

June 2016 – Million Hearts® Messaging



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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!

June's Focus

June is the perfect time to celebrate the important men in our lives. After all, the month is home to both Father's Day and Men's Health Month. As you gear up to celebrate the men you care most about (and struggle to find a better gift than a tie or wallet for Father's Day), take a moment to explain to your male patients and audiences that good heart health is a gift they can give back to their families this month.

Did you know?

- Heart disease is the leading cause of death for men in the U.S., responsible for 1 in every 4 male deaths.
- Half of the men who die suddenly of coronary heart disease have no previous symptoms.
- Between 70% and 89% of sudden cardiac events occur in men.

- Heart disease is the leading cause of death for men of most racial/ethnic groups in the U.S., including African Americans, American Indians or Alaska Natives, Hispanics, and whites. For Asian American or Pacific Islander men, heart disease is second only to cancer.

While those statistics are scary, it's even scarier not to share them. Men need to know their risk – and about ways they can reduce their risk – for cardiovascular disease. That is why we are asking you to remind men that good heart health is a gift they can give to their families this month.

Good Heart Health is a Gift Men Can Give to Their Families Matters for Health Professionals

As a health professional, you know that cardiovascular disease is the leading cause of death for men in the U.S. But did you know that half of the men who die suddenly of coronary heart disease have no previous symptoms? It's a scary fact, but one we can do something. You're in a unique position to stress to men that healthy IS strong. This month as we celebrate Father's Day and observe Men's Health Month, explain to men that good heart health is not only important – but a thank you gift they can give to their families this month.

While taking charge of one's health can be empowering, getting started can be challenging. To help men take steps towards better heart health, suggest one or more of the following:

- Schedule a visit with a doctor to talk about heart health. Let them know they shouldn't wait until they are sick to talk with a physician. Men can work with their doctors to [set goals](#) for improving heart health.
- Start [eating healthier](#) – increase fruits and vegetables and cut sodium. Try to cut down on restaurant meals by packing lunch or cooking heart-healthy meals at home at least three times each week.
- Get moving. Adding just a little exercise each day makes a huge difference. Men who don't regularly exercise can [start slower and build up](#).
- Quit smoking. There are [resources](#) available to help.
- Take medication as prescribed. Health professionals can help [dispel common myths](#) men may have heard about medication for high blood pressure or cholesterol.

Social Media Messages

Twitter

#Men, #DYK when you take care for your heart health, you are also caring for your family? Get started: <http://1.usa.gov/1WLX4CN>.

This #FathersDay, talk to the men in your life about their heart health. It's way better than another tie. <http://1.usa.gov/1WLX4CN>

This #MensHealthMonth, take control of your heart health. Start by talking w/ your doctor. Tips: <http://1.usa.gov/1OHws1n>.

#Men – Knowing about your cardiovascular disease risk may be scary but not knowing is worse. Learn more: <http://1.usa.gov/1WLX4CN>.

#HealthPros – Use this tool from @MillionHeartsUS to talk to men about their heart health:
<http://1.usa.gov/1KyAOps>. #HealthyIsStrong

#HealthPros – This #MensHealthMonth, let men know good heart health = a gift to their families.
<http://1.usa.gov/1WLX4CN>

Facebook

While June brings fun in the sun, road trips, and outdoor concerts, it also brings Father’s Day and Men’s Health Month. While you’re celebrating the important men in your life, remind them that good heart health is a gift they can give you and your family. Learn more: <http://1.usa.gov/1WLX4CN>

Men – when you take care of your heart, you’re giving your family a powerful gift. Understanding where you stand with your heart health and taking steps to prevent cardiovascular disease or to improve cardiovascular health is empowering. Healthy IS Strong: <http://1.usa.gov/1WLX4CN>.

Health Care Pros – In honor of Father’s Day, let’s explain to men that there’s a gift they can give back to their family this month: good heart health. Explain to men that good heart health is vital to being there for the people who love him most. Find resources here: <http://1.usa.gov/1WLX4CN>.

Sample Newsletter Article

Good Heart Health is a Gift Men Can Give to Their Families

June is the perfect time to celebrate the important men in your life. After all, the month is home to both Father’s Day and Men’s Health Month. As you gear up to celebrate the men you care most about (and struggle to find them a better gift than a tie or wallet for Father’s Day), remind them that good heart health is a thank you gift they can give to you and their families.

The statistics around men and heart disease are staggering. Did you know:

- Heart disease is the leading cause of death for men in the U.S., responsible for 1 in every 4 male deaths.
- Half of the men who die suddenly of coronary heart disease have no previous symptoms.
- Between 70% and 89% of sudden cardiac events occur in men.

While these facts are scary, the good news is that there are steps men can take to protect their hearts. Remind the men you care about that adopting heart healthy behaviors is a great way to thank you to their families this month. You could suggest that they:

- *Schedule a visit with a doctor to talk about heart health.* Let them know they shouldn’t wait until they are sick to talk with a physician. Men can work with their doctors to [set goals](#) for improving heart health.
- *Start [eating healthier](#)* – increase fruits and vegetables and cut sodium. Try to cut down on restaurant meals by packing lunch or cooking heart-healthy meals at home at least three times each week.
- *Get moving.* Adding just a little exercise each day makes a huge difference. Men who don’t regularly exercise can [start slower and build up](#).
- *Quit smoking.* There are [resources](#) available to help.

- *Take medication as prescribed.* Health professionals can help [dispel common myths](#) men may have heard about medication for high blood pressure or cholesterol.

Men need to know their risk – and about ways they can reduce their risk – for cardiovascular disease. When men take care of their heart health, they are taking care of their families too. So this Father’s Day, ask him to thank you for his gift by taking care of his heart.

Million Hearts® Partner Resources

Public Health Professionals:

Million Hearts® – Healthy Is Strong

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

CDC – Men and Heart Disease Fact Sheet

http://www.cdc.gov/DHDSP/data_statistics/fact_sheets/fs_men_heart.htm

Ohio Department of Public Health –

<http://www.healthy.ohio.gov/hdsp/hearthealthy/Check%20it%20Change%20it%20Control%20it%20Too%20lkit.aspx>

General:

American Heart Association – Getting Started – Tips for Long-Term Exercise Success

http://www.heart.org/HEARTORG/HealthyLiving/PhysicalActivity/GettingActive/Getting-Started---Tips-for-Long-term-Exercise-Success_UCM_307979_Article.jsp#.VOIGWcLVyUk

American Heart Association – Healthy Eating

http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Healthy-Eating_UCM_001188_SubHomePage.jsp

CDC – Quit Smoking

http://www.cdc.gov/tobacco/quit_smoking/index.htm

Million Hearts® – Healthy Is Strong: Tips for Talking to Your Health Care Professional About Cardiovascular Disease

http://millionhearts.hhs.gov/files/HIS_Tips_for_communicating_hcp.pdf

Million Hearts® – Healthy Is Strong: My Personal Health Progress

http://millionhearts.hhs.gov/files/HIS_My_Health_Progress.pdf

Million Hearts® – My Health Resume

http://millionhearts.hhs.gov/files/HIS_My_Health_Resume.pdf

Million Hearts® – The Truth About Cardiovascular Medications

http://millionhearts.hhs.gov/files/HIS_Truth_about_medications.pdf

Million Hearts – Tools for Heart Disease and Stroke Prevention

<http://millionhearts.hhs.gov/tools-protocols/tools.html>