**American Heart Month 2023 Tool Kit**



Photo of street art in Bogota, Colombia by [Jorge Gardner](https://unsplash.com/%40gardnerjorge?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) on [Unsplash](https://unsplash.com/photos/XSF4GnoEq3U?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText)

**From the Washington State Department of Health’s Heart Disease, Stroke, and Diabetes Prevention Program.**

This year we are encouraging people to have “Heart to Hearts about Heart Health.” Talking with our loved ones, friends, family, employers, and faith communities about heart health is a great way to get support, set goals, and take care of each other.

**February 3is National Wear Red Day** to celebrate the first Friday of American Heart Month. The goal is to raise awareness of the risk of heart disease and help people take care of their heart by improving their overall health.

# Our Purpose

This document includes tools to help providers and partners:

* Teach about preventing and managing high blood pressure and cholesterol
* Encourage people to have “heart to hearts” about heart health with their loved ones and providers
* Make the most of 22 years of awareness-raising to encourage heart health behaviors
* Amplify national messages that promote heart health

# Talking Points

**All Audiences:**

* **February is American Heart Month** and **Friday, Feb. 3, 2023 is National Wear Red Day**. American Heart Month and National Wear Red Day remind us to take actions to protect our heart health.
* Cardiovascular disease (CVD) leads to heart disease and stroke, which are leading causes of death in Washington and the nation. People of any age can take steps to protect their heart and brain from cardiovascular disease. Heart attacks and strokes impact people of all genders. People with diabetes face increased risk of CVD.
* Ask your loved ones what you can do to support their improving heart health. You could:
	+ support quitting tobacco/vaping
	+ offer to help cook heart healthy meals
	+ walk together
	+ watch children to provide time for self-care
* Your health care provider may recommend blood tests to better know your heart disease risk, and, based on the results give you recommendations. They can also help you make a plan to lower your risk. If it’s been a while since you’ve seen your provider, don't wait to schedule a visit.
* Your community has resources to help you know and manage your blood pressure and cholesterol, and other things that put you at risk for heart disease. The more we support and use these resources, the more we can improve health for our own communities.
* Community Health Workers, Community Health Representatives, and Promotoras can support you in making lifestyle changes to lower your risk of heart attack and stroke.
* All adults, especially those with a history of heart disease, stroke, or diabetes, are urged to check their immunization status and stay up to date on vaccines, particularly for flu and COVID-19.
* Did you know that taking care of your teeth, mouth, and gums can help lower your risk of heart disease and stroke? Need help finding affordable dental care? Your local Community Health Center can help!

**For Health Care Team Members – Including Community Health Workers:**

* There are 8 simple things people can do to lower their risk of cardiovascular disease. The “Great 8” healthy heart behaviors are:
* Be Active
* Eat Well
* Practice Wellness
* Check Your Blood Pressure
* Understand Your Blood Sugar Numbers
* Know Your Cholesterol Levels
* Steer Clear of Smoking and Vaping
* Follow Your Doctor’s Recommendations

You can access Great 8 materials for free in English, Spanish, and 35 other languages spoken by Washington residents.

# Finding Content

**Suggested Social Media Posts**

In addition to the suggested social media posts included, we encourage you to check out DOH social media channels for blogs and other posts that will come out during the month!

Did you know that quitting smoking makes your heart happy?  It’s not too late to reverse the effects of smoking and get heart healthy.  Visit Quitline.com, text ‘READY’ TO 31491, or call 1-800-QUIT-NOW.

Smoking leads to cardiovascular diseases. Stroke is a leading cause of death among Black women in the U.S. with cardiovascular diseases, killing more than **50,000** **Black women** annually. Have a Heart to Heart and plan your journey to quit.  Visit Quitline.com, text ‘READY’ to 31491, or call 1-800-QUIT-NOW.

Life can get stressful!  Smoking may seem like the answer to ease stress, but nicotine addiction raises stress levels.  Learn ways to identify triggers, cope with stress, and make a plan to quit smoking today at 2morrowinc.com.  Your heart will thank you.

Did you know? Heart disease is the second leading cause of death in Washington State. In 2020 more than 60,000 people were hospitalized for heart disease. Talk to your doctor about improving your heart health today!

Making changes to support your heart takes work, but you don’t have to go it alone! Have a heart-to-heart with you loved ones this month and support your heart health together. #hearthealth #ourhearts #healtheducation

This week’s Heart Health tip: Take one day at a time. Sometimes things don't go as planned, especially when quitting tobacco. If you miss a day or a milestone, don't give up! You can do it! #hearthealth #stopsmoking #healtheducation

Did you know? Just 10 minutes of moderate exercise a day can reduce your risk for cardiovascular disease. Grab a friend and plan to improve your heart health with a walk, a dance or other activity today!

Did you know? Staying up to date on your immunizations can help protect your heart from serious complications! Have a heart-to-heart with your doctor to see how you can protect your heart and health.

**DOH Social Media Sites**

Website: <https://www.doh.wa.gov/>
Facebook: <https://www.facebook.com/WADeptHealth>
Twitter: <https://twitter.com/WADeptHealth>
Instagram: <https://www.instagram.com/wadepthealth/>
DOH Blog https://medium.com/wadepthealth
TikToK: https://www.tiktok.com/@wadepthealth

**DOH Spanish Social Media**

Instagram: <https://www.instagram.com/wadptosalud/>
DOH Blog: <https://medium.com/bienestarwa>

**Partner Organizations**

You can also look to national partners’ sites to share posts that fit your organization’s needs.

American Heart Association: <https://www.heart.org/>

Go Red for Women from the American Heart Association: [English](https://www.goredforwomen.org/en/) | [Spanish](https://www.goredforwomen.org/es/) | [Washington State Activities](https://www.heart.org/-/media/Files/Volunteer-Opportunities/GRFW-2023-Planning-Guide_FINAL.pdf)

American Diabetes Association: <https://knowdiabetesbyheart.org/>

The Heart Truth: <https://www.nhlbi.nih.gov/health-topics/education-and-awareness/heart-month>

Sponsored by the National Heart, Lung, and Blood Institute, National Institutes of Health

Million Hearts: <https://millionhearts.hhs.gov/learn-prevent/index.html>

Co-led by the Centers for Disease Control and Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS) Million Hearts website

# Department of Health Resources

**Heart Attack and Stroke and Blood Pressure Management – Multiple Languages**

[**Signs and Symptoms of Heart Attack and Stroke**](https://www.doh.wa.gov/YouandYourFamily/IllnessandDisease/HeartDisease/HeartAttack/SignsandSymptomsinMultipleLanguages)is offered in multiple languages from the Washington State Department of Health and our partners. It has been translated into 36 languages.

Department of Health's [**Monitor Blood Pressure**](https://www.doh.wa.gov/YouandYourFamily/IllnessandDisease/HeartDisease/ManageBloodPressure/MonitorBloodPressure)has videos and other resources for blood pressure management, which helps prevent heart attacks and strokes. It is available in multiple languages.

Want to see a language added? Contact us at HeartDisease@doh.wa.gov.

**Great 8 – Multiple Languages**

The “Great 8” is a tool to improve health communications around preventing heart disease and stroke. Great 8 can help increase health literacy around cardiovascular disease prevention and management for those who will benefit from learning more about their health, and English language learners.

View Great 8 materials in English, Spanish, and 25 other languages spoken in Washington state here: <https://waportal.org/partners/home/cardiovascularconnection/great8>. Mobile-friendly versions are available for all languages.

The Foundation for Healthy Generations has partnered with the Department of Health to promote Great 8 for use in healthcare settings and with Community Health Workers. For more information about using Great 8, or to learn about how to receive training on Great 8 in Spanish or English, and other resources, please email HeartDisease@doh.wa.gov.

**Sample Promotional Articles**

**Wear Red Day is Here!**

While we focus on heart health all of February, today is National Wear Red day! Help us raise awareness of how we can lower our risk of cardiovascular disease by taking a photo of yourself and someone you love having a “heart to heart” about heart health. Staying healthy takes work, but having support makes keeping health habits easier. Even small steps - like adding in 10 more minutes of physical activity to your day – can reduce risk.

We also want to hear how you’re gathering your friends, family, coworkers, and community to have heart to heart conversations about health.

Cardiovascular disease is the number one cause of death in America. Now is a great time to help each other stay active, eat healthy, and see a health care provider.

For some great behaviors to reduce our risk of cardiovascular disease, practice the [Great 8](https://waportal.org/partners/home/cardiovascularconnection/great8/english):

* Be Active
* Eat Well
* Practice Wellness
* Check Your Blood Pressure
* Understand Your Blood Sugar Numbers
* Know Your Cholesterol Levels
* Steer Clear of Smoking and Vaping
* Follow Your Doctor’s Recommendations

Created by the Heart Disease, Stroke, and Diabetes Prevention unit, the Great 8 is a visual-based tool created to improve communications around cardiovascular health between health professionals and patients, especially patients who can benefit from learning more about their health, and English language learners. It is available in an English mobile and desktop version as well as 26 other languages.

[Download the PDFs](https://waportal.org/partners/home/cardiovascularconnection/great8) to learn more about each of the steps.

For more resources on Heart Month, visit [CDC](https://www.cdc.gov/heartdisease/index.htm), [NIH](https://www.nhlbi.nih.gov/health-topics/education-and-awareness/heart-month/fact-sheets), and the [American Heart Association](https://www.goredforwomen.org/en).

**Department of Health Blood Pressure Materials**

Use the links below to find English language versions of the documents in PDF format. These documents are also available in Spanish, Chinese, Vietnamese, Russian, Korean, and Cambodian, and can be found on the Department of Health’s [Chronic Disease Publications page](https://www.doh.wa.gov/Publications/ChronicDiseasesAsthmaCancerDiabetesetc). If you wish to order printed versions of these documents, please email HeartDisease@doh.wa.gov, to request an order form.

[Know your Blood Pressure Numbers (Poster)](https://www.doh.wa.gov/Portals/1/Documents/8380/340-268-BPnosPst-en-L.pdf)

[How to Check Your Blood Pressure (Manual)](https://www.doh.wa.gov/Portals/1/Documents/8380/345-273-BloodPressHm-en-L.pdf)

[What is Blood Pressure? (Brochure)](https://www.doh.wa.gov/Portals/1/Documents/8380/340-272-BPbro-en-L.pdf)

[Blood Pressure Tracker](https://www.doh.wa.gov/Portals/1/Documents/8380/345-274-BPtracker-en-L.pdf)

[Before You Begin (Poster)](https://www.doh.wa.gov/Portals/1/Documents/8380/340-265-BPbybPst-en-L.pdf)

[How to Check Your Blood Pressure (Poster)](https://www.doh.wa.gov/Portals/1/Documents/8380/340-269-BPckgPst-en-L.pdf)

[Taking Your Blood Pressure (Poster)](https://www.doh.wa.gov/Portals/1/Documents/8380/340-267-BPtkgPst-en-L.pdf)

[What's the Big Deal About Controlling My Blood Pressure? (Poster](https://www.doh.wa.gov/Portals/1/Documents/8380/345-288-BPbgPst-en-L.pdf))

[Self-Monitoring Blood Pressure Videos in English, Spanish and other languages](https://waportal.org/partners/home/cardiovascularconnection/selfmonitoredbloodpressure)

**Other Washington Resources**

The [Cardiovascular Connection](https://waportal.org/partners/home/cardiovascularconnection) is a website for health care providers and team members to support their patients in improving cardiovascular health. The site includes videos to teach how to self-monitor blood pressure, ways that health care practices can be recognized for their efforts to improve the health of their patients, and updates on state and national efforts and campaigns. The [Cardiovascular Connection](https://waportal.org/partners/home/cardiovascularconnection) is also the home of [Great 8](https://waportal.org/partners/home/cardiovascularconnection/great8/english).

**2-1-1 is an easy-to-remember phone number for people to call for health and human service** information and referrals and other assistance to meet their needs. Visit [WA 211](https://search.wa211.org/) or dial 211 in Washington to connect with a resource specialist.

Interested in trainings – in-person or virtual? Washington’s Community Health Worker Training Program and the Heart Disease, Stroke, and Diabetes Prevention Program offer trainings to improve your ability to help communities manage blood pressure and other conditions that can impact heart health. Email heartdisease@doh.wa.gov for more information.

**National Resources**

Here are a few more tools and items that you may want to share with your communities.

**American Heart Association Websites** in Languages other than English

Spanish: <http://www.heart.org/en/health-topics/consumer-healthcare/answers-by-heart-fact-sheets/respuestas-del-corazon>

American Heart Association Lower Your High Blood Pressure Site

English: [www.loweryourhbp.org](http://www.loweryourhbp.org) | [Spanish](http://www.heart.org/HEARTORG/Conditions/HighBloodPressure/Comprometase-A-Un-Plan_UCM_496811_SubHomePage.jsp)

Materials in Chinese:

[Consequences of High Blood Pressure](https://www.heart.org/-/media/files/health-topics/high-blood-pressure/hbp-consequences-infographic-trad-chinese-ucm_493906.pdf?la=en&hash=7308C0917AAC05604446A048456D2AE5CBAC9D58)

[Blood Pressure Measurement Instructions](https://www.heart.org/-/media/files/health-topics/high-blood-pressure/bp-measurement-graphic-chinese-poster-size-ucm_499186.pdf?la=en&hash=1D6B4B4D3B8E388ED69BD10E9D954BAD16E0140C) (features image of man)

[Blood Pressure Measurement Instructions](https://www.heart.org/-/media/files/health-topics/high-blood-pressure/ucm_500184-ruby-trad-chinese.pdf?la=en&hash=7A74974699510F86267545C984BA3DC630144175) (features image of woman)

[Blood Pressure Numbers](https://www.heart.org/-/media/files/health-topics/high-blood-pressure/bp-numbers-ccc-handout121117chinese.pdf)

[What can I do to improve my blood pressure?](https://www.heart.org/-/media/files/health-topics/high-blood-pressure/what-can-i-do-to-improve-blood-pressure-chinese.pdf?la=en&hash=26C303D4100DA13BD1F1ADFFC63B5B7ABF46A67F)

**Million Hearts** News & Media

<https://millionhearts.hhs.gov/news-media/index.html>

**Centers for Disease Control and Prevention**

Blood Pressure home page:

<https://www.cdc.gov/bloodpressure/>

Cholesterol home page:

<https://www.cdc.gov/cholesterol/>

**National Heart, Lung, and Blood Institute**

American Heart Month:

<https://www.nhlbi.nih.gov/education/american-heart-month>

High Blood Pressure health topic page:

<https://www.nhlbi.nih.gov/health-topics/high-blood-pressure>

**EthnoMed**

[EthnoMed](http://ethnomed.org/) is Harborview Medical Center's ethnic medicine website for medical and cultural information about immigrant and refugee groups. It is specific to groups in the Seattle area, but much of the cultural and health information is of interest and can be used in other geographic areas. One resource available on EthnoMed is a [visual guide to sodium in foods](https://ethnomed.org/wp-content/uploads/2020/03/Sodium-Visual-Tool_081015.pdf).

**Quick Stats: Heart Disease and Stroke in Washington State**

**Prevalence**

Percent (number) of adults who have ever been diagnosed with heart disease: 4.8% (292,350)
Percent (number) of adults who have ever been diagnosed with stroke: 2.7% (165,960)
Source: [Behavioral Risk Factor Surveillance System](https://doh.wa.gov/data-statistical-reports/data-systems/behavioral-risk-factor-surveillance-system-brfss) (2021)

**Morbidity**

Number of hospitalizations: 60,805 for heart disease, 18,452 for stroke
Hospitalization rate per 10,000 population: 79.4 heart disease, 24.1 stroke
Source: [Comprehensive Hospital Abstract Reporting System](https://doh.wa.gov/data-statistical-reports/healthcare-washington/hospital-and-patient-data/hospital-discharge-data-chars) (2020)

**Mortality**

Number of deaths: 12,082 from heart disease, 3,087 from stroke
Death rate per 100,000 population: 157.8 heart disease, 40.3 stroke
Leading cause of death rank: 2nd heart disease, 6th stroke
Source: [Death Statistical Files](https://doh.wa.gov/data-and-statistical-reports/health-statistics/death) (2020)

Data request compiled 1/19/2023 by Angela Kemple, Epidemiologist, Chronic Disease Assessment Team, Office of Healthy & Safe Communities, Washington State Department of Health (contact: angela.kemple@doh.wa.gov, 360-706-3636)

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