

Million Hearts® Collaboration – November/December 2015 Messaging Campaign

Theme: Healthy holiday eating – it’s easier than you think

Whether you celebrate Hanukkah, Christmas, Kwanzaa, New Year’s Eve or none of the above, December is a month full of parties and gatherings centered on food and drink. While many people enjoy the holiday season, it can also be a season of stress. There are so many places, people to see, and demands on our time. The combination of stress and crowded gatherings can wreak havoc on our plans to protect our hearts by eating healthy. But with some planning, it is possible to eat healthy and still enjoy our holiday celebrations.

This time of the year, it’s important for those of us committed to preventing heart disease and stroke to use the multiple holidays to remind health care professionals, patients, and the public that it is possible to eat healthy over the holidays. According to the Centers for Disease Control and Prevention

\* If you have any activities or resources that promote healthy eating during the holidays, please [let us know](#).

This document is intended to ensure consistent messaging among partners and it includes:

- I. Alignment with Priorities of the Public Health Action Plan to Prevent Heart Disease and Stroke: Ten-Year Update..... 1
- II. Key Points..... 2
- III. Email Newsletter Article..... Additional Resources for Patients, Providers, and Health Professionals..... V. Effective Communication

Focus- Prevention and public health

Communicate to legislators, policymakers, and the public at large the nation’s vital stake in sustaining and building upon the prevention and public health the Affordable Care Act, e.g. the National Prevention Council, Prevention and Public Health Fund, etc.

• Strategic Leadership Partnership & Organization

Focus- Public health – Healthcare collaboration and integration  
Integrate public health and health care into a public health system effective in supporting community-level prevention policies and programs, e.g. the Million Hearts Initiative.

• Taking Action

Focus- Cardiovascular health and health equity



- The USDA has created [an infographic](#) to help make over your plate for the holidays. Some helpful tips include drinking water instead of sugary sodas to control calorie intake, to try fruit for a sweet dessert treat, and to use spices and herbs instead of sugar and salt in your cooking.

Take the time to keep yourself healthy this holiday season.

- Be mindful about what you eat. Think about what you are eating and stop eating when you are full. If you overindulge, don't obsess; just try to eat healthier next time.
- Continue your regular exercise regimen as much as you are able. Consider increasing your

iousrecipes

chickpea "nuts" following the Million Hearts® Eat Right recipe. spiced  
The traditional holiday fare is still delicious, but I'm trying something a bit healthier  
– and they taste so good no one will realize they are healthy!

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## V. Social Media Resources

### Pages and Handles

- [AHA Twitter](#)
- [AHA Facebook](#)
- [CDC Twitter](#)
- [CDC Facebook](#)
- [Million Hearts® Twitter](#)
- [Million Hearts®](#)

## Facebook Posts

Did you know that keeping a food diary could help you lose weight? Even though the holidays are a