



# THE AMERICAN HEART ASSOCIATION IN YOUR COMMUNITY

Heart disease is the No. 1 killer of Americans, and stroke is the No. 4 killer. An estimated 89,000 people in the SouthWest Affiliate area (Arkansas, Colorado, New Mexico, Oklahoma, Texas and Wyoming) die each year from heart disease or stroke – that’s an average of 244 each day. We can reduce heart disease and stroke by promoting a healthy diet and lifestyle, so the American Heart Association has a new national goal:

By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

## GO RED FOR WOMEN®

Heart disease is the number one killer of women, claiming almost 435,000 lives a year, or nearly one woman per minute. The *Go Red For Women Movement* celebrates the energy, passion and power of women to band together to wipe out heart disease and stroke. The AHA is working hard to change the perception that heart disease is a “man’s disease.” By teaching more and more women how to talk to their doctors about heart disease, we can save thousands of lives every year. [www.GoRedForWomen.org](http://www.GoRedForWomen.org)

## MY HEART. MY LIFE.™

Our *My Heart. My Life.* initiative focuses on creating healthy lifestyles through a range of education, advocacy and community efforts that reinforce the value of eating well and being physically active. This includes encouraging people to participate in over 350 *Heart Walks* across the country, share physical activities through our *Start! Walking Path* online/mobile tool, take part in one of our *Simple Cooking* programs, or help start a teaching garden or community kitchen. [www.heart.org/MyHeartMyLife](http://www.heart.org/MyHeartMyLife).

## POWER TO END STROKE®

The burden of stroke is greater among African Americans than in any other group. In fact, blacks have almost twice the risk of first-ever stroke compared with whites, and blacks 35-54 years old have four times the relative risk for stroke. *Power to End Stroke* is an education and awareness campaign embracing and celebrating the culture, energy, creativity and lifestyles of African Americans. Our goal? Help make an impact on the high incidence of stroke within these communities. [www.PowerToEndStroke.org](http://www.PowerToEndStroke.org)

## JUMP ROPE FOR HEART™/ HOOPS FOR HEART®

Since 1978, *Jump Rope for Heart*, an educational and fundraising program for elementary school students, has raised more than \$810 million and helped generations of kids learn jump rope skills, community responsibility and how to keep hearts healthy. Over the past 17 years, *Hoops for Heart*, our program using basketball skills to engage and teach middle school students, has raised more than \$72 million. [www.heart.org/Jump](http://www.heart.org/Jump) or [www.heart.org/Hoops](http://www.heart.org/Hoops)

## YOU'RE THE CURE™

Our *You're the Cure* advocates are the moving force behind policy change at the local, state and national levels for the AHA/ASA. Through emails, phone calls, letters to the editor, press events and face-to-face meetings with decision makers, *You're the Cure* advocates directly influence policy and improve the quality of life for not only their family members, friends and neighbors, but also for all of our fellow Americans. [www.YoureTheCure.org](http://www.YoureTheCure.org)

## GET WITH THE GUIDELINES®

Our quality improvement programs (*GWTG*) are at work in hospitals, medical systems and physicians’ practices around the country. Since our first programs launched in 2000, they’ve been adopted at thousands of medical facilities that have served nearly 3.7 million patients. Our *GWTG* programs help ensure hospitals are consistently applying the most recent AHA scientific guidelines which are designed to ensure every patient gets the right care every time. [www.heart.org/GetWithTheGuidelines](http://www.heart.org/GetWithTheGuidelines)

## MISSION: LIFELINE®

We launched *Mission: Lifeline*, our nationwide initiative to improve treatment for victims of what’s called ST-segment elevation myocardial infarction, or STEMI. When someone has this kind of heart attack, blood flow to a portion of the heart is completely blocked, and immediate treatment is critical to survival. The goal of *Mission: Lifeline* is to decrease STEMI deaths and improve the quality of care for all survivors. [www.heart.org/MissionLifeline](http://www.heart.org/MissionLifeline)

## CPR ANYTIME™/ HANDS-ONLY™ CPR

In 1960, the AHA started a program to acquaint physicians with close-chest cardiac resuscitation. It became the forerunner of CPR training for the general public. Each year, more than 9 million people are trained in CPR through our Emergency Cardiovascular Care programs. With our *CPR Anytime* kits, you can learn CPR skills in just 22 minutes, while anyone can learn CPR skills through our *Hands-Only CPR* interactive website or mobile app. [www.heart.org/cpr](http://www.heart.org/cpr) or [www.HandsOnlyCPR.org](http://www.HandsOnlyCPR.org)

**As part of our mission, we focus on specific causes and programs designed to help people achieve a heart-healthy lifestyle.**

To help build awareness and educate the public, as well as raise funds for heart disease and stroke research, we host several events in your community throughout the year. These might include:

**Heart Walk** - Build a team of family, friends, co-workers or acquaintances and kick-start a fitness program at a local *Heart Walk*. These mile to 5K walks help get the whole community moving while building awareness about the positive effects of physical exercise.

**Go Red For Women Luncheon** - These luncheons help highlight the impact of heart disease and stroke on the female community. These luncheons are attended by distinguished members from the business and philanthropic communities and help raise money for the *Go Red For Women* movement.

**Vestido Rojo** - This half day conference focuses on educating Hispanic women about their risks for cardiovascular disease and overall cardiovascular health. Participants receive complimentary health screenings as well as workshops on prevention such as heart-healthy nutrition and salsa aerobics.

**Heart Ball** - Gala events, ranging from sweetheart balls to wine festivals to traditional heart balls, are held across the SouthWest affiliate every year. These events are dedicated to raising awareness and funds for AHA's research projects.

**Heart Chase** - Think "The Amazing Race™" meets "Minute to Win It™". This community-wide educational urban race encourages teams to complete activities that engage friends and family to finish the race.

**Power To End Stroke Gospel Tour** - Though we are taught the body is a temple, many of us don't treat it that way. This affiliate-wide tour featuring national gospel stars uses the power of music to help shed light on how African Americans can change their lives and reduce their risk of cardiovascular disease and stroke.

**Simple Cooking With Heart** - Americans make their worst nutritional choices when they eat out. These demonstrations provide tips and instructions to enable people to prepare easy heart-healthy recipes in the comfort of their home.



**ATTEND  
ONE OF OUR  
EVENTS**



**HELP YOUR  
HEART  
WITH ONE  
OF OUR  
TOOLS**



SouthWest Affiliate

**My Life Check** - For the first time, the AHA has defined what it means to have ideal cardiovascular health, identifying seven health and behavior factors that impact health and quality of life. We know even simple, small changes can make a big difference in living a better life. Known as "Life's Simple 7," these steps can help add years to your life:

- don't smoke
- maintain a healthy weight
- engage in regular physical activity
- eat a healthy diet
- manage blood pressure
- take charge of cholesterol
- keep blood sugar, or glucose, at healthy levels

To take the My Life Check, and learn more, visit [www.heart.org/mylifecheck](http://www.heart.org/mylifecheck).

**HeartHub.org** - With *HeartHub*, the AHA's comprehensive online education portal, you can access the latest heart and stroke information, tips and guidelines. Use the interactive tools to understand your risk, track your blood pressure and get personalized treatment information and find answers and advice from our science experts.

**Heart360.org** - Want to get heart healthy? Visit [Heart360.org](http://Heart360.org) for easy and comprehensive health tracking and management — compatible with Microsoft HealthVault™. Here you can set your health goals, track your progress and connect directly with your healthcare provider.

**BetterU** - This free 12-week online nutrition and fitness program can makeover you heart. Each week focuses on a different area of your health and provides step-by-step guidance. You have access to everything from daily expert tips and an online journal to a downloadable *BetterMe* coaching tool. [www.goredforwomen.org](http://www.goredforwomen.org)

**Heart of Diabetes** - Provides tools, recipes and a 12-week online exercise and nutrition program specifically designed for people with Type 2 diabetes and insulin resistance. This tool helps you make lifestyle changes including getting regular physical activity, making healthy food choices and working with a healthcare provider to lead a healthier, happier life. For more information or to enroll, call 1-800-AHA-USA1 or visit [heart.org/heartofdiabetes](http://heart.org/heartofdiabetes).

**Nutrition Center** - Our nutrition center has recipes and healthy tips to help you get the most out of your healthy diet or nutrition goals. Head to [www.heart.org/nutrition](http://www.heart.org/nutrition) to find grocery store checklists, diet goals, links to our cookbooks and dining out or at home tips.