



Press Release
FOR IMMEDIATE RELEASE

Media Contact
Venetta Seals | rhcacares@reevesregional.com
432-447-3551 ext. 2243

Take Control of Your Numbers This September

Reeves Regional Health reminds residents: cholesterol awareness saves lives

Pecos, Texas — [Sept.15, 2025] — Heart disease and stroke remain two of the leading causes of death in the United States, but the good news is that both are often preventable. One of the most powerful tools for prevention is also one of the simplest: knowing your cholesterol numbers. This September, during National Cholesterol Education Month, Reeves Regional Health is encouraging residents across Reeves County to take control of their heart health by scheduling a screening and making small changes that can lead to big results.

“High cholesterol is one of those hidden risks you can’t feel until something serious happens,” said Brenda McKinney, CEO of Reeves Regional Health. “By checking your numbers regularly, you can take action now and avoid a crisis later. We want to help our community stay healthy and keep more families together for years to come.”

Cholesterol: The Invisible Risk

Cholesterol is a fatty substance that circulates in the blood. The body needs it to produce hormones, vitamin D, and certain digestive enzymes, but too much of the wrong type can build up on artery walls. Over time, this buildup — known as plaque — can narrow or block arteries, cutting off blood supply to the heart or brain. The result can be a heart attack or stroke.

Nearly 94 million adults in the U.S. have high cholesterol, according to the Centers for Disease Control and Prevention (CDC). Many people do not know their cholesterol levels until they face a medical emergency.

“Patients are often surprised when their test results come back elevated,” said Dr. Orville Cerna, at Reeves Regional Rural Health Clinic. “That’s why we emphasize screening for everyone, even if they feel perfectly healthy. The only way to know your numbers is through a simple blood test.”

Prevention Starts with Knowledge

Regular screenings are the first line of defense. Dr. Cerna recommends that adults have their cholesterol checked at least every five years, and more often if they have risk factors such as diabetes, high blood pressure, smoking, or a family history of heart disease.

“Knowledge gives you power,” Dr. Cerna said. “Once you know your numbers, you can make informed
MORE



Take Control of Your Numbers This September

Page 2

decisions about your diet, exercise routine, and overall health plan. We can't control our genetics, but we can control the steps we take to lower risk."

Small Changes, Big Impact

Managing cholesterol doesn't require an extreme lifestyle overhaul. Simple, sustainable changes can produce lasting improvements. Doctors recommend focusing on fruits, vegetables, and whole grains while cutting back on foods high in saturated and trans fats.

"Even modest changes can help," Dr. Cerna explained. "Walking for 20 minutes most days of the week, replacing soda with water, or cooking more meals at home can lower bad cholesterol and raise good cholesterol. It's not about perfection — it's about progress."

For some people, medication may be necessary when diet and exercise alone aren't enough. Providers at Reeves Regional Health work closely with patients to create individualized care plans that may include prescriptions when appropriate.

"The goal is to prevent a health crisis before it happens," Dr. Cerna added. "When patients know their numbers and take action early, they can often avoid serious complications later."

A Community Effort

Cholesterol awareness is not just an individual responsibility — it can be a family and community-wide effort. Parents can help children develop healthy habits by serving balanced meals and encouraging outdoor play. Friends can support one another by walking together, trying new healthy recipes, or keeping each other accountable for checkups.

"When one person in a household makes a change, it often inspires everyone else," Dr. Cerna said.

"Cooking together, going for walks as a family, or checking in with a neighbor about their next checkup can turn prevention into a shared priority."

McKinney agreed, noting that community-wide awareness creates momentum: "When we talk about heart health at church, at school, or in the workplace, we normalize prevention. That's how we build a culture of health here in Pecos."

Screenings Close to Home

Reeves Regional Rural Health Clinic offers cholesterol screenings and annual wellness visits right here in

MORE

Reeves Regional Health

2349 Medical Drive. | Pecos, TX 79772 | 432-447-3551 | www.reevesregional.com



Take Control of Your Numbers This September

Page 3

Pecos, eliminating the need to travel long distances for care.

“This is the perfect time to take control of your health,” McKinney said. “We want the people of Reeves County to know that help is close to home. Preventive care today means more years spent enjoying life with family and friends.”

Appointments for cholesterol screenings and wellness visits are available throughout September. Residents can schedule by calling the Reeves Regional Rural Health Clinic at 432-447-0565.

About Reeves Regional Health

Reeves Regional Health (RRH), formally known as Reeves County Hospital District, provides healthcare services for Reeves County and neighboring West Texas communities. Founded in 1954, RRH, a Level IV Trauma Center, offers various medical services, including emergency care, diagnostic imaging, physical therapy, general surgery, a clinical laboratory, and more. RRH also operates Reeves Regional Home Health and Hospice and Reeves Regional Rural Health Clinic. In November 2022, RRH began serving patients from a new \$115 million, 140,000-square-foot campus. For more information, please visit www.reevesregional.com.

###