Mark National Minority Health Month by using <u>Counter Cholesterol</u> people to take charge of their cholesterol risk. This evidence-based communications and messaging campaign was developed by the National Forum for Heart Disease & Stroke Prevention and a panel of experts to reach the 45 million people who have high levels of bad

- High cholesterol is a major risk factor for cardiovascular disease.
- Many people are unaware that cholesterol can cause a heart attack or stroke.
- Cardiovascular disease is the No. 1 cause of death among women, taking more lives than all forms of cancer combined.
- 1 out of every 2 women has high or borderline high cholesterol.
- 71 million American adults have high levels of bad cholesterol but only 1-in-3 have it under control and fewer than half get treatment.

Cardiovascular disease kills one women every 80 seconds. Million Hearts®is encouraging its partners to work together to reach women and their families about the need to take charge of their cholesterol. Staying healthy is one of the most important things women can do to take care of their family. Research shows that motivating women to manage their cholesterol also leads them to encourage other family members to manage their cholesterol as well.

Please use Counter Cholesterol on your social media channels and/or Web site.

Your organization can co- ials found in this newsletter or in Partner Resources or use them as-is. These messages have tested effective with women of all races and are culturally competent for Latinas. Get the credit you deserve: If your organization uses any of

Debbie.martinez@nationalforum.org so that your logo can be added to the list of Counter

Twitter: https://twitter.com/millionheartsus (@MillionHeartsUS)

https://twitter.com/CounterChol (@CounterChol)

Facebook: https://www.facebook.com/millionhearts

https://www.facebook.com/CounterCholesterol

High #cholesterol is no joking matter. It leads to heart disease and stroke, which kill more women than all forms of cancer combined. http://bit.do/ecnMg [Image #1]

cholesterol now: http://bit.do/ecnMq

[Image #2]

Image #3



Image #4



Image #5

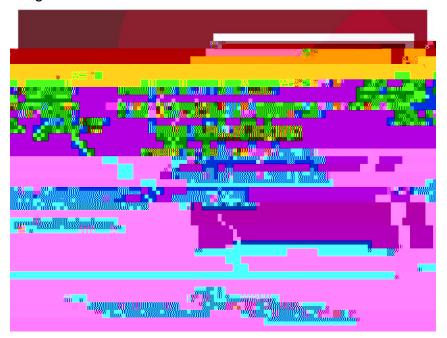


Image #6

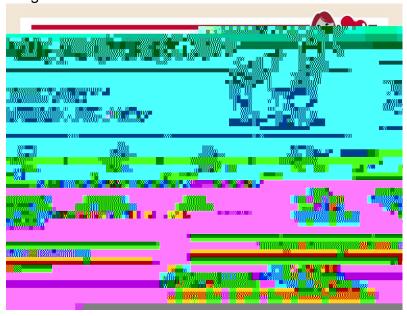


Image #7



High cholesterol is a major risk factor for cardiovascular disease, the leading cause of death in the United States. But many people are unaware that they have high cholesterol or that it can cause a heart attack or stroke.

practitioners to urge their patients

to know their numbers.

Javier Saldaña had no idea that he had high cholesterol. He had not been to see a doctor in Saldaña got his cholesterol checked and found out that he has high cholesterol.

Saldaña said, explaining that he thought high cholesterol was only a problem for people who were overweight. Now that he knows he has high cholesterol, Saldaña said, he can do something about it.

wife, Alma, said knowing that her husband has high cholesterol is important because it affects the decisions she makes when cooking.