July 2017 – Million Hearts® Messaging

Celebrate the start of summer in July by getting outside to exercise with a cardio rehabilitation program. Those recovering from a heart attack or cardiovascular event are eligible for this important program, which also encourages participants to adopt a heart healthy diet, reduce their stress, quit smoking and take their medications as prescribed.

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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!**

July's Focus

It's July and that means summer is officially here. For those recovering from a heart attack, stroke or other cardiovascular event, it's a great time to get outside and get moving in a cardiac rehabilitation program. Ask your doctor if you qualify for a cardiac rehab program today! A reminder to doctors and

other health care professionals to refer all eligible patients. Family and friends can help too by encouraging those recovering from a heart attack or stroke to take part in this important program.

Did you know?

- Cardiac rehabilitation is a 3-month supervised exercise program that also provides patients with education about how to adopt a heart healthy diet, reduce their stress, quit smoking and take their medications as prescribed.
- Cardiac rehabilitation is an important step for patients recovering from a heart attack, heart failure, stroke, angioplasty, heart surgery or other cardiovascular event. It can help lower their risk of another heart attack or cardiovascular event.
- According to studies, people who go to cardiac rehab have up to 30 percent fewer fatal heart events, and are 25 percent less likely to die compared to people getting standard therapy alone.
- Unfortunately, many people who could benefit from cardiac rehabilitation don't. A recent study found that one in three patients who are eligible don't receive a referral from their doctor, and only one in four patients referred actually go.
- Many patients do not complete their cardiac rehab program because of time and/or financial challenges.

Cardiac rehabilitation is a new priority for Million Hearts® 2022. As you know, Million Hearts® 2022 is a national initiative co-led by the Centers for Disease Control and Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS) to prevent one million heart attacks and strokes within five years. To achieve this, the initiative focuses on a small set of priorities selected specifically for their impact. Cardiac rehabilitation is one of these critical priorities.

With less than 30 percent of those eligible for cardiac rehabilitation being referred and enrolled, one of the goals for Million Hearts® 2022 is to boost the participant rate to 70 percent. Achieving this five-year goal would prevent 25,000 deaths and 180,000 hospitalizations a year. Doctors and health care providers can help achieve this goal by referring all eligible patients to cardiac rehab. Patients can help by participating in this program. Family and friends can help by encouraging and supporting their loved ones as they participate in this important step toward becoming heart healthy.

Social Media Messages

Channels to Follow and re-tweet or share

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

Twitter

Cardiac rehab is critical for those recovering from a heart attack or stroke. Get your roadmap to recovery here: http://bit.ly/1n7W88T

Get the 101 on #cardiacrehab and how it saves lives! http://bit.ly/2saGqnF

What is cardiac rehabilitation? #justdoit #saveslives #enrollyourpatients #cardiacrehab
[Image #1 below]

Do you know what cardiac rehab is? Test your knowledge in this quiz! http://bit.ly/2u7OqqY

What saves lives and feels great? Helping @MillionHeartsUS reach its goal to boost #cardiacrehab participation! http://bit.ly/2tyVhg9

Why should you do cardiac rehab? Listen and learn! https://youtu.be/iuNcHm6Knx0

An important part of #cardiacrehab is eating healthy. Check out this infographic to find out how. [Image #2 below]

Facebook

Cardiac rehabilitation is an important step for patients recovering from a heart attack, heart failure, stroke, angioplasty, heart surgery or other cardiovascular event. It can help lower your risk of another heart attack or stroke! Get your Roadmap to Recovery here: http://bit.ly/1n7W88T

It's July and that means summer is officially here. For those recovering from a heart attack, stroke or other cardiovascular event, it's a great time to get outside and get moving in a cardiac rehabilitation program. Ask your doctor if you qualify for a cardiac rehab program today! http://bit.ly/2t06Pre

Celebrate summer by getting outside to exercise with a cardio rehabilitation program. Those recovering from a heart attack or cardiovascular event are eligible for this important program, which also encourages participants to adopt a heart healthy diet, reduce their stress, quit smoking and take their medications as prescribed. [Image #1 below]

An important part of cardiac rehabilitation is eating healthy. Find out how to reduce the sodium in your diet with this handy guide: [Image #2 below]

Social Media Images

Image #1

CARDIAC REHABILITATION

CardioSmart
American College of Cardiology

What is CARDIAC REHABILITATION?

Cardiac Rehabilitation Programs Typically Consist Of The Following 5 Components

1 Regular Exercise

From supervised activities, to a daily walk in the park, the idea is to get moving.

2 Adopt a Heart Healthy Diet

This includes meals that are low in salt and rich in whole grains, fruits, vegetables, low-fat meats and fish.

3 Reduce Stress

Learn to control your daily stress through relaxation techniques, recreation, music and other various methods.

4 Medical Therapy

Follow your doctor's instructions carefully and take your medications as directed.

5 Stop Smoking

Most cardiac rehab programs offer methods to help you kick this harmful habit.

TALK TO YOUR HEALTH CARE PROVIDER about enrolling in a cardiac rehab program **TODAY!**

CARDIAC REHAB can:

Lower the chances of a 2nd heart attack or heart surgery

Lessen chest pain, and in some cases, the **need for medications**

Control risk factors such as high blood pressure & cholesterol

Reduce overall risk of dying or having a future cardiac event

Help with weight loss

Information provided for educational purposes only. Please consult your health care provider regarding your specific health needs.

For more information, visit CardioSmart.org/CardiacRehab

@CardioSmart Facebook.com/CardioSmart

If you would like to download or order additional posters on various topics, visit CardioSmart.org/Posters

Image #2

Reducing Sodium: From Menu to Mouth
Excess sodium can lead to high blood pressure, a major contributor to heart disease and stroke
Home prepared meals have less sodium than meals prepared in fast food or sit down restaurants
What Can You Do?
Ask for sodium content before ordering, or check online before eating out.
Home prepared meals have less sodium per calorie than meals prepared in fast food or sit down restaurants, on average
Food from fast food restaurants contains 1,848 mg sodium per 1,000 calories, on average
Food from sit-down restaurants contains 2,090 mg sodium per 1,000 calories, on average
2,300mg Sodium per day
The U.S. Dietary Guidelines recommend limiting sodium to less than 2,300 mg/day, and about 6 in 10 adults should further limit sodium to 1,500 mg/day*
TOP 6
Sources of Sodium from Restaurant Foods[1,2]
Choose wisely to stay under 2,300 mg**
170 to 7,260mg
(per sandwich)
393 to 4,163mg
(per slice of pizza containing meat)
200 to 2,940 mg
(per burger)
62 to 7,358 mg
(per chicken entrée)
250 to 4,870 mg
(per Mexican entrée)
4 to 4,530 mg
(per salad)
CDC

Sample Newsletter Article

Million Hearts® challenges you to refer, enroll and support cardiac rehab

It's July and that means summer is officially here. For many of us, that means picnics, barbecues, beach days, and festivals. For those recovering from a heart attack, stroke or other cardiovascular event, it's a great time to get outside and get moving in a cardiac rehabilitation program.

Ask your doctor if you qualify for a cardiac rehab program today! Doctors and other health care professionals, remember to refer all eligible patients for cardiac rehabilitation. Family and friends can help by encouraging loved ones recovering from a heart attack or stroke to take part in this important program. You can exercise with them as well!

What is cardiac rehabilitation?

- It's a 3-month supervised exercise program that also provides patients with education about how to adopt a heart healthy diet, reduce their stress, quit smoking and take their medications as prescribed.
- It's an important step for patients recovering from a heart attack, heart failure, stroke, angioplasty, heart surgery or other cardiovascular event because it can help lower their risk of another heart attack or cardiovascular event.

According to studies, people who go to cardiac rehab have up to 30 percent fewer fatal heart events, and are 25 percent less likely to die compared to people getting standard therapy alone.

Unfortunately, many people who could benefit from cardiac rehabilitation don't take part in this program. A recent study found that one in three patients who are eligible don't receive a referral from their doctor, and only one in four patients who are referred actually go. Many patients do not complete their cardiac rehab program because of time and/or financial challenges, which is where friends and family members can help.

Cardiac rehabilitation is a priority for Million Hearts® 2022. With less than 30 percent of those eligible for cardiac rehabilitation being referred and enrolled, one of the goals for Million Hearts® 2022 is to boost the participant rate to 70 percent. Achieving this five-year goal would prevent 25,000 deaths and 180,000 hospitalizations a year.

So, as you celebrate the warm weather, be sure to make time for your heart health by seeking out a cardiac rehab program, referring your patients to a cardiac rehab program and/or supporting friends and family members who wish to take part in this important program.

Million Hearts® Partner Resources

American Heart Association

Cardiac Rehab: Your Roadmap to Recovery
Cardiac Rehab 101
How will I benefit from cardiac rehab?
Printable Fact Sheet: What is cardiac rehabilitation?

Cardio Smart: American College of Cardiology
Understanding Cardiac Rehabilitation
Quiz: Cardiac Rehabilitation
Infographic: What is cardiac rehabilitation?

National Heart, Lung and Blood Institute
All about Cardiac Rehab

Million Hearts®
Actions for hospitals, employers and clinical care teams to take regarding cardio rehab
Increasing Cardiac Rehabilitation Participation From 20% to 70%: A Road Map From the Million Hearts Cardiac Rehabilitation Collaborative

Centers for Disease Control and Prevention
Cardiac Rehabilitation Facts