December 2017 – Million Hearts® Messaging
Holidays can Be Stressful, Make time to review the Signs and Symptoms

The holidays can be the most wonderful time of the year – and the most stressful. That's why it's a good time for doctors, nurses and other health care practitioners to make sure their patients of all ages know the signs and symptoms of stroke, heart attack and cardiac arrest.

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- December's Focus and Fast Facts
- Social Media Messages
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- Million Hearts® Partner Resources

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!**

Month's Focus

Whether you celebrate Christmas, Hanukkah, Kwanzaa or something else, the holidays can be the most wonderful time of the year, with family gatherings, big meals and lots of gifts. But this time of year can also be very stressful. That's why it's a good time for doctors, nurses and other health care practitioners to make sure that their patients – both young and old – know the signs and symptoms of stroke, heart attack and cardiac arrest. During a cardiovascular event, every minute counts. Fast treatment can lessen

the brain damage that stroke can cause – and a person's chance of surviving a heart attack increases if emergency treatment is administered as soon as possible.

Did you know?

- Stroke is the 5th leading cause of death in the United Sates, happening far more often than you'd think.
- According to the American Heart Association, about 795,000 people in the United States suffer a stroke each year. About 610,000 of these are first attacks and 185,000 are recurrent attacks.
- Stroke can strike any age. In fact, 1 in 7 strokes occur in adolescents and young adults, ages 15 to 49.
- Heart attacks are also common. Every year, about 790,000 Americans have a heart attack. Of these, 580,000 are a first attack and 210,000 are recurrent attacks.
- Thankfully, both stroke and heart attacks are preventable – and treatable. But you must act fast. By knowing the signs and symptoms of both stroke and heart attacks, you can take quick action and perhaps save a life – maybe even your own.

A stroke occurs when the blood supply to the brain is cut off or when a blood vessel bursts. Signs of stroke include: (1) Sudden numbness or weakness in the face, arm, or leg – especially on one side of the body; (2) Sudden confusion, trouble speaking, or difficulty understanding speech; (3) Sudden trouble seeing in one or both eyes; (4) Sudden trouble walking, dizziness, loss of balance or loss of coordination; and (5) A sudden headache.

A heart attack happens when the blood supply to the heart is cut off. Symptoms of a heart attack include: (1) Chest pain or discomfort in the center or left side of the chest that lasts for a few minutes, or goes away and comes back. The discomfort can feel like uncomfortable pressure, squeezing, fullness, or pain. (2) Discomfort in other areas of the upper body, such as in one or both arms, the back, neck, jaw or stomach; (3) Shortness of breath; or (4) Nausea, cold sweat or light headedness.

Cardiac arrest strikes immediately and without warning. Signs to look for include sudden loss of responsiveness (no response to tapping on shoulders) and no normal breathing (victim may be gasping).

Social Media Messages

Channels to follow and re-tweet or share

Twitter: https://twitter.com/millionheartsus (@MillionHeartsUS)
Facebook: https://www.facebook.com/millionhearts

Twitter

Every 40 seconds, someone in the U.S. has a #stroke. Be prepared: Learn the signs & symptoms. http://bit.ly/208s3wk #StrokeSigns

Can you spot the signs and symptoms of a #stroke? Test your knowledge with this quiz: http://bit.ly/2pw66gA #StrokeSigns

It's important to notice signs of a #stroke. Remember F-A-S-T: Face Drooping, Arm Weakness, Speech Difficulty, Time to Call 911 #StrokeSigns [Image #1]

If you notice the symptoms of a heart attack in yourself or someone else, call 9-1-1 immediately. These are the signs and symptoms to look out for. [Image #2]

Holidays can be stressful. Here are some ways you can fight stress with heart healthy habits. [Image #3]

Heart attack signs and symptoms are slightly different for women. Make sure you patients know what to look for. http://bit.ly/2jxQNyM

It's important to know the signs, symptoms of a heart attack: chest pain or discomfort, shortness of breath, and sometimes nausea, light headedness. http://bit.ly/2jRnIxQ

Check out these Holiday Health & Safety Tips, which include some heart healthy reminders such as being active, reducing stress and quitting smoking! http://bit.ly/2idkQMm

Facebook

Can you spot the signs and symptoms of a stroke? Knowing how to spot a stroke and respond quickly could potentially save a life — maybe even your own. Put your stroke knowledge to the test with this quiz: http://bit.ly/2pw66gA

Do you know the signs and symptoms of heart attacks, stroke and cardiac arrest? All three events are life threatening and need immediate attention, but the signs and symptoms are different. Review the signs and symptoms this holiday season so that you can be prepared. http://bit.ly/1dbKgie

Holidays can be stressful. Make sure your patients and their families know the signs and symptoms of stroke. You can spot a stroke F.A.S.T. by looking for these signs: F-Face drooping, A-Arm weakness, S-Speech difficulty, and T-Time to call 9-1-1. [Image #1]

Heart attacks can happen any time. This holiday season, make sure to give the gift of life to your patients by reviewing the signs and symptoms of a heart attack, which differ slightly between men and women. Remember, acting quickly could save a life – maybe even your own. [Image #2]

Holidays don't have to be stressful. Here are 10 heart healthy habits you can count on to fight the stress and restore your inner peace. Which one can you try today? [Image #3]

This month, don't miss out on the opportunity to share these Holiday Health & Safety Tips with your patients, especially heart healthy reminders such as being active, reducing stress and quitting smoking! http://bit.ly/2idkQMm

Social Media Images

Image #1

#StrokeTalk
American Heart Association | American Stroke Association
life is why
Together to End Stroke
SPOT A STROKE™ F.A.S.T.
F FACE DROOPING
A ARM WEAKNESS
S SPEECH DIFFICULTY
T TIME TO CALL 911

Image #2

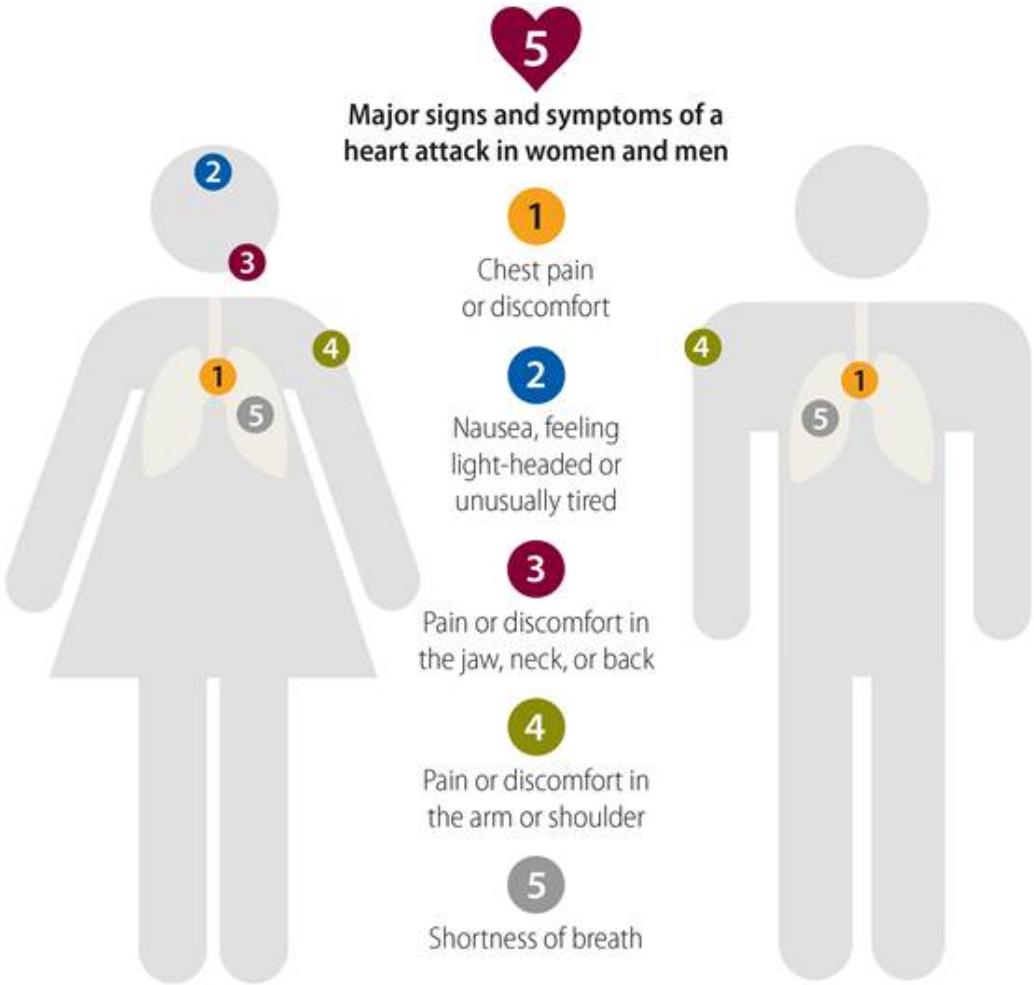
5
Major signs and symptoms of a heart attack in women and men
1
Chest pain or discomfort
2
Nausea, feeling light-headed or unusually tired
3
Pain or discomfort in the jaw, neck, or back
4
Pain or discomfort in the arm or shoulder
5
Shortness of breath

Image #3

Sample Newsletter Article

Holidays can be stressful! Make time to review signs and symptoms

Whether your patients celebrate Christmas, Hanukkah, Kwanzaa or something else, the holidays can be the most wonderful time of the year. There are family gatherings, big meals and lots of gifts. But this time of year can also be stressful. That's why it's a good time for doctors, nurses and other health care practitioners to make sure their patients – both young and old – know the signs and symptoms of stroke, heart attack and cardiac arrest.

During a cardiovascular event, every minute counts. Fast treatment can lessen the brain damage that stroke can cause – and a person's chance of surviving a heart attack increases if emergency treatment is administered as soon as possible.

Stroke is the 5th leading cause of death in the United Sates, happening far more often than you'd think. According to the American Heart Association, about 795,000 people in the United States suffer a stroke each year. About 610,000 of these are first attacks and 185,000 are recurrent attacks. Stroke can strike any age. In fact, 1 in 7 strokes occur in adolescents and young adults, ages 15 to 49.

Heart attacks are also common. Every year, about 790,000 Americans have a heart attack. Of these, 580,000 are a first attack and 210,000 are recurrent attacks.

Thankfully, both stroke and heart attacks are preventable – and treatable. But you must act fast. By knowing the signs and symptoms of both stroke and heart attacks, you can take quick action and perhaps save a life – maybe even your own.

Stroke occurs when the blood supply to the brain is cut off (ischemic stroke) or when a blood vessel bursts (hemorrhagic stroke). Without oxygen, brain cells begin to die. Death or permanent disability can result. Signs of stroke in men and women include:

- Sudden **numbness** or weakness in the face, arm, or leg, especially on one side of the body
- Sudden **confusion**, trouble speaking, or difficulty understanding speech
- Sudden **trouble seeing** in one or both eyes
- Sudden **trouble walking**, dizziness, loss of balance, or lack of coordination
- Sudden **severe headache** with no known cause

Call 9-1-1 right away if you or someone else has any of these symptoms.

A heart attack happens when the blood supply to the heart is cut off. Cells in the heart muscle that do not receive enough oxygen-carrying blood begin to die. The more time that passes without treatment to restore blood flow, the greater the damage to the heart. Symptoms of a heart attack include:

- **Chest pain or discomfort.** Most heart attacks involve discomfort in the center or left side of the chest that lasts for more than a few minutes, or that goes away and comes back. The discomfort can feel like uncomfortable pressure, squeezing, fullness, or pain.
- **Discomfort in other areas of the upper body.** Can include pain or discomfort in one or both arms, the back, neck, jaw, or stomach.
- **Shortness of breath.** Often comes along with chest discomfort. But it also can occur before chest discomfort.
- **Other symptoms.** May include breaking out in a cold sweat, nausea, or light-headedness.

If you think that you or someone you know is having a heart attack, you should call 911 immediately.

Cardiac arrest strikes immediately and without warning. Signs to look for include sudden loss of responsiveness (no response to tapping on shoulders) and no normal breathing (victim may be gasping). Call 9-1-1 immediately if someone has any of these signs.

By knowing the signs and symptoms of these serious cardiovascular events, patients and their family members can relax and enjoy the holidays.

Million Hearts® Partner Resources

American Heart Association

How I can Manage Stress
Warning signs of heart attack, stroke and cardiac arrest
Stroke Warning Signs & Symptoms
Heart Attack Symptoms in Women
Warning Signs of a Heart Attack
Warning Signs and Emergency Treatment of Cardiac Arrest
Healthy Holiday Eating Guide

Cardio Smart: American College of Cardiology
Early Signs of Heart Attack
Female Heart Attack Symptoms
Heart Attack Infographic

National Institute of Neurological Disorders and Stroke
Stroke Information Page
What You Need to Know About Stroke
Stroke Materials in English/Spanish for health practitioners

National Heart, Lung and Blood Institute
What Are the Symptoms of a Heart Attack?
What Are the Signs and Symptoms of Coronary Heart Disease?

Centers for Disease Control and Prevention
Stroke Signs and Symptoms
Know the Signs and Symptoms of a Stroke
Know the Signs and Symptoms of a Heart Attack
Stop Stroke at Any Age
12 Ways to Have a Healthy Holiday Season
Holiday Health and Safety Tips