



## February 2017 – Million Hearts® and Partner Messaging

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### We Want to Know!

(Click image to download)

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!**

### February is American Heart Month

Join us as we celebrate American Heart Month 2017 with the [Million Hearts® initiative](#) and encourage family members to have vital conversations about heart disease prevention that can result in heart-healthy behavior changes. #HeartToHeart

### Million Hearts® Key Messages

Use these key messages in original social media posts and other communications materials:

- *Find a time to talk.* Talking with your loved ones about heart disease can be awkward, but it's important. In fact, it could save a life. At the dinner table, in the car, or even via text, have a heart-to-heart with your loved ones about improving heart health as a family.
- *Encourage healthy eating habits.* Even small changes can make a big difference. Suggest making healthier versions of your favorite family recipes. Look in our [recipes library](#), then accompany your loved ones on a grocery store run. Help them choose items low in sodium, added sugar and trans fats, and make sure they stock up on fresh fruits and vegetables.
- *Promote physical activity.* Encourage your family members to aim for at least 150 minutes of [physical activity](#) per week. Offer to join them for a walk, bring them to an exercise class, or challenge the whole family to a friendly fitness competition.
- *Check in on health care.* Remind family members to get their blood pressure and cholesterol levels checked regularly by a health care provider. Are they already on medication to control their risk factors? Help family members set up a reminder system using a phone app or pillbox.

In addition to the messaging developed by Million Hearts®, each week, the National Forum will be highlighting a different heart-health related theme by sharing information and links to resources created by partners.

## Social Media Messages

### Facebook

- Have a #HeartToHeart with your family about healthier eating habits. Looking for healthy meals you can share? Visit the Million Hearts [tag] recipe library. <http://bit.ly/1lzc1YD>
- Set fitness goals and have a #HeartToHeart with your family about meeting them together. Check out this CDC [tag] physical activity guide and find inspiring ways to get moving! <http://bit.ly/2a8rYsd>

### Twitter/Instagram

- Help your fam take steps toward healthy hearts. Have a #HeartToHeart about physical activity w/ this @CDCgov guide. <http://bit.ly/2a8rYsd>
- Have a #HeartToHeart w/ family about healthy eating. Visit @MillionHeartsUS recipe library to find healthful meals. <http://bit.ly/1lzc1YD>

## Million Hearts® Resources

Find links to educational resources for consumers and professionals from CDC and Million Hearts®.

- Heart Disease Fact Sheet
- Know the Signs and Symptoms of a Heart Attack
- Preventing Heart Disease: Healthy Living Habits
- How much physical activity do adults need?
- Million Hearts® Healthy Eating & Lifestyle Resource Center: Browse hundreds of heart-healthy recipes, 28-day meal plans, and lifestyle articles.
- How Old Is Your Heart. Learn Your Heart Age! (Video) : How can our hearts be older than we are? Learn more about your heart age.

## Million Hearts® Partner Resources

*National Forum for Heart Disease & Stroke Prevention Heart Month Resources*

### Week 1- Heart Disease: The Basics

**DID YOU KNOW?**

Heart disease kills **one person every 40 seconds.**

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For more information visit:  
[nationalforum.org/heartmonth](http://nationalforum.org/heartmonth)

**NATIONAL FORUM**  
FOR HEART DISEASE & STROKE PREVENTION

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Heart disease and stroke are the leading causes of death in the United States. Join us this week in raising your heart health IQ!

- Heart disease is the #1 cause of death in the US. Have a #HeartToHeart [about lowering risks](#) w/ facts from [@CDCgov](#).
- February 3rd in National Wear Red Day! Heart disease is the #1 killer of women. The Heart Truth created the Red Dress® as a symbol to raise awareness-to-action. Get your red on! Here are some ideas on how to get [socially connected](#) and share in the movement.
- Do you know what the risks for heart disease are? Check out [this infographic](#) to better understand the different factors impacting your heart health.
- Make time for your heart health! Here are [5 questions](#) that you can take with you to your next doctor's appointment.

## Week 2 - ABCs of Heart Disease



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- **Assess** Your Risk – Use CardioSmart's [heart disease risk calculator](#). Discuss with your doctor the appropriateness of taking aspirin to lower your risk.
- Check Your **Blood Pressure** – Use these [3 steps](#) to manage your blood pressure. For more information check out this [guide with information](#) on blood pressure and questions to ask your doctor.
- Manage Your **Cholesterol** – Healthy cholesterol starts with healthy eating. Check out these [heart-healthy kitchen](#) staples from the American Heart Association for cooking at home.
- Quit **Cigarette** Smoking – Smokers are up to 6x more likely to suffer heart attacks. Kick the habit – check out [smokefree.gov](#) for tools to help you quit!
- Manage Your **Diabetes** – The National Institute of Diabetes & Digestive & Kidney Diseases shares [50+ ways to prevent type 2 diabetes](#).
- **Exercise & Eat** Healthy – Being [physically active and healthy eating](#) are important for overall heart health.
  - Exercise: How much physical activity do adults need? Here are some [easy ways](#) to add a little more activity into your day.
  - Healthy Eating: Have a #HeartToHeart w/ family about healthy eating. Visit [Million Hearts recipe library](#) to find healthful meals.
  - Check out these [25 heart-healthy cooking tips!](#)
  - Eating seafood regularly can save lives and significantly improve heart health. Take the [Healthy Heart Pledge!](#)

### Week 3 - Heart Failure: It Could Happen to You

**DID YOU KNOW?**

For more information visit:  
nationalforum.org/heartmonth

**One out of every five** people will develop heart failure. Most can prevent it.

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FOR HEART DISEASE & STROKE PREVENTION

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- What is heart failure? Learn about the symptoms and causes with [CardioSmart's infographic](#).
- Do you or a loved one need help managing heart failure? [Download](#) this toolkit from the American Heart Association.
- What are the “need-to-knows” for patients with heart failure and their caregivers? Check out [PCNA's fact sheets](#).
- How Old is Your Heart? [Learn Your Heart Age!](#)

### Week 4 - Heart Disease & Women

**DID YOU KNOW?**

For more information visit:  
nationalforum.org/heartmonth

Cardiovascular disease kills almost **half a million women annually.**

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FOR HEART DISEASE & STROKE PREVENTION

2017

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- Join the **Go Red for Women®** movement and learn more about [heart disease and women](#).
- Among women, cardiovascular disease is responsible for 100 of every 400 deaths annually. Take this [quiz](#) to calculate your risk.
- Take a minute today for your health to learn about [cholesterol and your heart](#).

- Learn how to talk with your [healthcare provider](#) about your risk for heart disease and how caring for yourself = caring for your family.
- [Hey Moms!](#) Did you know that managing your cholesterol is one of the most important things you can do to keep your family healthy?
- Check out this [workbook](#) designed for women providing information about cardiovascular disease including videos and print tools supporting a heart-healthy life.
- 60% of people have heard of heart valve disease; but only 9% know a great deal about it - February 22 is National Heart Valve Disease Awareness Day – [Learn more at the Alliance for Aging Research.](#)
- Browse hundreds of heart-healthy recipes, 28-day meal plans and lifestyle articles from the [Million Hearts® Healthy Eating & Lifestyle Resource Center](#)