



Women &
Heart Disease



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Heart, Lung, and Blood Institute



Getting Women to "See Red": *The Heart Truth* Campaign

Heart DISEASE IS THE #1 KILLER OF WOMEN



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Campaign Development in Brief

- **Launched:** September 2002
- **Objective:** Increase awareness
- **Audience:** Women ages 40-60; health professionals
- **Key strategies:** Building broad awareness; creating a connection; partnerships; spotlight events
- **Target audience research:** Leverage women's interest in their outward appearance to focus on what's inside (heart); strong wake up call; put a face on heart disease



Building Broad Awareness

- National public service advertising and media relations to build broad awareness
 - Television, radio, and print PSAs
 - Airport diorama
 - DC Metro Ad





Creating a Connection—Creative Centerpiece: the Red Dress

- The national symbol for women and heart disease awareness
- “Heart disease doesn’t care what you wear—it’s the #1 killer of women.



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heart DISEASE IS THE #1 KILLER OF WOMEN

Creating a Connection—Disseminating Materials to Inform and Educate Women

THE heart TRUTH FOR WOMEN

THE HEART TRUTH FOR WOMEN: IF YOU

If you have heart disease, or think you do, it's vital to take action to protect your heart health. Fortunately, there's a lot you can do. This fact sheet gives you the key steps, including how to survive a heart attack and prevent serious damage to heart muscle. Caring for your heart is worth the effort. Use the information here to start today to take charge of your heart health.

WHAT IS HEART DISEASE?

Coronary heart disease is the most common form of heart disease. Usually referred to as simply "heart disease," it is a disorder of the blood vessels of the heart that can lead to a heart attack. A heart attack happens when an artery becomes blocked, preventing oxygen and nutrients from getting to the heart.

Some women with heart disease aren't too concerned about their disorder because they think it can be cured by surgery. This is a myth. Heart disease is a lifelong condition—once you get it, you'll always have it. But there is much you can do to control heart disease, prevent a heart attack, and increase your chances for a long and vital life.

SCREENING TESTS

In most cases, the first step is to get tested to find out for sure if you have heart disease, and, if so, how severe your condition is. Most tests are done outside the body and are painless. Ask your doctor which of the following tests are right for you.

Electrocardiogram (ECG)

Records the heart's electrical activity. It can detect heart disease, heart failure, the arteries, and heart rhythm.

Stress Test

Records the heart's activity while you are exercising. It can show any problems with the heart's arteries.

Nuclear Scan

Records the heart's activity while you are exercising. It can show any problems with the heart's arteries.

Echocardiogram

Records the heart's activity while you are exercising. It can show any problems with the heart's arteries.

Coronary Catheterization

Records the heart's activity while you are exercising. It can show any problems with the heart's arteries.

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THE heart TRUTH FOR WOMEN

THE HEART TRUTH FOR AFRICAN AMERICAN WOMEN: AN ACTION PLAN

When you hear the term "heart disease," what's your first reaction? Like many women, you may think, "That's a man's disease." But here's The Heart Truth: Heart disease is the #1 killer of women in the United States. One in three women dies of heart disease.

For African American women, the risk of heart disease is especially great. Heart disease is more prevalent among black women than white women—as one of the factors that increase the risk of developing it, including high blood pressure, overweight and obesity, and diabetes.

But there's good news too: You can take action and lower your chance of developing heart disease and its risk factors. In fact, women can lower their heart disease risk by as much as 82 percent just by leading a healthy lifestyle. This fact sheet gives steps you can take to protect your heart health.

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THE HEARTY heart HANDBOOK FOR WOMEN

Smoking

About one in five black women smokes. Quit and, just one year later, your heart disease risk will drop by more than half. There's no easy way to quit but making a plan helps. You also can try an organized program or a medication—ask your doctor if either is right for you.

High Blood Pressure

Also called hypertension, high blood pressure increases your risk of heart disease, stroke, and congestive heart failure. Even levels slightly above normal—called "prehypertension"—increase your heart disease risk.

Black women develop high blood pressure earlier in life and have higher average blood pressures compared with white women. About 27 percent of black women have high blood pressure. Hypertension also increases the risk of a stroke and congestive heart failure—and black women have rates of both.

Control your blood pressure by following a heart-healthy diet plan, including limiting your intake of salt and other sodium, getting regular physical activity, maintaining a healthy weight, and, if you drink alcoholic beverages, doing so in moderation (just more than one drink a day). If you have high blood pressure, you also may need to take medication.

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It's Not What You Wear

IT'S THE #1 KILLER OF WOMEN

These women know The Heart Truth—no matter how great you look on the outside, heart disease can strike on the inside. And being a woman won't protect you.

Try these risk factors on for size! Do you have high blood pressure? High blood cholesterol? Diabetes? Are you inactive? Are you a smoker? Overweight? If so, this could damage your heart and lead to disability, heart attack, or death.

The Red Dress is a real alert to take heart disease seriously. Talk to your doctor and get answers that may save your life. The Heart Truth is, it's best to know your risks and take action now. www.nhlbi.nih.gov/hearttruth

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SPEAKER'S KIT

THE heart TRUTH

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DISEASE IS THE #1 KILLER OF WOMEN

*Creating a Connection—First Lady Laura Bush as *The Heart Truth's* Ambassador*





Connecting to Women Through Fashion



Mannequins Courtesy of Rootstein Mannequins, www.rootstein.com. Red Dresses Photographed by Thomas Card for The Heart Truth.



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Building Partnerships to Reach Women

- Non-profit/women's organizations
- Media
- Corporate
- Government
- Health professionals' organizations
- Community



The Power of Partnerships in Reaching Women

- **Founding Partners:**
 - DHHS Office on Women's Health
 - American Heart Association
 - WomenHeart: the National Coalition for Women with Heart Disease





Key Media Partner: *Glamour*



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Other Magazines

REAL SIMPLE
life/homs/body/oul

How to **save \$5,000** this year:
17 fast, easy strategies

HEART DISEASE *doesn't* CARE WHAT YOU WEAR

IT'S THE #1 KILLER OF WOMEN

Heart Truth logo and U.S. Department of Health and Human Services logo.

INSIDE

'FRIENDS' 10 YEARS OF THE...
GREAT AT ALL AGES!
HOW TO FEEL & DRINK YOUR BEST
UPON IT: MAKEUP FOR FINE STARS AND THEIR MEN

Articles and photos from the magazine.

WOMEN & HEART DISEASE

Magazine cover featuring a silhouette of a woman with a heart icon.

Newsweek

HEART HEALTH

How a heart? If you're like all too many Americans, it could be better.

EQUAL OPPORTUNITY illness

THINK HEART DISEASE IS A PROBLEM FOR MEN ONLY? By Barry Hart

Articles and photos from the magazine.

THE HEART truth

THE #1 KILLER OF WOMEN ISN'T WHAT YOU THINK...
Articles and photos from the magazine.

HEALTH NEWS

Put On Your Red Dress, Baby!
79 top fashion designers admit: This little number is becoming your heart disease to your #1 health threat

Article about heart disease and fashion.

PREVENTION

GET THESE VITAMINS TRY A GUY'S BEST FRIEND
MEET THE PSYCHIC HEALER BILLY SHIELD PAYS FOR ENEMIES ONLY THE AGES

THE REVOLUTIONARY SOUTH BEACH DIET
OUR CARDIOLOGIST REWITES THE CARD-FAT RULES

Magazine cover featuring a woman in a red dress.

The Washington Post

PARADE

By LYNN WALLINGBORO WINK
Intelligence Report
Mother's Day Gift: Protection From Women's No. 1 Killer

Article about heart disease and women's health.

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Corporate



Johnson & Johnson
and affiliated companies



RadioShack



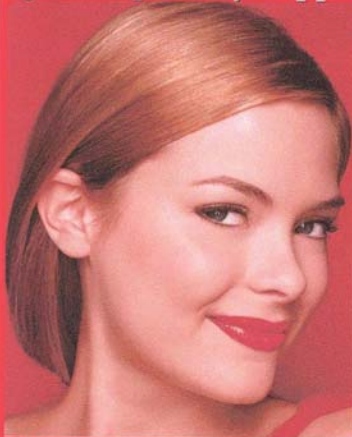
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Corporate Support

Savon proudly supports The Heart Truth campaign.



Revlon Cosmetics
Our entire selection.

**BUY ONE
GET ONE
FREE!**

Elizabeth Arden




Elizabeth Arden
Fragrances
Selected scents.
1.5 to 2 oz.

19⁹⁹

Savon Beauty & REVLON simply unforgettable



Heart disease is the #1 killer of women. No matter how great you look on the outside, heart disease

can strike on the inside. And being a woman won't protect you. Establishing healthy habits can help safeguard your heart health. The Red Dress is a red alert to take heart disease seriously. Talk to your doctor and get answers that may save your life. The Heart Truth is, it's best to know your risks and take action now. www.hearttruth.gov For more information on heart disease log on to www.SavonHeartAttack.com.



Osco Drug
Saver Price

gift
with purchase

Join in the battle against heart disease. Purchase Elizabeth Arden or Revlon Products and receive your Red Dress Pin. Show your support for The Heart Truth campaign.

Expires 02/21/04

Pistachios, the smart snack choice because...

#1 One serving of pistachios contains 49 nuts.
(When was the last time you got 49 of anything in a serving?)

#2 Pistachios are low in saturated fat & cholesterol free.
(See, not everything good for you has to taste like cardboard.)

#3 According to the U.S. FDA, "Scientific evidence suggests but does not prove that eating 1.5 oz. per day of most nuts, such as pistachios, as part of a diet low in saturated fat & cholesterol, may reduce the risk of heart disease."
(Healthy snacking just got a whole lot more fun.)

For our free brochure "Be Good to Your Heart" write to P.O. Box 14026, Pasadena, CA 93550-4026. To order your "Red Dress" women's heart disease awareness pin, visit www.nhlbi.nih.gov/heart/hearttruth

CALIFORNIA PISTACHIOS

Grab a handful!
www.pistachios.org

Advertisement

Join the Circle of Healthy Hearts™

Meet our first "Circle of Healthy Hearts™" Contest Winner, then learn how you could be featured in a future issue of Glamour.

Last April, we asked readers to spread the love by telling us what inspired them to become heart healthy, and how the experience changed their life and the lives of the ones they love — their Circle of Healthy Hearts.

GLAMOUR READER AND CONTEST WINNER, TERESA LUTKA-FEDOR, M.D., PITTSBURGH, PA

"My dad was always the one we worried about having a heart attack. My mother was in her early 90's and appeared to be in great health other than her 'few cigarettes a day.' For months she spoke about a pain in her left jaw, left arm and shoulder. Never did we consider that this healthy, active woman could be having angina. One day after shoveling snow, she developed back pain. She ignored it until 4 am when it intensified. It turns out that she had been having mild heart attacks and angina for years. Looking back, I kick myself for not recognizing this! I was in medical school, but even those of us trained to identify the warning signs may deny and ignore them. Fortunately, after a triple bypass, my mother recovered and is doing well. I am very conscious now about my health. I don't smoke, I exercise regularly, and I watch my diet. In addition, now my whole family is more focused on their health, too."

TERESA'S CIRCLE OF HEALTHY HEARTS TIPS:

"Find an exciting sport to stay motivated. I play ice hockey on a traveling women's team."

"Buy a new CD, but only listen to it while exercising for more incentive to work out."

Tell us what inspired you to become heart healthy. If we choose your story, you could win a makeover and be featured in an upcoming issue of Glamour, in a special advertising section sponsored by Berry Burst Cheerios®.

To enter, go to <http://promo.glamour.com/BerryBurstCheerios> or send your story (500 words or less) to: Circle of Healthy Hearts® Contest, c/o Glamour, P.O. Box 3033, New York, NY 10008-3033 by October 1, 2004, at 15:59 PM. NO PURCHASE NECESSARY. Contest ends 10/1/04. Please see glamour.com or the "Bookmark" section of this issue for official rules and regulations.

*Please note that this contest was formerly titled "Spread the Love."

See the November 2004 issue for another inspiring story.



As part of a heart healthy diet, great-tasting Berry Burst Cheerios, with real fruit, has whole grain oats that can help lower your cholesterol to reduce the risk of heart disease.

Show your support for women's heart health with a Red Dress Pin, the national symbol for women and heart disease awareness. Simply purchase one 11-oz. or 28.5-oz. box of Berry Burst Cheerios, cut out the UPC code and send it to Glamour to receive this beautiful pin—FREE! Send your UPC code to: Berry Burst Cheerios Offer, PO Box 3033, New York, NY 10008-3033 postmarked by October 31, 2004. While supplies last. Please allow 6-8 weeks for delivery.

In partnership with The Heart Truth. Visit www.hearttruth.gov for more information.

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Government Partners

- DHHS Office on Women's Health
- DHHS Regional Offices
- State support



The Heart Truth Nebraska, Oklahoma and Mississippi



DHHS Regional Event at Mall of America--Minneapolis





Health Professionals Partners

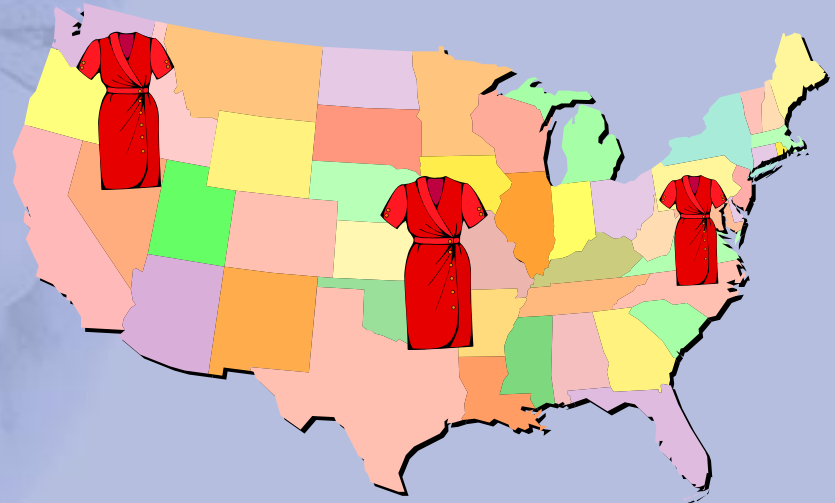
- National Black Nurses Association
- American College of Cardiology
- Association of Black Cardiologists
- Preventive Cardiovascular Nurses Association





Community Partnerships—Getting the Word Out to Women at the Local Level

- *The Heart Truth* Single City Stop Program



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Single City Stops



St. Louis, MO



Harrisburg, PA



Red Dress Sunday,
Kansas City



San Francisco



Omaha, NE

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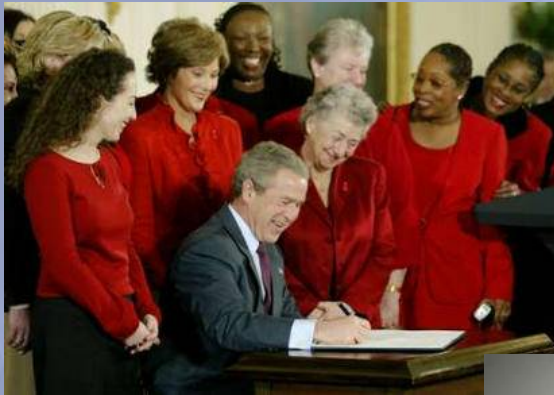


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Showcasing the Issue with Spotlight Events and Activities



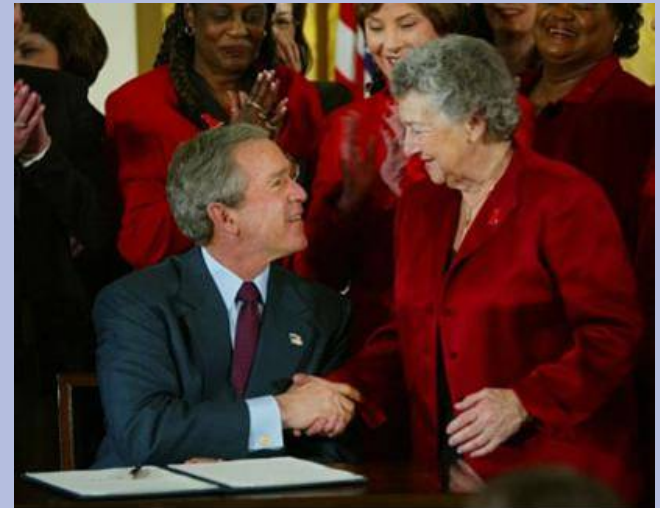
THE
heart
TRUTH



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Celebrating American Heart Month at the White House—February 2, 2004





DISEASE IS THE #1 KILLER OF WOMEN

National Wear Red Day—February 6, 2004



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The Heart Truth Red Dress Collection 2004





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The Heart Truth Road Show

- **Five Cities**
 - Philadelphia
 - Chicago
 - San Diego
 - Dallas
 - Miami
- Screened – 4,000
- Foot traffic – 86,000
- 3,501,000 advertising impressions
- 31,296,000 media impressions





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Assessing Effectiveness

- Over 600,000 *Heart Truth* campaign materials disseminated by NHLBI, including 200,000 Red Dress pins
- Uncounted number of materials and pins distributed by partners
- Over 234,760,000 media impressions in January and February 2004
- 28 Single City Programs to date
- Unsolicited corporate interest and support
- 17 awards





International Appeal



Romania



Australia



England



China



Making an Impact?

- AHA National Awareness Survey
 - 1997 – 30% aware heart disease is #1 killer
 - 2000 – 34%
 - 2003 – 46%
- Knowledge gap remains – especially in women younger than 45, Hispanic, and African American women
- “Disconnect” remains – only 13% say heart disease is their own greatest health risk



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Nurturing a Movement

- Could red be the new pink? (Associated Press, Feb. 6, 2004)
- “The National Heart, Lung, and Blood Institute is busy raising awareness through *The Heart Truth*, a nationwide campaign complete with a little pin shaped as a red dress, the new symbol of heart disease in women.” (Newsweek, May 10, 2004)



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Remember the *Heart Truth*.

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