you? Learn your risks: <http://bit.do/ecnMq> [Image #4]

FH is short for Familial Hypercholesterolemia, an inherited disorder that leads to high cholesterol, which leads to cardiovascular disease. Stop the cycle by controlling your cholesterol: <http://bit.do/ecnMq> [Image #5]

Taking control of your cholesterol is easy when you follow these steps. Don't know if you have high cholesterol? Don't delay, talk to your healthcare provider today! <http://bit.do/ecnMq> [Image #6]

Hey, moms! Life can get busy with kids and multiple schedules to manage, but don't forget to pay attention to your own health care. Start with making sure your cholesterol is under control. <http://bit.do/ecnMq> [Image #7]

Social Media Images

Image #1

DID YOU KNOW?

Talk to your healthcare provider about **your cholesterol risk.**

countercholesterol.org

People with high cholesterol are 5x as likely to have heart disease and stroke, **the #1 cause of death** among women?



Image #2

DID YOU KNOW?

Talk to your healthcare provider about **your cholesterol risk.**

countercholesterol.org

Heart disease and stroke **kill one woman every 80 seconds?**



Image #3

DID YOU KNOW?

Talk to your healthcare provider about **your cholesterol risk.**

countercholesterol.org

Women of **all body types** can have high cholesterol?



Image #4

DID YOU KNOW?

Talk to your healthcare provider about **your cholesterol risk.**

countercholesterol.org

Familial Hypercholesterolemia (FH) is an inherited disorder that can cause high cholesterol?


1 in 250  **have FH.**



Image #5

DID YOU KNOW?

Talk to your healthcare provider about **your cholesterol risk.**

countercholesterol.org

People with familial hypercholesterolemia have a **20x higher risk** of developing heart disease and stroke?



Image #6

DID YOU KNOW?

To **lower** your cholesterol, you can:

- TAKE MEDICATION**
as directed
- EXERCISE REGULARLY**
Just 30 minutes most days can have a significant impact on your heart
- EAT HEART HEALTHY FOODS**
and avoid saturated and trans fats
- QUIT SMOKING**

Talk to your healthcare provider or visit countercholesterol.org

COUNTER CHOLESTEROL IS MADE POSSIBLE THROUGH SUPPORT FROM SANOFI AND REGENERON

Image #7

HOW IMPORTANT IS MOM'S HEART HEALTH?

HEY MOMS!

Did you know that managing your cholesterol is **one of the most important things** you can do to keep your family healthy?

High cholesterol can cause a heart attack or stroke. To be the **lifeline your family needs**, be pro- active about your own heart health. Talk to your healthcare provider about **your cholesterol risk**.

5X People with **HIGH CHOLESTEROL** are at least **FIVE TIMES** as likely to have **CARDIOVASCULAR DISEASE** the **#1 CAUSE OF DEATH** among women

DID YOU KNOW THAT CARDIOVASCULAR DISEASE:

- Takes more lives than **ALL FORMS OF CANCER COMBINED****
- Kills **1 WOMAN EVERY 80 SECONDS****
- Kills about **HALF A MILLION WOMEN** annually**
- Can lead to **HEART ATTACK OR STROKE**

Talk with a healthcare provider about your cholesterol risk

Learn more at countercholesterol.org

Counter Cholesterol is made possible through support from Sanofi and Regeneron.
*Long-term risk of atherosclerotic cardiovascular disease in US adults with the familial hypercholesterolemia phenotype. Circulation. June 2016.
**According to the American Heart Association



Sample Newsletter Article

High cholesterol is a major risk factor for cardiovascular disease, the leading cause of death in the United States. But many people are unaware that they have high cholesterol – or that it can cause a heart attack or stroke. That’s why it’s critical for doctors, nurses and other health care practitioners to urge their patients – and their patient’s families – to know their numbers.

Javier Saldaña had no idea that he had high cholesterol. He had not been to see a doctor in years. At his wife’s suggestion, Saldaña got his cholesterol checked and found out that he has high cholesterol.

“To me, that was a surprise,” Saldaña said, explaining that he thought high cholesterol was only a problem for people who were overweight. Now that he knows he has high cholesterol, Saldaña said, he can do something about it.

“I want to be here for (my family) for a long time,” he said.

Saldaña’s wife, Alma, said knowing that her husband has high cholesterol is important because it affects the decisions she makes when cooking.

“The meals he eats are my responsibility,” she said. “I have to think about healthy options that are going to help him, because they’re ultimately going to help me and my family.”

The Saldañas aren’t alone. More than 71 million American adults have high levels of bad cholesterol, but only 1-in-3 have it under control and fewer than half get treatment.

The National Forum for Heart Disease & Stroke Prevention convened a panel of experts to develop a strategy to reach the 45 million people who have high levels of bad cholesterol and either don’t know they have high cholesterol or don’t get treatment. The conversation resulted in [Counter Cholesterol™](#), an evidence-based communications and messaging campaign that motivates women to manage their and their family members’ cholesterol risk.

Learn more about the Counter Cholesterol™ messaging campaign and watch the Saldañas tell their story at CounterCholesterol.com.

Million Hearts® Partner Spotlight

The first Wednesday in April is National Walking Day. The American Heart Association (AHA) sponsors this day to remind people about the health benefits of taking a walk. Walking is a great way for women – and all family members – to lower their cholesterol and keep their blood pressure under control. This year, National Walking Day falls on Wednesday, April 4. Wear your sneakers – or take them to work – so you can squeeze in 30 minutes of walking. Find out more about AHA’s [Move More program](#) to make movement a part of your daily routine.

Million Hearts® Partner Resources

American Heart Association (AHA)
[Cholesterol 101](#)

American Pharmacists Association
[CVS poll: Majority of U.S. women unaware of risk for heart disease](#)

Association of State and Territorial Health Officials (ASTHO)
[Health Equity](#)

Cardio Smart: American College of Cardiology
[High Cholesterol – Facts, How to Manage](#)
[What is Cholesterol infographic](#)

Centers for Disease Control and Prevention
[National Minority Health Month](#)
[Cholesterol Fact Sheet](#)

Counter Cholesterol™

[How Important is Mom's Health infographic](#)

[How Important is Mom's Health infographic - Spanish](#)

Million Hearts®

[Risks for Heart Disease and Stroke](#)

National Forum for Heart Disease and Stroke Prevention

[More about the Counter Cholesterol™ campaign](#)

Preventative Cardiovascular Nurses Association

[Women and Heart Disease](#)

[Cholesterol](#)

U.S. Department of Health and Human Services' Office of Minority Health

[National Minority Health Month – April 2018](#)

[Health Equity – Minority Health](#)