

May 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!

May's Focus

May brings to mind sunshine, spring flowers and mom (Happy Mother's Day)! It also brings Women's Health Week and American Stroke Month. That's why we are encouraging you to talk with women about the link between cardiovascular disease and high blood pressure this May!

Did you know?

- Cardiovascular disease is the number one killer of women in the U.S.
- High blood pressure (hypertension) is a major risk factor for heart disease and stroke – and about 1 in 3 American women have it.

- While the overall prevalence rate of high blood pressure is nearly equal among U.S. men and women, the prevalence of high blood pressure is higher in women 65 years and older.

The good news is high blood pressure can be controlled. Women can manage their blood pressure or risk for hypertension by adopting healthy living habits, working with a health care team and taking medication as prescribed. That's why we're asking you to focus on educating women about high blood pressure and its link to cardiovascular disease this May.

Communicating to Women that High Blood Pressure is a Risk Factor for Cardiovascular Disease Matters for Health Professionals

As a health professional, you're acutely aware of the dangers of uncontrolled high blood pressure. You understand women's particular risks, and you know the link between hypertension and cardiovascular disease. That is why it is so important that you communicate high blood pressure matters to women and arm them with the tools to reduce their risk for cardiovascular disease.

If you're looking for tools to share with people, Million Hearts® can help. Their [evidence-based strategies](#) helped other practices, clinician and health systems work with hypertensive women (and men). Components of their successful strategies include:

- Making time to educate people about high blood pressure.
- Using proper blood pressure measurement technique and providing education on self-monitoring blood pressure.
- Addressing medication adherence, if appropriate.
- Enlisting health information technology to track success.
- Collaborating and communicating with the people you're serving and with each other.

Adopting these strategies can help women take control of their hypertension and reduce their risk for heart disease and stroke! See below for additional ways you can help hypertensive women this May!

Social Media Messages

Twitter

#DYK? Nearly 1 in 3 women has high blood pressure. Learn how to control it and commit to your heart: <http://1.usa.gov/1rUGPaB>

It's #AmericanStrokeMonth. DYK high blood pressure is a risk factor for stroke & 1 in 3 women has it? <http://bit.ly/1fFTYsN>

Celebrate #mom this month by focusing on her heart health. Reminder her that risk for high blood pressure & should be checked <http://bit.ly/L9Ph2o>

#HealthPros – Use this tool fm @MillionHeartsUS to estimate expected prevalence of high blood pressure: <http://1.usa.gov/23e4Qth>.

#HealthPros – Want to reduce hypertension? Learn fm @MillionHeartsUS Hypertension Control Champions: <http://1.usa.gov/23I5HpJ>.

High blood pressure is manageable – eat healthy, exercise, don't smoke, take your meds. Learn more: <http://bit.ly/1fFTYsN>. #NWHW

Twitter Chat
on the link between
**Stroke, High Blood Pressure
& Dementia**
Tuesday, May 3, 2016
1-2 p.m. ET
#StrokeTalk
featuring:
Dr. Sanjay Gupta, CNN
with:
Dr. Walter Koroshetz, NINDS
Dr. Janet Wright, Million Hearts®
Dr. Mai Nguyen-Huynh, Kaiser Permanente

The graphic features six brain scan images arranged in a 2x3 grid, showing areas of brain activity in red and yellow. At the bottom, there are logos for NIH (National Institute of Neurological Disorders and Stroke), Million Hearts, and Kaiser Permanente.

Mark your calendars for the @MillionHearts US, @KPSHare & @NINDnews #StrokeTalk on May 3 from 1-2pm ET!

Facebook

As we celebrate the women in our lives this May, let's take a moment to talk with them about their heart health. Talk to the women in your life about the link between high blood pressure and cardiovascular disease <http://bit.ly/1fFTYsN>

Cardiovascular disease (CVD) kills 1 woman every 80 seconds. High blood pressure is a major risk factor for CVD and, unfortunately, nearly 1 in 3 women have high blood pressure. Worse, many of them don't know it. Learn how you can prevent and control high blood pressure: <http://bit.ly/1fFTYsN>.

Health care pros – How do practices implement successful strategies for controlling blood pressure? Find out from the Million Hearts® Hypertension Control Challenge Champions: <http://1.usa.gov/2315HpJ>.

Don't forget to join NINDS Thunderclap for #WorldHypertensionDay on May 17. Sign up at <http://thndr.me/9YEWQk>

Sample Newsletter Article

Help women make the connection between high blood pressure and cardiovascular disease this May

May is a time of flowers, birds, sunshine and mom (Happy Mother's Day!)! It is also a time to celebrate National Women's Health Week and American Stroke Month. That's means May offers us a perfect opportunity to talk with women about the link between cardiovascular disease and high blood pressure.

Did you know?

- Cardiovascular disease is the number one killer of women in the U.S., and high blood pressure (hypertension) is a major risk factor for it.
- Nearly 1 in 3 women have high blood pressure, but many of them do not know it. That's because hypertension often does not have warning since, hence its alias "the silent killer".
- While the overall prevalence rate of high blood pressure is nearly equal among U.S. men and women, the prevalence of high blood pressure is higher in women 65 years and older.

While high blood pressure is a serious risk factor for cardiovascular disease, it is manageable. Talk with the women in your life about hypertension. Remind them they can only take care of others if they take care of themselves. Together, we can help women prevent and control their high blood pressure.

Million Hearts® Partner Resources

Public Health Professionals:

Million Hearts® Action Guide – Self-Measured Blood Pressure Monitoring: Action Steps for Public Health
http://millionhearts.hhs.gov/files/MH_SMBP.pdf

Million Hearts® – Hypertension Control Champions
<http://millionhearts.hhs.gov/partners-progress/champions/index.html>

Million Hearts® Hypertension Prevalence Estimator Tool
<https://nccd.cdc.gov/MillionHearts/Estimator/>

Million Hearts® – Partners & Progress: Highlights from Million Hearts® Champions, Partners, and Supporters
<http://millionhearts.hhs.gov/partners-progress/index.html>

Healthcare Providers:

Million Hearts® Action Guides
Hypertension Control: Change Package for Clinicians –
http://millionhearts.hhs.gov/files/HTN_Change_Package.pdf

Self-Measured Blood Pressure Monitoring: Action Steps for Clinicians
http://millionhearts.hhs.gov/files/MH_SMBP_Clinicians.pdf

Hypertension Control: Action Steps for Clinicians
http://millionhearts.hhs.gov/files/MH_HTN_Clinician_Guide.pdf

Million Hearts® – Improving Medication Adherence Among Patients with Hypertension: A Tip Sheet for Health Care Professionals
http://millionhearts.hhs.gov/files/TipSheet_HCP_MedAdherence.pdf

Million Hearts® – Supporting Your Patients with Hypertension Visit Checklist
http://millionhearts.hhs.gov/files/TipSheet_HCP_Checklist.pdf

Million Hearts® – Undiagnosed Hypertension
<http://millionhearts.hhs.gov/tools-protocols/hiding-plain-sight/index.html>

General:

American Heart Association – About High Blood Pressure

http://www.heart.org/HEARTORG/Conditions/HighBloodPressure/High-Blood-Pressure_UCM_002020_SubHomePage.jsp

American Heart Association – Go Red for Women – High Blood Pressure and Heart Disease
<https://www.goredforwomen.org/know-your-risk/factors-that-increase-your-risk-for-heart-disease/high-blood-pressure-heart-disease/>

CDC – High Blood Pressure Facts
<http://www.cdc.gov/bloodpressure/facts.htm>

Million Hearts® and American Heart Association/American Stroke Association – My Life Check Life’s Simple 7 Success Plan
<http://millionhearts.toolsfortheheart.org/>

National Heart, Lung, and Blood Institute – The Heart® Truth
<http://www.nhlbi.nih.gov/health/educational/hearttruth/>