



THE RED DRESS IS THE NATIONAL SYMBOL FOR WOMEN AND HEART DISEASE AWARENESS

THE HEART TRUTH PARTNERS

The Heart Truth, a national campaign for women about heart disease, is sponsored by the National Heart, Lung, and Blood Institute in partnership with groups committed to the health and well-being of women, including three founding partners:

The Office on Women's Health in the U.S. Department of Health and Human Services (DHHS) is the Federal government's champion and focal point for women's health issues, and works to address inequities in research, health care services, and education that have historically placed the health of women at risk. The Office on Women's Health coordinates women's health efforts in DHHS to eliminate disparities in health status and supports culturally sensitive educational programs that encourage women to take personal responsibility for their own health and wellness. www.WomensHealth.gov

The American Heart Association is the largest voluntary health organization fighting heart disease, stroke, and other cardiovascular diseases, which kill more than 945,000 Americans each year. In February 2004, the American Heart Association launched a complementary campaign, "Go Red for Women," designed to mobilize women to take control of their heart health and invite women to make their health a top priority and live a stronger, longer life. www.americanheart.org

WomenHeart: the National Coalition for Women with Heart Disease is the nation's only patient advocacy organization representing the 8,000,000 American women living with heart disease. Founded by and for women heart patients, the organization aims to increase their quality of life and access to quality healthcare through support, information, and advocacy. WomenHeart defends every woman's right to *early detection, accurate diagnosis, and proper treatment* of her heart disease. www.womenheart.org

Additional Community, Government, and Nonprofit Organizations Supporting *The Heart Truth*:

- American College of Cardiology
- American Society of Association Executives & The Center for Association Leadership
- Association of Black Cardiologists
- Association of Women's Health, Obstetric and Neonatal Nurses
- Black Women's Health Imperative
- Chi Eta Phi Sorority, Inc.
- General Federation of Women's Clubs
- George Washington University Hospital's Women's Heart Program
- Hadassah



HEART DISEASE

doesn't

CARE WHAT YOU WEAR—IT'S THE #1 KILLER OF WOMEN



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- The League of United Latin American Citizens, Women
- The Links, Inc.
- MANA, A National Latina Organization
- National Association of Latina Leaders
- National Black Nurses Association
- National Coalition of Pastors' Spouses
- National Latina Health Network
- Preventive Cardiovascular Nurses Association
- Sister to Sister: Everyone Has a Heart Foundation
- Spirit of Women
- Society for Women's Health Research

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For more information, visit www.hearttruth.gov. To access camera-ready artwork, as well as photography and other creative materials for *The Heart Truth* campaign, visit <ftp://hearttruth.ogilvypr.com>.

