

## MESSAGES FOR FOOD SUPPLY RETAILERS

Million Hearts™ is a public-private initiative led by CDC and CMS to prevent 1 million heart attacks and strokes in the U.S. over the next five years by focusing the nation on evidence-based **community and clinical prevention** actions. Heart disease and stroke are two of the leading causes of death in the United States, making cardiovascular disease responsible for one of every three deaths in the country. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation, accounting for \$444 billion in health care expenditures and lost productivity in 2010 alone.

### Million Hearts™ priorities include:

- **Empowering Americans to make healthier choices** by preventing tobacco use and limiting sodium and trans fat consumption. This can reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.
- **Improving care** for people who do need treatment by encouraging a targeted focus on the “**ABCS**” –**A**spirin for people at risk, **B**lood pressure control, **C**holesterol management and **S**moking cessation – which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

### Your help is vital to the success of Million Hearts™:

Food retailers play a large role in fostering health in people and communities. Your engagement is vital to the success of Million Hearts™.

### Actions you can take to advance Million Hearts™ at the regional, state, and local levels include the following:

- **Support efforts to reduce sodium and trans fat** in the food supply, including food served or available in the retail setting and workplace.

- **Increase awareness of heart disease** and stroke and their risk factors to empower your community to take control of their heart health. Pledge your organization's commitment on the Million Hearts™ website, and recruit at least 20 partners to do the same. <http://millionhearts.hhs.gov>
- **Create healthy workplaces** by including recommended coverage for high blood pressure and cholesterol in employee benefits packages and workplace policies that encourage healthy behaviors.
- **Align existing initiatives** and programs with Million Hearts™ goals. Examples include health education campaigns and programs, provider or community recognition programs.
- **Provide access** to free blood pressure measurement and encourage its use with customers.
- **Offer educational resources** to consumers.
- **Prominently feature at checkout lanes, in produce areas, and on shelves,** store-branded information that aligns with Million Hearts™ messages about the importance of controlling the ABCS, reducing sodium and trans fat in foods, and being physically active on most days of the week.
- **Empower your community** by supporting activities that help people access high-quality health care, manage their conditions effectively, get active, eat healthy, and stay smoke-free.
- **Retail associations can:**
  - Align policy priorities with Million Hearts™.
  - Incorporate ABCS into National Business Group on Health priority programs, e.g., Best Employer Awards, Solutions, and other programs for value-based insurance, pay-for-performance, and medication adherence.
  - Prioritize ABCS in their communication with healthcare and business partners.