



## **American Heart Association Launches Walking RX Collaboration with Interfaith Community Clinic & Market Street**

### **Walking RX Collaboration Talking Points**

- The American Heart Association, the leading global volunteer organization dedicated to fighting heart disease and stroke, is collaborating with Market Street and Interfaith Community Clinic to empower Montgomery County residents to take control of their health by creating healthy, sustainable habits for better heart and brain health.
- The new Walking Rx Program will be available to Interfaith Community Clinics' patients. Interfaith serves as a leader in the community and strives to provide their patients with innovative programs that address their overall well-being.
- The adoption of the Walking Rx will help at risk patients take control of their health through a formal prescription of walking.
- Walking is one of the simplest ways to get active and stay active. With each step you take, you travel further down the path to a healthier lifestyle.
- Research has shown that walking can have a significant impact on your health by lowering your chances of heart disease.
- Most adults should try for at least 150 minutes (2.5 hours) a week of moderate intensity activity. 30 minutes of brisk walking on at least five days a week is one way to meet this goal.
- Only about one in five adults and teens get enough exercise to maintain good health.
- Patients in the program will receive an educational packet with a log and local maps to help them find new places to walk.
- Market Street serves as a recommended walking locations by providing a safe and accessible atmosphere for walkers to move together.
- This program will launch on National Wear Red Day, Friday, February 4, 2022 to kick off American Heart Month in February.
- On 2/4, Market Street will unveil walking distance markers on their property, light up their buildings red, and host a photobooth for everyone to take their Wear Red Day photos to post on social media. This event is open to the public and everyone is invited to rock their red and get their walk on!

### **Walking RX Collaboration Contacts**

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## **Heart Month and Wear Red Day Talking Points**

- The theme for 2022 Heart Month is Reclaim Your Rhythm.
- The last two years have taken a real toll on both our physical and mental health.
- Many people feel like they have lost their rhythm, the flow of their everyday lives. That can have a real impact on a person's health and the ability to live a full life.
- Studies show that elevated stress hormones are linked to higher risk of high blood pressure and heart events.
- This February, our theme is "Reclaim Your Rhythm" by creating easy opportunities to help people build healthy habits that work best *for their life*, giving them the best chance *at life*.
- Now's the time to Reclaim Your Rhythm and take back control of your physical health and mental well-being.
- Music is the universal language that connects us, brings the good vibes, the movement, the flow. Music can help reduce stress.
- We're encouraging everyone to curate a playlist that helps them reclaim their rhythm, whether it's cardio, meditative, or a soundtrack for resting.
- Share your playlist on social and tag it with #HeartMonth.
- Since the onset of the COVID-19 pandemic, deaths from heart disease and stroke have risen significantly.
- 1 in 5 people reported lower physical wellness. 1 in 3 reported lower emotional wellness.
- Over the past year, many of us have adopted unhealthy behaviors like skipping exercise, eating unhealthy foods, drinking more alcohol and using tobacco, which can all increase the risk for heart disease and stroke.
- Wear Red Day is an opportunity to unite as a community and to take a stand against the #1 and #5 killer of Americans.
- 1 in 3 women will lose their life to heart disease. Losing even one mother, brother, sister, friend is too many.
- Wear red to help ensure everyone is aware of their biggest health threat.
- Awareness is critical. Everyone needs to know that cardiovascular disease is the No. 1 killer of Americans. Heart diseases kills more people each year than all cancers combined.
- Research shows heart attacks are on the rise in younger women and suggests younger generations, Gen Z and Millennials, are less likely to be aware of their greatest health threat, including knowing the warning signs of heart attacks and strokes.
- What to do:
  - "Know Your Numbers" – the key personal health numbers that help determine risk for heart disease are: total cholesterol, blood pressure, blood sugar and body mass index.
  - Know your family history and talk to your doctor about heart disease and stroke.
  - Reclaim your rhythm and take charge of your health by lowering your risk of cardiovascular disease with tools and resources from the American Heart Association on physical activity, healthy eating, controlling blood pressure and managing sleep and stress.
  - Take advantage of community resources, such as the Market Street walking path, and Inferfaith Community Clinics' Walking RX program.

## **Wear Red Day Social Media Messages**

- I'm wearing red on #WearRedDay to raise awareness and encourage everyone of all ages to take charge of their heart health. Join me and @GoRedHouston in the fight against heart disease.
- Join me in wearing red today to support heart health for all. I'm supporting #WearRedDay in the fight against heart disease and stroke. #GoRedHouston
- Take charge of your health to lower your risk of cardiovascular disease with tools and resources from @American\_Heart. Participate in #WearRedDay today to support the fight against heart disease and stroke.

## **5 Ways to Reclaim Your Rhythm**

- **Mellow Out and Reduce Stress**
  - A positive mindset can improve your overall health.
  - Stress leads to unhealthy habits like overeating, physical inactivity, smoking and risk factors for heart disease and stroke like high blood pressure, and depression or anxiety.
  - Managing stress means managing your health, so reclaim control of your schedule and build in time to invest in a healthier “you.”
  - A recent study shows people with higher levels of optimism had a 35% decreased risk of CVD and a 14% decreased risk of all-cause mortality.<sup>3</sup>
  - Some studies show a more positive mindset can help you live longer.<sup>4</sup>
  - Happy individuals tend to sleep better, exercise more, eat better and not smoke.<sup>5</sup>
- **Move to the Music**
  - Physical activity is linked to lower risk of diseases, stronger bones and muscles, improved mental health and cognitive function and lower risk of depression.<sup>6</sup>
  - Staying active is one of the best ways to keep your body and mind healthy. Not only can it help you feel, think, sleep and live better, it also improves overall quality of life.
  - Step away from distractions and to-do lists to go for a walk or meditate, – do what you need to re-charge. If you don't take back your time, something else will.
- **Feed Your Soul, Rock Your Recipes**
  - As school and in-person work returns make time to eat meals together as a family for a chance to connect and decompress.
  - Regular meals at home with family reduce stress, boost self-esteem and make the whole family feel connected.<sup>7</sup>
  - Family meals make it more likely that kids and adults will eat more fruits and vegetables.<sup>8</sup>
  - Mealtime conversations are a great way to connect, unplug and reduce stress. Some studies show mealtime conversation improved vocabulary more than being read aloud to.<sup>9</sup>
- **Stay on Beat with Blood Pressure**
  - Close to half of American adults have high blood pressure. Of those, about 75% don't have it controlled and many don't even know they have it.
  - High blood pressure is a leading cause and controllable risk factor for heart disease and stroke and can contribute to worse outcomes for people who contract COVID-19.

- Now, more than ever, it is important for you to pay attention to their blood pressure, know your numbers and work with a healthcare professional to control the levels and manage risks.
- The best way to know your blood pressure numbers is to have it measured at least once per year by a healthcare professional, regularly monitor it at home with a validated monitor and discuss the numbers with a doctor. For most people, a normal blood pressure should be 120/80 or less. Knowing how to get the most accurate blood pressure reading helps ensure the most appropriate treatment.
- In addition to properly monitoring blood pressure, maintaining a healthy weight, being physically active, eating healthfully, and reducing or eliminating alcohol and tobacco will help with blood pressure control. However, if you do develop high blood pressure, working with a health care professional on a plan to manage it, can help you to be healthy.
- **Keep the Beat! Learn Hands-Only CPR**
  - Each year, more than 350,000 EMS-assessed out-of-hospital cardiac arrests occur in the United States.
  - About 70% of out-of-hospital cardiac arrests happen in homes.
  - According to the American Heart Association, about 90% of people who suffer out-of-hospital cardiac arrests do not survive.
  - When a person has a cardiac arrest, survival depends on immediately receiving CPR from someone nearby.
  - CPR, especially if performed immediately, can double or triple a cardiac arrest victim's chance of survival.
  - Hands-Only CPR has just two easy steps, performed in this order:
    - Call 911 if you see a teen or adult suddenly collapse
    - Push hard and fast in the center of the chest to the beat of a familiar song that has 100 to 120 beats per minute
  - Visit [heart.org/handsonlycpr](http://heart.org/handsonlycpr) to watch the Hands-Only CPR instructional video and share it with the important people in your life.