

**October 2016 – Million Hearts® Messaging
Honor World Stroke Day by Sharing Stroke Prevention Tips with your Friends, Family, and Patients**



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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!**

October's Focus

October brings us falling leaves and temperatures, football, and Halloween. It also brings us World Stroke Day on October 29. That makes October an opportune time to remind your friends, family, and patients that stroke can be prevented.

Did you know?

- Up to 80% of strokes in the U.S. can be prevented.
- Stroke is the fifth leading cause of death for U.S. adults, but the risk of having a stroke varies by race/ethnicity and gender.
 - Compared to whites, African Americans are nearly twice as likely to have a stroke, and Hispanic Americans' risk falls between the two.
 - African Americans and Hispanics are more likely to die following a stroke than whites.
 - Each year, 55,000 more women than men have a stroke.
- The country's highest death rates due to stroke are in the southeastern United States.

We can all benefit from knowing how to prevent stroke. By eating well and exercising, quitting or not starting smoking, controlling cholesterol and managing high blood pressure, and taking medications as prescribed, we can prevent stroke. Make a difference – honor World Stroke Day by sharing stroke prevention tips with your friends, family, and patients.

Social Media Messages

Twitter

#DYK up to 80% of #strokes in the U.S. can be prevented? Find out how: <http://bit.ly/2165G8u>.
#MindYourRisks

Choices you make today can keep your brain healthy & sharp tomorrow. Prevent #stroke.
<http://bit.ly/2dbca8h> [Image #1]

Practice healthy living habits to reduce your risk of #stroke & keep practicing until they become *your* habits. <http://bit.ly/1Ys5Bjo> [Image #2]

Prince Quire was scared to go to his doctor until he suffered a #stroke at age 39. Watch his story: <http://bit.ly/1IL7cKi>.

#HealthPros: Oct 29 is #WorldStrokeDay. Talk to people in your life about ways to prevent #stroke. For resources: <http://bit.ly/2cAl5yc>.

#HealthPros: Honor #WorldStrokeDay by teaching others how to reduce their risk. These resources can help: <http://bit.ly/2dbca8h>.

Facebook

We've all got regrets – but don't let your brain health be one of them! There are simple steps you can take to help prevent #stroke. Learn more: <http://bit.ly/2dbca8h>. [Image #1]

#DYK eating healthy and exercising can do more than help you look and feel your best? They can also help prevent stroke & keep your brain sharp! Learn more about what you can do to reduce your risk of stroke: <http://bit.ly/1Ys5Bjo>. [Image #2]

Prince Quire was playing a game of basketball when he started feeling dizzy. Fortunately, a friend recognized his symptoms and called 9-1-1. Prince was shocked that he had a #stroke at age 39, but he's learned some lessons he wants to share. See & share his story: <http://bit.ly/1IL7cKi>.

#HealthcarePros: About 80% of strokes in the U.S. are preventable. Honor #WorldStrokeDay this October 29 by sharing stroke prevention tips with your friends, family, and patients. Together, we can help our communities thrive! Learn more: <http://bit.ly/1Ys5Bjo>. [Image #2]

Social Media Images

Image #1

EVERYONE HAS REGRETS. DON'T LET YOUR BRAIN HEALTH BE ONE.™
 Choices you make today can help prevent stroke and heart disease and keep you mentally sharp as you age.

American Heart Association | American Stroke Association | Together to End Stroke™

AVOID BRAIN PROBLEMS LIKE STROKE, MEMORY LOSS AND DEMENTIA BY CONTROLLING YOUR RISK FACTORS.

- MANAGE BLOOD PRESSURE, CONTROL CHOLESTEROL AND SLEEP WELL
- STOP SMOKING & LIMIT ALCOHOL INTAKE
- EAT BETTER
- REDUCE BLOOD SUGAR
- GET PHYSICALLY AND SOCIALLY ACTIVE
- LOSE WEIGHT

RESEARCH SHOWS A BRAIN-HEALTHY DIET IS:

- HIGH** in fruits, vegetables, poultry, fish, nuts, whole grains and low-fat dairy foods
- LOW** amounts of red meats, sweets, sugared beverages, saturated fat, total fat and cholesterol

30 MINUTES OF PHYSICAL ACTIVITY 5-7 DAYS A WEEK & A WELL-BALANCED DIET CAN IMPROVE MEMORY AND YOUR ABILITY TO PROCESS INFORMATION

80% OF STROKE AND HEART DISEASE MAY BE PREVENTABLE Really, it's a no-brainer!

FOR MORE INFORMATION VISIT STROKEASSOCIATION.ORG/BRAINHEALTH

Image #2

PRACTICE HEALTHY LIVING HABITS

- Eat a healthy diet** (Apple icon)
- Maintain a healthy weight** (Scale icon)
- Be active on most days** (Bicycle icon)
- Don't smoke or use tobacco** (Cigarette with slash icon)
- Limit alcohol use** (Wine bottle icon)

Sample Newsletter Article

Honor World Stroke Day by Sharing Stroke Prevention Tips with your Friends, Family, and Patients!

Because up to 80% of strokes in the U.S. are preventable, everyone can benefit from taking steps to prevent stroke. In honor of World Stroke Day on October 29, let's spend October sharing stroke prevention tips with our friends, family, and patients.

Did you know?

- Up to 80% of strokes in the U.S. can be prevented.
- Stroke is the fifth leading cause of death for U.S. adults, but the risk of having a stroke varies by race/ethnicity and gender.
 - Compared to whites, African Americans are nearly twice as likely to have a stroke, and Hispanic Americans' risk falls between the two.
 - African Americans and Hispanics are more likely to die following a stroke than whites.
 - Each year, 55,000 more women than men have a stroke.
- The country's highest death rates due to stroke are in the southeastern United States.

But many of the risk factors for stroke are within our control. People can reduce their risk of stroke by making healthy lifestyle changes, such as:

- Eating more fresh fruits and vegetables and whole grains.
- Exercising regularly. Adults should strive for at least 30 minutes physical activity each day.
- Not smoking.

People can also reduce their risk by lowering high cholesterol, managing high blood pressure and diabetes, and taking medications as prescribed by your doctor. While any time is a good time to make healthy changes, use World Stroke Day to encourage Americans to take steps to reduce their stroke risk. It could save a life!

Million Hearts® Partner Resources

Public Health Professionals:

American Heart Association/American Stroke Association – Stroke Prevention Resources

http://www.strokeassociation.org/STROKEORG/Professionals/Stroke-Prevention-Resources_UCM_451918_SubHomePage.jsp

CDC Division for Heart Attack and Stroke Prevention – Paul Coverdell National Acute Stroke Program

http://www.cdc.gov/dhdsp/programs/stroke_registry.htm

CDC Public Health Grand Rounds – Mind Your Risks and Act FAST to Prevent and Treat Strokes

<https://www.youtube.com/watch?v=xwKyRUieMIM>

Million Hearts® – October 29 is World Stroke Day Resources

<https://millionhearts.hhs.gov/news-media/events/world-stroke-day.html>

Providers:

NIH – Mind Your Risks: Healthcare Professionals
https://mindyourrisks.nih.gov/healthcare_professional.html

NIH – Mind Your Risks: Research
<https://mindyourrisks.nih.gov/research.html>

NINDS – Know Stroke: Health Professional Resources
<https://stroke.nih.gov/resources/index.htm>

General:

CDC – Preventing Stroke: Healthy Living Habits
http://www.cdc.gov/stroke/healthy_living.htm

CDC – Preventing Stroke: Other Medical Conditions
http://www.cdc.gov/stroke/medical_conditions.htm

CDC – Prince Quire’s Stroke Story
<https://www.youtube.com/watch?v=J8U5v5wOn-o>

HHS – Mind Your Risks
<https://mindyourrisks.nih.gov/>

Million Hearts® – Risks for Heart Disease and Stroke
<http://millionhearts.hhs.gov/learn-prevent/risks.html>

NIH – Preventing Stroke: Brain Basics
http://www.ninds.nih.gov/disorders/stroke/preventing_stroke.htm

National Stroke Association – Women and Stroke
<http://www.stroke.org/understand-stroke/impact-stroke/women-and-stroke>