

Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

May

National Women's Health Week* National Women's Check-Up Day*

The annual National Women's Health Week, which usually kicks off on Mother's Day, brings attention to and creates understanding of women's health issues and encourages women to take simple steps for a longer, healthier, and happier life. Women make choices every day for both themselves and their family. Making informed decisions about their health and the health of their families will lead to better lifestyles down the road. Good eating habits and more physical activity are some of the healthy decisions that women can make for themselves and bestow upon their family.



Suggested Activities:

- Check-up Day Pledge – The day is dedicated to encouraging women to visit health care professionals to receive or schedule a checkup and promoting regular checkups as vital to the early detection of heart disease, diabetes, cancer, mental health illnesses, sexually transmitted infections, and other conditions. Distribute the *Live Like Your Life Depends On It* Screening Card for women at the event. Promote the event using the *Live Like Your Life Depends On It* Get Health Screenings message card, poster, sample newsletter article, or radio spots, and/or the Exam Table message card or poster. More information on the Check-up Day Pledge can be found at <http://www.womenshealth.gov/whw/check-up-day/>.
- WOMAN Challenge (Women and girls On the Move Across the Nation) – This eight-week challenge encourages women to get 30 minutes of physical activity most days of the week. Distribute the *Live Like Your Life Depends On It* Move More and Being Active message cards as part of the event. Promote the event using the *Live Like Your Life Depends On It* Move More, Being Active and/or Feel Great message cards, posters, print ads, or radio spots, or the Move More or Moving More Can Improve Your Health sample newsletter articles. More information on the WOMAN Challenge, can be found at <http://womenshealth.gov/nwhw/woman-challenge/>.
- Have trained personnel provide free screenings for the community or at a worksite. Screenings that could be provided include blood pressure, mammograms, cholesterol, blood glucose, pap smear, bone density, and body mass index (BMI). Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low income populations. [Click here](#) to locate an FQHC in your area. Distribute the *Live Like Your Life Depends On It* campaign

brochure, Top Ten Flyer and/or Screening Card for women at the event. Promote the event using the *Live Like Your Life Depends On It* Get Health Screenings message card, poster, sample newsletter article or radio spots, and/or Health Failing message card or poster.

- Hold a lunch-n-learn for employees--invite a speaker to educate employees on some aspect of women’s health. You can provide a healthy lunch or encourage employees to do a healthy potluck where everyone brings a nutritious dish. Distribute the *Live Like Your Life Depends On It* campaign brochure, Top Ten Flyer and/or Move More or Eat Smart message cards at the lunch-n-learn.
- Sponsor a speaker series at a local bookstore, coffee shop, library or worksite. Distribute the *Live Like Your Life Depends On It* campaign brochure, Top Ten Flyer, and/or Eating Healthy, Being Active or Get Health Screenings message cards at the events. Promote the series by publishing the *Live Like Your Life Depends On It* Make Time to Care for Your Health sample newsletter article.
- Encourage local OB/GYNs and other health care services for women to distribute the *Live Like Your Life Depends On It* Screening Card for women.
- Ask local faith-based organizations to promote women’s health on Mother’s Day by including information regarding women’s health in their bulletins/flyers/newsletters, or distribute the *Live Like Your Life Depends On It* Screening Card for women or Glazed Donuts message card at services or events. For more information on women’s health, go to <http://health.mo.gov/living/families/womenshealth/index.php/>.

<p>For more information on National Women’s Health Week and Check-Up Day</p>	<p>For more information on Women’s Health</p>
<p>Office on Women's Health U.S. Department of Health and Human Services 200 Independence Avenue, SW, Room 712 E Washington, DC 20201 800-994- 9662 202-401-4005 Fax www.womenshealth.gov/whw/</p>	<p>Office on Women's Health Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-526-0445 573-522-3023 Fax http://health.mo.gov/living/families/womenshealth/index.php/</p>

American Stroke Month National High Blood Pressure Education Month

The American Stroke Association, a division of the American Heart Association, encourages taking time in May to learn about stroke risk factors and recognize the warning signs of stroke. A stroke, sometimes called a “brain attack,” occurs when blood flow to the brain is interrupted. During a stroke, brain cells in the immediate area begin to die because they stop getting oxygen and nutrients they need to function. Recognizing the signs and taking immediate action is crucial. Time lost is brain lost!



There are new treatments for victims of stroke, but treatment is time sensitive and people need to get help immediately upon recognizing any of the warning signs of a stroke. The Missouri Department of Health and Senior Services recommends using the FAST method for stroke detection and response:

- F**—face numbness or weakness, especially on one side
- A**—arm numbness or weakness, especially on one side of body
- S**—speech slurred or difficulty speaking or understanding
- T**—time to call 911, especially if accompanied by sudden loss of vision, or loss of balance with dizziness, or sudden severe headache

Stroke can happen to anyone regardless of age or gender. Spouses, children and other family members of survivors are also affected when a stroke occurs.

Missouri’s heart disease and stroke rates are higher than the national average primarily because many of the risk factors for the diseases are higher in Missouri than in many other states. Those risk factors include:

- High blood pressure
- High cholesterol
- Smoking
- Lack of physical activity
- Poor nutrition
- Obesity
- Diabetes

More information about stroke can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/index.php>.

Suggested Activities:

- Have trained personnel provide free screenings for the community or at a worksite. Offer free screenings for stroke, blood pressure, blood cholesterol, waist-to-hip ratio, etc. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low income populations. [Click here](#) to locate an FQHC in your area. Distribute the *Live Like Your Life Depends On It* Screening Card at the event and/or the Stroke fact sheets. Promote the event using the *Live Like Your Life Depends On It* High Blood Pressure message card or

poster. Stroke materials can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/index.php>.

- Hold a lunch-n-learn for employees--invite a speaker to educate employees on the various aspects of stroke. Distribute the *Live Like Your Life Depends On It* Screening Card and/or the Stroke message card or fact sheet at the lunch-n-learn. Promote the event using the *Live Like Your Life Depends On It* High Blood Pressure message card or poster.
- Distribute or set up a display of stroke educational materials. Include the *Live Like Your Life Depends On It* brochure, Top Ten Flyer and/or Get Health Screenings, Eating Healthy, and Move More message cards and/or the Stroke fact sheets. Stroke materials and information that can be downloaded at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/index.php>. Heart health information is also available from the American Heart Association at <http://www.americanheart.org/presenter.jhtml?identifier=3004356>.
- Host a stroke health fair. Distribute the *Live Like Your Life Depends On It* brochure, Top Ten Flyer and/or Get Health Screenings, Eating Healthy, and Move More message cards and/or the Stroke fact sheet, handout or message card. Stroke materials and heart health information that can be ordered free of charge from the Missouri Department of Health and Senior Services warehouse can be found at <http://health.mo.gov/warehouse/e-literature.html>. Heart health information is also available from the American Heart Association at <http://www.americanheart.org/presenter.jhtml?identifier=3004356>.
- Ask a local newspaper to promote American Stroke Month by publishing one of the *Live Like Your Life Depends On It* sample newsletter articles.
- Coordinate stroke information into activities related to Employee Health and Fitness Day or National Women's Health Week. Information on stroke can be found at <http://health.mo.gov/living/healthcondiseases/chronic/stroke/index.php>.

For more information on American Stroke Month	For more information on Stroke and High Blood Pressure				
<p>American Heart Association http://www.strokeassociation.org/STROKEORG/General/American-Stroke-Month_UCM_324151_Article.jsp</p> <p>Local Chapters:</p> <table border="0"> <tr> <td>Columbia 104 Corporate Lake Drive Columbia, MO 65202 573-446-3000</td> <td>Springfield 2446 E. Madrid Springfield, MO 65804 417-881-1121</td> </tr> <tr> <td>Kansas City 6800 W. 93rd Street Overland Park, KS 66212 913-648-6727</td> <td>St. Louis 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax</td> </tr> </table>	Columbia 104 Corporate Lake Drive Columbia, MO 65202 573-446-3000	Springfield 2446 E. Madrid Springfield, MO 65804 417-881-1121	Kansas City 6800 W. 93rd Street Overland Park, KS 66212 913-648-6727	St. Louis 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax	<p>Heart Disease and Stroke Prevention Program Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102 573-522-2896 800-316-0935 Toll free 573-522-2898 Fax http://health.mo.gov/living/healthcondiseases/chronic/stroke/index.php http://health.mo.gov/living/healthcondiseases/chronic/highbloodpressure/index.php</p> <p>National Heart Lung and Blood Institute Health Information Center P.O. Box 30105 Bethesda, MD 20824-0105 301 592 8573 www.nhlbi.nih.gov/health/dci/Diseases/Hbp/HBP_WhatIs.html</p>
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Kansas City 6800 W. 93rd Street Overland Park, KS 66212 913-648-6727	St. Louis 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax				

National Physical Fitness and Sports Month National Employee Health and Fitness Day*

May is National Physical Fitness and Sports Month. The President’s Council on Physical Fitness and Sports challenges Americans to get moving for health and to get active and fit during May. Missourians of all ages need to incorporate more movement into their daily lives. Adults need at least 30 minutes of activity 5 days each week. This can be done by choosing to bike or walk instead of driving, taking stairs instead of elevators, or pushing a lawnmower instead of riding one. Children need at least 60 minutes of daily active play. They need to run, climb, jump, and just get up and move around, away from their desks, the television and computer games.

National Employee Health & Fitness Day™ is the third Wednesday in May each year. Promoted by the National Association for Health & Fitness, it is a national health observance, created to promote the benefits of physical activity for individuals through their work site health promotion activities.

Suggested Activities:

- Recognize local employers that promote employee health and well-being or centralize your event around this day to show the viability of the worksite as a place to promote individual, family, and community health. Encourage employers to distribute the *Live Like Your Life Depends On It* Being Active, Move More, or Hours of TV message cards to employees, or publish the Move More sample newsletter article in an employee newsletter.
- Promote physical activity in older adults to help prevent depression and falls and improve the ability to carry out activities of daily living. Distribute the *Live Like Your Life Depends On*



It Move More, Feel Great or *Hours of TV* message cards at senior centers, or display the *Move More, Feel Great* or *Hours of TV* posters.

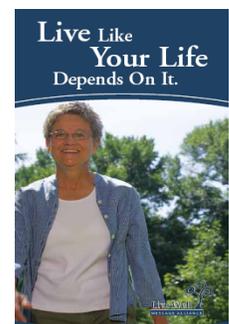
- Ask a local newspaper to support National Physical Fitness and Sports Month by publishing the *Move More* or *Feel Great* print ads or the *Moving More Can Improve Your Health* sample newsletter article. Include information on local walking trails or other walking venues. Support the newspaper article or ad by asking a local radio station to broadcast the *Move More* radio spot. Since May is also “Missouri Tick-borne Disease Awareness Month”, you may want to emphasize the risk of tick-borne disease and the importance of using appropriate insect repellents. For more information on tick-borne diseases and insect repellants go to <http://health.mo.gov/living/healthcondiseases/communicable/tickscarrydisease/index.php>.

<p>For more information on National Physical Fitness and Sports Month</p>	<p>For more information on Physical Activity</p>
<p>President’s Council on Physical Fitness and Sports 200 Independence Avenue SW, Room 738-H Washington, DC 20201-0004 (202) 690-9000 (202) 690-5211 Fax http://fitness.gov/</p>	<p>Bureau of Community Health and Wellness Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free http://health.mo.gov/living/wellness/nutrition/nutritionp_hysicalactivity/index.php</p>
<p>For more information on National Employee Health and Fitness Day</p>	
<p>National Association for Health and Fitness 65 Niagara Square, Room 607 Buffalo, NY 14202 (716) 583-0521 (716) 851-4309 Fax http://www.physicalfitness.org/nehf.php</p>	

National Arthritis Awareness Month

May is National Arthritis Awareness Month. Arthritis is a term used to describe more than 100 different conditions that affect joints as well as other parts of the body. Arthritis is one of the most prevalent chronic health problems and the nation’s most common cause of disability. An estimated 46 million people in America have been diagnosed with arthritis including 300,000 children under the age of 18.

Physical Activity. The Arthritis Pain Reliever. Dealing with the pain can be the hardest part of having arthritis. Recent studies show that moderate physical activity three or more days per week can help to relieve arthritis pain and stiffness and provide more energy. Regular physical activity can also lift moods and make people feel more positive.



“Who said life shouldn’t be a walk in the park?”

Suggested Activities:

- Sponsor a Physical Activity/The Arthritis Pain Reliever activity in your community to raise awareness that physical activity is the best medicine for arthritis. The activity could include a walk; presentations on safe physical activities for those with arthritis; booths advertising local gyms, walking trails, or other venues for physical activity; a display by a Regional Arthritis Center; etc. Promote the event using the *Live Like Your Life Depends On It Move More* message card or poster. Consider distributing fact sheets at the event such as *Coping with Arthritis*. Copies of these publications can be downloaded at <http://health.mo.gov/living/healthcondiseases/chronic/arthritis/publications.php>.
- Promote Arthritis Awareness Month by publishing the *Live Like Your Life Depends On It Move More* sample newsletter article. Include information on local arthritis courses or contact information for the Regional Arthritis Center for your area. Course information can be found at http://moarthritis.typepad.com/mo_arthritis/arthritis.html. A list of Regional Arthritis Centers is provided in the table below.
- Solicit local beauty and barber shops to distribute the *Live Like Your Life Depends On It Move More* message card along with the *Exercise and Arthritis* fact sheet. This fact sheet can be downloaded at <http://health.mo.gov/living/healthcondiseases/chronic/arthritis/publications.php>.

For more information on National Arthritis Awareness Month		For more information on Arthritis	
Arthritis Foundation 1330 West Peachtree Street, Suite 100 Atlanta, GA 30309 800-283-7800 404-872-0457 Fax www.arthritis.org/arthritis-awareness-month.php		Missouri Arthritis and Osteoporosis Program University of Missouri-School of Health Professions Hillcrest Hall, Stephens College Campus 1507 East Broadway Columbia, MO 65215 573-884-1220 573-884-5509 Fax http://health.mo.gov/living/healthcondiseases/chronic/arthritis/index.php	
Regional Arthritis Centers:			
Central Missouri University of Missouri-School of Health Professions 1507 East Broadway Hillcrest Hall Stephens College Campus Columbia, MO 65215 573-882-8097	Northwest Missouri Heartland Health — Plaza I 802 N. Riverside, Ste. 225 St. Joseph, MO 64507 816-271-7064 or 800-443-8858	Northeast Missouri A.T. Still University 800 West Jefferson Street Kirksville, MO 63501 660-626-2049 or 866-626-2878 Ex 2049	
Kansas City Area Saint Luke’s Hospital 4401 Wornall Road Kansas City, MO 64111 816-932-2351	Southeast Missouri Saint Francis Medical Center 150 S. Mount Auburn Road Cape Girardeau, MO 63703 573-331-5880 or 888-216-3293	Southwest Missouri St. John’s Health Systems 1235 East Cherokee Street Springfield, MO 65804 417-820-3446 or 800-835-5197	
Eastern Missouri Arthritis Foundation, Eastern Missouri			

9433 Olive Blvd., Ste. 100
St. Louis, MO 63123
800-406-2491
amangelsdorf@arthritis.org

Health observances were obtained from the National Health Information Center's National Health Observances at <http://www.healthfinder.gov/nho/>.

* The exact dates for National Women's Health Week, National Women's Check-up Day, and National Employee Health and Fitness Day can be found at <http://www.healthfinder.gov/nho/>.