

# Instructional Sheet for Marketing Kit

Various forms of marketing materials have been developed to help support and brand the 2010 DoD Employee Wellness Campaign. The material attached pertains specifically to February's Theme of "Heart Health".

## Marketing Materials include the following:

### **8 Tips Toward a Healthier Heart!**

- Useful tips to maintain a healthy heart and in making healthy lifestyle choices
- Distribution Method: Post in office bulletins, Print as handouts or Attach/Send the document electronically to HR staff, Work-Life and Wellness coordinators, managers and/or employees.

### **Individual Activity Checklist**

- Daily log of healthy activities-for use by employees in monitoring goal achievement status through the use of web-based tracking tools
- Distribution Method: Post in office bulletins, Print as handouts or Attach/Send the document electronically to HR staff, Work-Life and Wellness coordinators, managers and/or employees

### **"Do you heart your HEART?" Brochure**

- A tri-fold that can be used as an educational tool to understand heart disease, high risk factors, and ways to have a healthier heart. (Note: Print these double sided and fold accordingly)
- Distribution Method: Post in office bulletins, Print as handouts or Attach/Send the document electronically to HR staff, Work-Life and Wellness coordinators, managers and/or employees

### **"Your Guide to Physical Activity and Your Heart" Pdf**

- Download pdf at: [www.nhlbi.nih.gov/health/public/heart/obesity/phy\\_active.pdf](http://www.nhlbi.nih.gov/health/public/heart/obesity/phy_active.pdf)
- Informational guide provided by the HHS to encourage physical activity to prevent the risk of heart problems
- Distribution Method: Print as handouts or Attach/Send the document electronically to HR staff, Work-Life and Wellness coordinators, managers and/or employees

### **Heart Healthy Recipes**

- Highlights a few heart healthy recipes to encourage eating right through maintaining a healthy lifestyle
- Distribution Method: Post in office bulletins, Print as handouts or Attach/Send the document electronically to HR staff, Work-Life and Wellness coordinators, managers and/or employees

### **Heart Health Wellness Posters**

- Visual display/graphics to communicate the awareness of maintaining an healthy heart, along with key tips to guide you towards the right path
- Distribution Method: Post throughout the office or Attach/Send the document electronically to HR staff, Work-Life and Wellness coordinators, managers and/or employees

## Do's

**Eat a heart-healthy diet.** Managing a healthy weight is essential to developing a stronger heart. Give up excessive carbohydrates/fats, and eat a proper nutritious diet filled with fruits, vegetables, whole grains, and fish.

**Stay physically active.** Exercise doesn't have to always involve doing hundreds of tiring sit ups/pushups. A little exercise can go a long way in keeping a healthy heart. Light exercises such as taking a 20 minute walk/jog/swim can help you build a stronger heart.

**Visit the doctor.** Going to the doctor for regular check-ups is a good way to prevent heart disease. Your doctor can help you identify any early symptoms and begin immediately to get you back on a healthy heart track.

**Research your family tree.** Learn your family medical history, especially as it relates to heart disease. Provide your doctor whatever information you uncover, so he/she can factor that into your treatment. Arm your physician with as much family history as you can.

## Dont's

**Don't use tobacco.** Smokers tend to have twice the risk of heart attacks than non-smokers. Seek support from family and friends, or develop a healthy coping method to end your smoking habit and take your first step toward a healthier heart.

**Don't ignore your cholesterol.** Elimination of unhealthy saturated or trans fats from your diet and replacing them with foods that have monounsaturated fats can greatly help reduce your cholesterol levels. Heart-healthy monounsaturated fats are found in avocado, peanut butter, pecans, salmon, and oatmeal.

**Don't ignore high blood pressure.** Limit your intake of sodium to 6 grams or less. By limiting your daily intake, you can lower your blood pressure and reduce the risk of a heart attack. Eating healthy foods rich in potassium, magnesium and calcium can also help control your blood pressure.

**Don't skip meals.** Eating only one meal a day doesn't always result in weight loss. Rather, skipping meals can actually slow your metabolism, resulting in less calories being burned. People tend to overindulge when they skip a meal so try to always eat breakfast and small to moderate quantities of fruits and vegetables throughout the day to stay heart healthy.

# 8 TIPS TOWARD A HEALTHIER HEART

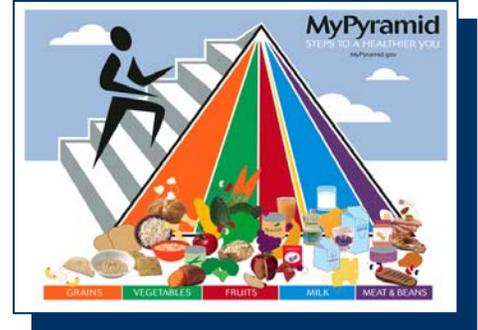
# Am I Doing All I Can to Stay Healthy?

## Food and Physical Activity Check list

*\*Track your health progress by placing this checklist where it can be easily seen as a daily reminder of your goals!*

**1. Did I get my daily servings?** (Use the **USDA's "Meal Planner"** tool to track your daily calorie intake. Check the following statements when completed: <http://www.mypyramidtracker.gov/planner>)

- I have tracked the progress of my daily nutritional intake against my daily goals.
- I met my daily goals of maintaining a healthy calorie intake.
- I consumed healthy servings from each food group that was suggested on the Meal Planner tool.
- I did not exceed my total calorie intake today.



**2. Did I stay physically active throughout the day?** (Participate in **HHS's "President's Challenge"** to track your daily physical activity and be rewarded. Fill in the blank and check the following statements when completed: [http://www.presidentschallenge.com/activity\\_log](http://www.presidentschallenge.com/activity_log))

- I have tracked the progress of my daily physical activity against my daily fitness goals.
- I met my daily goals of physical activity.
- Total time spent on staying physically active today:** \_\_\_\_\_ min.
- I stayed physically active for AT LEAST 30 minutes today.
- I chose a healthy alternative to increase my daily physical activity.



- Check which one(s) were completed:**
- Parked the car further from entrance/exit door
  - Took the stairs instead of the elevator/escalator
  - Walked a longer alternative route to and/or from work

**3. Stress Management Box** (Check the stress-coping methods that you completed)

Talk about it with someone.	Take a 5-10 minute break.	Listen to something enjoyable to/from work.
Prioritize a To-Do list.	Slept at least 6 hrs last night.	Other (list): _____

**4. Commit to Weekly/Monthly GOALS!** (Fill in the blank)

I will exercise for \_\_\_\_\_ minutes everyday.

I will eat less \_\_\_\_\_ (Name a favorite unhealthy snack/food).

(Make your own goal) I will \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\*This information is not meant as a substitute for personal medical advice. If you have a current medical condition, you should consult your health care professional.



## Heart Disease

Some people don't realize the importance of maintaining good health until they encounter a problem. Maintaining a healthy lifestyle and outlook can make you feel more revived, and also lead to having a healthier, stronger heart.

Heart Disease, also known as cardiovascular disease, is a leading cause of deaths among both men and women in the United States. A heart disease is defined as any damage to your heart or its surrounding blood vessels that causes it to function improperly. There are several types of heart disease, with coronary heart disease (CHD) and stroke being the most common. Every 34 seconds, an American suffers from a heart attack, and a death related to heart disease occurs each minute.

Taking good care of your heart and body through a balance of fitness, diet, and positive lifestyle choices can improve your overall well-being, and can serve as a preventive measure to heart disease.



## Risks of Heart Disease

There are several health problems that can increase your chances of developing a heart condition. Minimizing or preventing these risks is key to maintaining a healthier heart. High risk factors of heart disease include:

### High Cholesterol

Unhealthy cholesterol can build up, resulting in the formation of an oily substance called plaque. Plaque can collect in the walls of your arteries, causing damage to the walls and prevention of the proper blood flow toward the heart.

### High Blood Pressure

Blood pressure can rise and fall due to emotions/feelings, as well as diet and lack of exercise. High blood pressure is known to be a silent killer because it may occur without any given symptoms. However, given a period of time, it can develop into a serious problem damaging organs and vessels throughout your body. High blood pressure is a common cause of heart disease, simply because it stresses your heart to work harder.

### Tobacco Usage

Smoking increases the chance of developing heart disease and suffering from heart attacks. It increases the development of blood clots and raises blood pressure. Smoking limits the amount of oxygen carried through your blood. Second hand smoke which can lead to a number of serious heart problems can also be a risk factor for nonsmokers.

### Physical Inactivity

Not exercising or staying physically active can lead to a number of medical problems, including unhealthy heart conditions. People who are physically inactive have a higher chance of becoming obese, which is linked to several health problems such as high cholesterol, high blood pressure, and diabetes. Engage in healthy alternatives to increase your physical activity, such as using the stairs instead of the elevator, or parking a little further away from your destination. Start your journey toward a healthy heart in small increments!

### Alcohol Usage

Consuming an excessive amount of alcohol will result in a direct toxic effect on your heart. Drinking too much causes fat levels to increase in your blood, thus causing your calorie intake to also escalate. In addition to the adverse impact to your

heart health, excessive drinking can also increase your risk for stroke and diabetes.

### **DID YOU KNOW?**

#### *Men and Heart Disease*

- In 2005, heart disease was the cause of death in 410,000 American men.
- The average age for a first heart attack for men is 66 years.
- Almost half of men who have a heart attack under age 65 die within 8 years.
- Between 70% and 89% of sudden cardiac events occur in men.



## How to Stay Heart Healthy

**Eat a heart-healthy diet.** Managing a healthy weight is essential to developing a stronger heart. Give up excessive carbohydrates/fats, and eat a proper nutritious diet filled with fruits, vegetables, whole grains, and fish.

**Stay physically active.** Exercise doesn't have to always involve doing hundreds of tiring sit ups/pushups. A little exercise can go a long way in keeping a healthy heart. Light exercises such as taking a 20 minute walk/jog/swim can help you build a stronger heart.

**Visit the doctor.** Going to the doctor for regular check-ups is a good way to prevent heart disease. Your doctor can help you identify any early symptoms and begin immediately to get you back on a healthy heart track.

**Research your family tree.** Learn your family medical history, especially as it relates to heart disease. Provide your doctor whatever information you uncover, so he/she can factor that into your treatment. Arm your physician with as much family history as you can.

**Don't use tobacco.** Smokers tend to have twice the risk of heart attacks than non-smokers. Seek support from family and friends, or develop a healthy coping method to end your smoking habit and take your first step toward a healthier heart.

**Lower your cholesterol.** Elimination of unhealthy saturated or trans fats from your diet and replacing them with foods that have monounsaturated fats can greatly help reduce your cholesterol levels. Heart-healthy monounsaturated fats are found in avocado, peanut butter, pecans, salmon, and oatmeal.

**Control high blood pressure.** Limit your intake of sodium to 6 grams or less. By limiting your daily intake, you can lower your blood pressure and reduce the risk of a heart attack. Eating healthy foods rich in potassium, magnesium and calcium can also help control your blood pressure.

**Don't skip meals.** Eating only one meal a day doesn't always result in weight loss. Rather, skipping meals can actually slow your metabolism, resulting in less calories being burned. People tend to overindulge when they skip a meal so try to always eat breakfast and small to moderate quantities of fruits and vegetables throughout the day to stay heart healthy.

There are several resources you can depend on for information on **Heart Health**. These additional resources are provided below.

For general information about Heart Disease and Stroke:

[www.healthypeople.gov](http://www.healthypeople.gov)

[www.cdc.gov/women/heart](http://www.cdc.gov/women/heart)

For information about the The Heart Truth Campaign sponsored by the National Heart, Lung, and Blood Institute (NHLBI):

[www.nhlbi.nih.gov/educational/hearttruth](http://www.nhlbi.nih.gov/educational/hearttruth)

For more information about National Wear Red Day sponsored by the U.S. Department of Health and Human Services (HHS) in partnership with the American Heart Association:

[www.goredforwomen.org](http://www.goredforwomen.org)

This is published as part of the efforts in the DoD's Employee Wellness Campaign 2010.

*This information is not meant as a substitute for personal medical advice. If you have a current medical condition you should consult*

*\*Statistics and facts in the brochure were provided from cdc.gov*

DO  
YOU



YOUR



**Information on Heart Health**

**February 2010**



# Heart Healthy Recipes

## Featured Ingredient: "Tomatoes"

### Fresh Salsa

- 6 tomatoes, preferably Roma (or 3 large tomatoes)
- ½ medium onion, finely chopped
- 1 clove garlic, finely minced
- 2 jalapeño peppers, finely chopped
- 3 Tbsp cilantro, chopped to taste fresh lime juice
- ⅛ tsp oregano, finely crushed
- ⅛ tsp salt
- ⅛ tsp pepper
- ½ avocado, diced (black skin)

1. Combine all ingredients in glass bowl.
2. Serve immediately or refrigerate and serve within 4–5 hours.

### Minestrone Soup

- ¼ C olive oil
- 1 clove garlic, minced (or ⅛ tsp powder)
- 1 ⅓ C onion, coarsely chopped
- 1 ½ C celery with leaves, coarsely chopped
- 1 can (6 oz) tomato paste
- 1 Tbsp fresh parsley, chopped
- 1 C carrots, sliced, fresh or frozen
- 4 ¾ C cabbage, shredded
- 1 can (1 lb) tomatoes, cut up
- 1 C canned red kidney beans, drained, rinsed
- 1 ½ C frozen peas
- 1 ½ C fresh green beans
- Dash of hot sauce
- 11 C water
- 2 C spaghetti, uncooked, broken

1. Heat oil in 4-quart saucepan. Add garlic, onion, and celery, and sauté for about 5 minutes.
2. Add all remaining ingredients except spaghetti. Stir until ingredients are well mixed.
3. Bring to boil and reduce heat, cover, and simmer for about 45 minutes or until vegetables are tender.
4. Add uncooked spaghetti and simmer for only 2–3 minutes.

### Baked Trout

- 2 lb trout fillet, cut into 6 pieces (Any kind of fish can be used)
- 3 Tbsp lime juice (about 2 limes)
- 1 medium tomato, chopped
- ½ medium onion, chopped
- 3 Tbsp cilantro, chopped
- ½ tsp olive oil
- ¼ tsp black pepper
- ¼ tsp salt
- ¼ tsp red pepper (optional)

1. Preheat oven to 350 °F.
2. Rinse fish and pat dry. Place in baking dish.
3. In separate dish, mix remaining ingredients together and pour over fish.
4. Bake for 15–20 minutes or until fork-tender.



Makes 8 servings  
Serving Size: ½ Cup

Calories: 42  
Total fat: 2 g  
Saturated fat: less than 1 g  
Cholesterol: 0 mg  
Sodium: 44 mg  
Total Fiber: 2 g  
Protein 1 g  
Carbohydrates: 7 g  
Potassium: 337 mg  
*\*Nutrition values pertain to each serving size*



Makes 16 servings  
Serving Size: 1 Cup

Calories: 112  
Total fat: 4 g  
Saturated fat: 0 g  
Cholesterol: 0 mg  
Sodium: 202 mg  
Total Fiber: 4 g  
Protein 4 g  
Carbohydrates: 17 g  
Potassium: 393 mg  
*\*Nutrition values pertain to each serving size*



Makes 6 servings  
Serving Size: 1 piece

Calories: 236  
Total fat: 9 g  
Saturated fat: 3 g  
Cholesterol: 104 mg  
Sodium: 197 mg  
Total Fiber: less than 1 g  
Protein: 34 g  
Carbohydrates: 2 g  
Potassium: 865 mg  
*\*Nutrition values pertain to each serving size*



Reduce stress.

Eat less sodium.

Lower your cholesterol.

Stay on a heart healthy diet.

Don't use tobacco products.

Regular check-ups with the doctor.

Stay physically active through exercise.

Eat 5 servings of fruits and vegetables daily.



## THE PATHWAY TOWARD A HEALTHIER HEART STARTS WITH YOU!

*Track the progress of your daily activities against your own physical activity goals. You can earn rewards such as medallions and certificates by participating in "The Presidential Challenge" from U.S. Health and Human Services.*

*Visit: [www.presidentschallenge.com/activity\\_log/index.aspx](http://www.presidentschallenge.com/activity_log/index.aspx)*

*\*This information is not meant as a substitute for personal medical advice. If you have a current medical condition, you should consult your health care professional.*

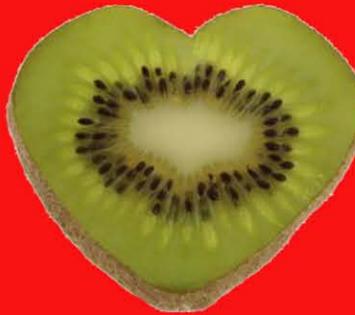
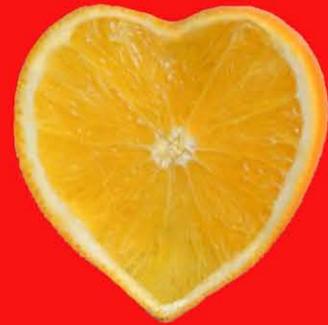


Break your Cigarette for a Healthier Heart.

**Tip: Don't use tobacco products.** Smokers tend to have twice the risk of heart attacks than non-smokers. Staying away from second-hand smoke is also a good tip for non-smokers. If you are a smoker, seek additional support from family and friends or develop a healthy coping method to take your first step toward a healthier heart and lifestyle.

*For more information on Heart Health, please visit National Heart, Lung, and Blood Institute at [www.nhlbi.nih.gov](http://www.nhlbi.nih.gov)*

*\*This information is not meant as a substitute for personal medical advice. If you have a current medical condition, you should consult your health care professional.*



# A Healthy Heart Can Take Many Different Forms.

**Tip: Eat a heart-healthy diet.** Managing a healthy weight is essential to developing a strong heart. Give up excessive refined carbs and fats and try eating a proper nutritious diet filled with fruits, vegetables, whole grains, and fish.

Track the progress of your daily nutritional intake against your daily goals from each food group. The food and beverage database allows you to identify exactly what you ate/drank, how much, and then calculates your total calorie intake.

Visit <http://www.mypyramidtracker.gov/planner>

*\*This information is not meant as a substitute for personal medical advice. If you have a current medical condition, you should consult your health care professional.*



# Heart Disease is the *No.1* Killer of Women in the United States.

Support against heart disease by wearing red on National Wear Red Day on February 5th, 2010!

**Tip: Stay physically active.** Exercise doesn't have to always involve doing hundreds of tiring sit ups/pushups. A little exercise can go a long way in keeping a healthy heart. Light exercises such as taking a 20 minute walk/jog/swim can help you build a stronger heart.

*For more information on Heart Health, please visit [www.americanheart.org](http://www.americanheart.org)*

*Photos: National Wear Red Day® @National Wear Red Day is a registered trademark of HHS and AHA.*

*\*This information is not meant as a substitute for personal medical advice. If you have a current medical condition, you should consult your health care professional.*