

Heart to Heart

An e-bulletin created especially for healthcare providers

In the News . . .

NIH announces new strategic plan to combat diabetes

A new strategic plan to guide diabetes-related research over the next decade was announced today by the National Institutes of Health. The plan, developed by a federal work group led by the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), identifies research opportunities with the greatest potential to benefit the millions of Americans who are living with or at risk for diabetes and its complications.

Insufficient Sleep Is a Public Health Epidemic

Continued public health surveillance of sleep quality, duration, behaviors, and disorders is needed to monitor sleep difficulties and their health impact.



All about Sodium . . .

Excessive salt intake has proven to be a major contributor to heart attack and stroke, the first and third leading causes of death in the United States. More than three-quarters of Americans' daily salt intake comes from foods consumed in restaurants and purchased in grocery stores. The CDC recently released a series of videos on Sodium Reduction. They are of various lengths, the shortest is 2 minutes long, the longest is 15 minutes long. These "Salt Matters: Preserving Choice, Protecting Health" videos outline ways to help Americans make healthier food choices with lower salt content. How could you use the videos? Here are some suggestions from CDC on how the videos could be used:

- Forward links to the videos to partners and partner organizations.
- Forward links to the videos to colleagues inside and outside your organization.
- Embed the videos or include links to the videos on your Web site, in tool kits, or newsletters.
- Show the PSA or short video during breaks at a coalition, statewide, or other meeting.
- Show the PSA or short video when giving a presentation.
- Show the video in your practice lobby.
- Share the videos with those asking for more information on sodium reduction.
- Promote the videos during future health observance months (e.g., National High Blood Pressure Education Month in May).
- Include in pitches to media on sodium reduction.
- Add a link to a video in a TWEET.

If you do use the videos, let us know about it!



Here are ways to access the videos:

Video--Salt Matters: Preserving Choice, Protecting Health

Running Time: **(2:00)** Release Date: 02/01/2011

http://www.cdc.gov/CDCTV/Salt_Matters/index.html

Video--Salt Matters: Preserving Choice, Protecting Health

Running Time: **(4:27)** Release Date: 02/01/2011

<http://www.cdc.gov/CDCTV/SaltMatters5/index.html>

Video--Salt Matters: Preserving Choice, Protecting Health

Running Time: **(~15:00)** Release Date: 04/20/2011

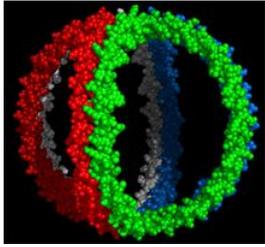
<http://www.youtube.com/watch?v=6U4GH-g-Z6E>
<http://www.youtube.com/watch?v=6U4GH-g-Z6E>

Another YouTube Link (all 3 videos are available here):

<http://www.youtube.com/user/CDCStreamingHealth>

Heart to Heart

The latest on Cholesterol . . .



ApoA-I molecules—each a different color—form a cage-like structure that surrounds the HDL particle. Image courtesy of W. Sean Davidson, University of Cincinnati.

"Good Cholesterol" Comes Into Focus

Scientists have created a 3-D model of cholesterol carriers. The accomplishment could help explain why "good cholesterol" is so good.



Time for a Refresher Course on Cholesterol?

Join the network members that have started or taken the new online *course—Cholesterol: Everything Your Need to Know to Conduct Patient Education*. The course provides a comprehensive review of the ATP III Cholesterol Guidelines. This online course was developed especially for you! <http://hcproviders.learnpublichealth.com> And don't forget the electronic Cholesterol Tool Kit on the IDPH Heart Disease and Stroke website.

Heart scan may help cut cholesterol, blood pressure

Calcium heart scans could help people lower their blood pressure and cholesterol levels, according to a new study on the controversial x-ray tests.

What's new at the CDC

CDC Director Talks about the Nation's Biggest Winnable Health Battles [video interview]

CDC continues to focus on "winnable battles" as an important agency initiative to impact the leading causes of death and disability with known, scalable, and effective strategies and interventions. The current domestic priorities include healthcare-associated infections; HIV; motor vehicle injuries; obesity, nutrition, physical activity and food safety; teen pregnancy; and tobacco. Recently, Dr. Frieden discussed winnable battles on Medscape One-on-One with its host Eli Adashi, professor of Medical Science at Brown University. When asked his prediction of where public health will be in 2015, Dr. Frieden stated: "I'm optimistic that we're going to be in a much better place on prevention. We're going to have a more widespread recognition that prevention saves lives and saves money. We'll have fewer smokers. We'll have examples from communities around the United States of places that have reversed at least childhood obesity. We'll have a big decrease in infections associated with the healthcare setting. We're going to have prevention on a standard footing, so that we understand that prevention is a core component of our health system." Go to <http://www.cdc.gov/winnablebattles/> for more information about the "winnable battles".



CSPI Launches New Campaign—Plan for your community observance now!

The Center for Science in the Public Interest (CSPI) is launching what they hope will become an annual event celebrating real, healthy food—and a powerful, grassroots movement for change. People interested in all different food angles—nutrition, environment, agriculture, hunger, and more—should be able to use Food Day to advance their own local programs. Modeled after Earth Day, it will be led by honorary chairs, Senator Tom Harkin (D-IA) and Rep. Rosa Delauro (D-CT), and an impressive advisory board. Food Day also has support from major national and local organizations.

There are already five identified key priorities for Food Day:

- Reducing diet-related diseases by promoting healthy foods
- Supporting sustainable farms and cutting subsidies to agribusiness
- Expanding access to food and alleviating hunger
- Reforming factory farms to protect animals and the environment
- Curbing junk-food marketing to kids

A website, <http://www.foodday.org>, can provide you with observance ideas, let you place your event on a national calendar, and get you started planning now—CHECK IT OUT!



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