February 2018 – Million Hearts® Messaging: Make Heart Healthy Lifestyle Changes

Honor American Heart Month by encouraging patients age 35-64, especially young adults, to make heart healthy lifestyle changes, such as increasing physical activity and managing blood pressure. Making heart healthy changes at a young age will benefit lives now and for years to come.

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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!**

February's Focus

The rates of heart attacks and stroke among individuals between the ages of 35 and 64 are rising, which is why Million Hearts® 2022 has designated this group as a priority population. Current data show that individuals in the younger age groups who have high blood pressure or high cholesterol may be less likely to receive medication for their conditions, leaving them at greater risk for heart attacks and

stroke. Additionally, risk factors for younger adults – such as physical inactivity and tobacco use – are increasing. Million Hearts® is calling on health professionals to honor American Heart Month by encouraging patients age 35-64, especially young adults, to make heart healthy lifestyle changes now.

Did you know?

- American Heart Month is a federally designated event that has taken place every year since February 1964, when heart disease accounted for more than half of all U.S. deaths.
- Now, cardiovascular disease accounts for about 844,000 deaths in the U.S. each year. That's about 1 in every 3 deaths.
- New research shows that heart disease death rates are declining more slowly than they have in the past, especially among adults age 35 to 64.
- In many communities across the U.S., death rates are increasing among adults age 35-64.
- Additionally, young adults' rates of risk factors, such as physical inactivity, tobacco use and hypertension, are increasing.

The health of an individual at the age of 50 can be a window into their health in older age. That's why it's critical to encourage young adults to make heart healthy changes now. Doctors, nurses and other health care professionals should seek out those who would benefit from earlier treatment of elevated blood pressure and lipids. Additionally, young adults should be encouraged to increase their physical activity, eat heart healthy foods and reduce tobacco use. Make American Heart Month count by helping patients make a change that will benefit their heart health now and for years to come.

Heart Month events happening in February:

- The American Heart Association's Go Red for Women campaign is sponsoring National Wear Red Day on Friday, Feb. 2. Use the following hashtags: #WearRedandGive #WearRedDay #GoRedGetFit
- Woman's Day magazine's Red Dress Awards will take place in New York City on Tuesday, Feb. 6.
- Congenital Heart Defect Week is Feb. 7-14, a week to raise awareness about CHD and recognize families and patients.
- The American Heart Association's Go Red for Women campaign's Red Dress Collection 2018, presented by Macy's, will be broadcast at 8 p.m. EST on Feb. 8. Follow #RedDressCollection
- The annual Congressional Women Go Red Photo will be taken on Feb. 14.
- The Ohio State University is re-launching its Million Hearts® Fellowship module on Thursday, Feb. 15, from 3-4 p.m. EST. This free, online module serves as a teaching tool for health sciences' students and healthcare professionals who will learn to provide community outreach through cardiovascular screenings and education that improves cardiovascular health. Nurses, physicians, community health workers, health sciences' faculty, and all healthcare professionals are encouraged to participate in this important initiative. Dial-in telephone number: 1-877-820-7831; Participant Passcode: 636580# Or, click here to connect online.
- CDC's Public Health Grand Rounds on Tuesday, Feb. 20, will focus on Million Hearts® 2022: A Compelling Call to Action. Tune in at 1 p.m. EST to watch via a live Web stream.
- The American Kidney Fund is hosting a free Webinar on Thursday, Feb. 22, titled, "How to be a Heart Healthy Kidney Patient: The Role of Sodium and Fluid." Tune in at 1 p.m. EST.
- National Heart Valve Disease Day will take place on Feb. 22.

Social Media Messages

Channels to follow and re-tweet or share

Twitter: https://twitter.com/millionheartsus (@MillionHeartsUS)
Facebook: https://www.facebook.com/millionhearts
Hashtags to use this month: #HeartMonth #WearRedandGive #WearRedDay #GoRedGetFit

Twitter

February is American #HeartMonth and that means everyone – even young adults – should take stock of their heart health. [Image #1]

Celebrate Valentine's Day and #HeartMonth by doing something heart healthy – like going dancing! Everyone needs at least 150 mins/week of physical activity. [Image #2]

#HeartMonth is the perfect time to learn about simple lifestyle changes you can make to get your heart health on track. Don't wait until it's too late. [Image #3]

Heart attacks and stroke can happen at any age. Know your risks and what you can do to live a heart healthy life. http://bit.ly/2kszbWB #HeartMonth

Too young for a heart attack or stroke? Think again. Heart disease can happen at any age. Take control of your #hearthealth NOW. http://bit.ly/2kszbWB #HeartMonth

When it comes to heart health, YOU are in control. Take steps today for a heart-healthy future. Here's how. http://bit.ly/2gN3lCh #HeartMonth @MillionHeartsUS

Is your #HeartAge greater than your actual age? That may put you at risk for heart disease. Use @CDCgov's calculator to find your Heart Age. http://bit.ly/2iXzGsD #HeartMonth

Facebook

The health of an individual at the age of 50 can be a window into their health in older age. That's why it's critical to encourage young adults to make heart healthy changes NOW! Make American Heart Month count by helping young adults making a change that will benefit their heart health now and for years to come. [Image #1]

February is American Heart Month, which is the perfect time to encourage patients, especially young adults, to make heart healthy lifestyle changes. Changes made earlier in life, such as increasing physical activity and managing blood pressure, will benefit patients now and for years to come. [Image #3]

Heart attacks and stroke can happen at any age. For American Heart Month and beyond, learn about your risks and what you can do to live a heart healthy life. Making heart healthy changes now can benefit your life for years to come. http://bit.ly/2kszbWB

Think you're too young for a heart attack or stroke? Think again: Heart disease can happen at any age. That's why it's important to take control of your heart health NOW. Learn about simple lifestyle changes you can make to get your heart health on track. http://bit.ly/2kszbWB

New research suggests people are being diagnosed with heart disease risk factors at younger ages. Don't wait to take care of yourself. This American #HeartMonth, take control of your heart health with tips from Million Hearts [tag]. http://bit.ly/2gN3lCh

Is your heart age greater than your actual age? If so, you may be at risk for heart disease. This video explains why. Don't forget to use the heart calculator to find your own Heart Age. https://youtu.be/jvOU4Do4xZ8

Social Media Images

Image #1

Image #2

Image #3

Sample Newsletter Article

Honor American Heart Month by challenging young adults to make heart healthy choices

American Heart Month is a federally designated event that has taken place every year since February 1964, following a proclamation by President Lyndon B. Johnson. Back then heart disease accounted for more than half of all U.S. deaths. Now, cardiovascular disease accounts for about 844,000 deaths in the U.S. each year. That's about one in every three deaths.

While much progress has been made to slow the rate of deaths caused by cardiovascular disease, new research shows that heart disease death rates are declining more slowly than they have in the past, especially among adults age 35 to 64. In many communities across the U.S., cardiovascular disease death rates are increasing among adults age 35-64 and their rates of risk factors, such as physical inactivity, tobacco use and hypertension, are also increasing. Current data show that individuals in the younger age groups who have high blood pressure or high cholesterol may also be less likely to receive medication for their conditions, leaving them at greater risk for heart attacks and stroke.

The health of an individual at the age of 50 can be a window into their health in older age. That's why it's critical to encourage young adults to make heart healthy lifestyle changes now. Doctors, nurses and other health care professionals should seek out those who would benefit from earlier treatment of elevated blood pressure and lipids. Additionally, young adults should be encouraged to increase their physical activity, eat heart healthy foods and reduce tobacco use. Make American Heart Month count by helping patients making a change that will benefit their heart health now and for years to come.

Million Hearts® Partner Resources

American Heart Association
National Wear Red Day
Go Red for Women
Red Dress Collection 2018
Congenital Heart Defect Week

American Kidney Fund
Webinar: How to be a Heart Healthy Kidney Patient

American Medical Association
This is What High Blood Pressure Looks Like: Survivor Stories

Cardio Smart: American College of Cardiology
Patient Fact Sheets

Centers for Disease Control and Prevention
Preventing Heart Disease: Healthy Living Habits
Heart Age* Predictor Using BMI
Public Health Grand Rounds

Million Hearts®
American Heart Month 2018: You're in Control

Ohio State University
Million Hearts® Fellowship module

Preventive Cardiovascular Nurses Association
A Heart Healthy Toolbox: Lifestyle Change Tools for Health Care Professionals and Their Patients
Behavior Change Mini-Certificate