

THE HEART TRUTH® CELEBRATES

A DECADE OF INSPIRING
WOMEN TO PROTECT THEIR

hearts

10TH Anniversary

**IN 2002, 1 IN 3 WOMEN
DIED OF HEART DISEASE.**

That year, the National Heart, Lung, and Blood Institute launched *The Heart Truth* campaign to make women more aware of the danger of heart disease. It all started with a little red dress...

HEART DISEASE IS THE
**#1 KILLER
OF WOMEN**

83
DESIGNERS

MAKING HEART HEALTH FASHIONABLE

The annual **Red Dress Collection Fashion Show** brings the issue to life and raises awareness. Top designers like Diane von Furstenberg and Michael Kors have lent their talent with appearances by Heidi Klum, Vanessa Williams, and Sheryl Crow.

178
CELEBRITIES

208
RED DRESSES



Two thirds of women say that the Red Dress makes them want to learn more about heart disease.



\$800,000

in grants awarded to support community education in partnership with the Foundation for the National Institutes of Health.



We have provided thousands of free heart disease **risk factor screenings** for women across the country.

HEART DISEASE IS PREVENTABLE

By leading a healthy lifestyle, women can lower their risk of heart disease.



OUR MESSAGE IS NATIONAL

The Red Dress® has appeared on

29 BILLION
product packages

&

1.7 MILLION

Red Dress Pins have been distributed across the country.



We launched **National Wear Red Day®** with our partners in 2002. Each year on the first Friday of February, thousands of people across the country wear red in support of women's heart health.

480

community leaders have been trained as **Heart Truth Champions**, educating more than **half a million** people on heart disease prevention.

EAT RIGHT



REGULAR PHYSICAL ACTIVITY



LIVE SMOKE FREE



KNOW YOUR NUMBERS



30%



1997

46%



2003

54%



2009

Awareness of heart disease among women has **nearly doubled**.

30%



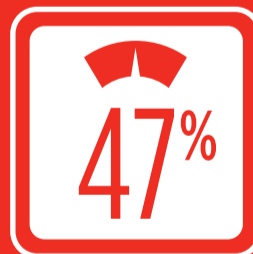
1997

48%



2009

More women are **speaking to their doctors** about heart disease.



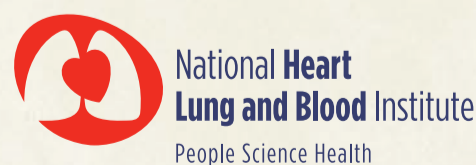
Women who are informed about heart disease are **35% more likely to be physically active** and **47% more likely to report weight loss** compared with those who are less aware.

TODAY, 1 IN 4 WOMEN DIES OF HEART DISEASE.

Although significant progress has been made, there is still work to do. Help *The Heart Truth* and its partners continue to make strides.

**SHARE THIS INFOGRAPHIC WITH AT LEAST ONE
WOMAN IN YOUR LIFE.**

FACEBOOK.COM/HEARTTRUTH



Sources: Unpublished NHLBI tabulation of 2008 mortality data. / Mosca, L., et al., Twelve-Year Follow-Up of American Women's Awareness of Cardiovascular Disease Risk and Barrier to Heart Health. *Circulation*. Feb 2010; 3:120-127. / Mosca, L., et al., National Study of Women's Awareness, Preventive Action, and Barriers to Cardiovascular Health. *Circulation*. Jan 2006; 113(4): 525-34. / *The Heart Truth* partner-funded survey. March/April 2010.

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