




Heart Disease Touches Us All

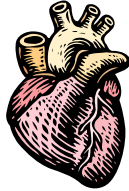


Heart disease is not just an old person's disease

The Sachs family lost their wife and mother at age 41

What is Cardiovascular Disease?

Cardiovascular disease (or CVD) includes heart and blood vessel diseases — diseases that affect the circulatory system.



Examples

- Coronary heart disease (heart attack)
- Cerebrovascular disease (stroke and TIA)
- High blood pressure
- Congestive heart failure
- Congenital cardiovascular defects
- Peripheral vascular disease

Why Should Women Care?

Activity

Of the women who die each year, one in three die from cardiovascular disease.



Why Should Women Care?



- Heart disease is women's #1 killer
- Stroke is women's #3 killer
- Cardiovascular disease kills over 460,000 women per year – about one woman per minute
- CVD kills more women than the next 5 causes of death *combined*

What Women Don't Know



- ♥ Coronary heart disease rates in women rise 2-3 times after menopause
- ♥ African Americans are at higher risk than whites
- ♥ 1 of 3 Hispanic females dies of heart disease and stroke



Survey History



- ♥ In 1997, AHA launched a major public awareness campaign on women and heart disease
- ♥ We conducted follow-up surveys in 2000, 2003 and 2006

2006 Survey Findings



- ♥ Cancer still perceived as women's leading health problem
- ♥ 21% of women view heart disease as women's leading health threat – up from 7% in 1997
- ♥ 57% of women know that heart disease is the #1 killer of women – up from 46% in 2003, just prior to the launch of Go Red
- ♥ Women know of CVD risk factors in general but often not their own risks

Why this matters

Think of the women in your life . . .



Why this matters

Think of the role you play in their life, and they in yours . . .



Why this matters

Women often don't take time for themselves . . .



What Can You Do?

Make Your Health a Priority!

- Know the risk factors
- Know the warning signs
- Take action
- Spread the word!



High Blood Pressure – The Silent Killer

- ♥ Among women 20 years and older: over 30% have high blood pressure (or hypertension) (almost 50% of African American women)
- ♥ Systolic pressure (the higher number) — pressure in arteries when the heart beats
- ♥ Diastolic pressure — pressure when the heart rests between beats
- ♥ Goal: below 120/80 mm Hg

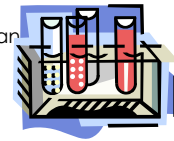


Do You Know Your Cholesterol Numbers?

Close to 50% of women over age 20 have high cholesterol

< 200 mg/dL — Desirable (lower risk)
200–239 mg/dL — Borderline high (higher risk)
240 mg/dL and above — High blood cholesterol, more than twice the risk than the desirable level

HDL ("good" cholesterol) is very important for women.
Goal: above 50 mg/dl



Smoking

- ♥ Smoking is the single most preventable cause of death in the US
- ♥ 18.5 percent of American women age 18 and older smoke – young women starting
- ♥ If you don't smoke, don't start
- ♥ If you smoke, **quit**
- ♥ Avoid others' tobacco smoke



Physical Inactivity

- ♥ Increases heart disease and stroke risk
- ♥ 30 minutes or more of activity on most or all days of the week helps reduce risk! It:
 - ♥ Helps lower high blood pressure
 - ♥ Controls blood cholesterol
 - ♥ Can lower stress, help you sleep
 - ♥ Controls weight and diabetes



Overweight/Obesity

Obesity epidemic in the U.S. – among adults and kids
The numbers are startling: among women 20 and older:

- ♥ White females — 58%
- ♥ Black females — 79%
- ♥ Mexican-American females — 73%



What Is Diabetes?

- ♥ A progressive disease in which your body doesn't make enough insulin / doesn't respond properly to it
- ♥ At least 65% of people with diabetes die of some form of CVD
- ♥ Diabetes lowers "good" cholesterol, and raises "bad" cholesterol and triglyceride levels
- ♥ Many people with diabetes also have high blood pressure and are overweight
- ♥ Goal: fasting glucose below 100 mg/dl



Heart Attack Warning Signs

As with men, women's most common heart attack symptom is **chest pain or discomfort**

Women are more likely than men to experience:

- ♥ Pain or discomfort in one or both arms, the back, neck, jaw or stomach
- ♥ Shortness of breath with or without chest discomfort
- ♥ Cold sweat, nausea, vomiting or lightheadedness



Stroke Warning Signs

- ♥ Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- ♥ Sudden confusion, trouble speaking or understanding
- ♥ Sudden trouble seeing in one or both eyes
- ♥ Sudden trouble walking, dizziness, loss of balance or coordination
- ♥ Sudden severe headache with no known cause



LOVE YOUR HEART! Go Red For Women

Take Action!
Be Heart Healthy



Eliz Greene: Leading Through Example and Going Red in Her Own Fashion



Love Your Heart— How To Be Heart Healthy



- Don't smoke
- Eat healthy –
- More fruits and veggies
- More whole grains
- More water
- Lose excess weight



Love Your Heart

Exercise 30 minutes, most days of the week



- Take the stairs
- Take a 10-20 minute walk during lunch
- Find a friend (or two!) to join you!

Lead by Example

- Do healthy activities as a family
- Limit "screen time" (TV, computer)
- Go for a walk, go for a bike ride, play outdoors
- Know your family history



Take the Go Red Heart CheckUp



Online tool to learn your 10-year risk of heart disease – GoRedForWomen.org
Visit your healthcare provider to discuss your risk

What else can you do?

- Support the cause through ShopGoRed.com
- Visit GoRedForWomen.org to find a Go Red event near you
- Celebrate National Wear Red Day (first Friday in February)
- Join the movement and spread the word!



Join Go Red and receive -

- ♥ Free red dress pin
- ♥ Go Red booklet and wallet card
- ♥ E-newsletter
- ♥ Subscription to *Heart Insight* magazine
- ♥ Special offers on Shop Go Red
- ♥ It's easy!

Call 1-888-MY-HEART
Go to GoRedForWomen.org
Or fill out registration card

Learn **your** personal risk of heart disease by taking the **Go Red Heart Checkup!**





Thank you!

- ♥ For supporting Go Red For Women
- ♥ For helping women live longer, stronger lives

Questions?