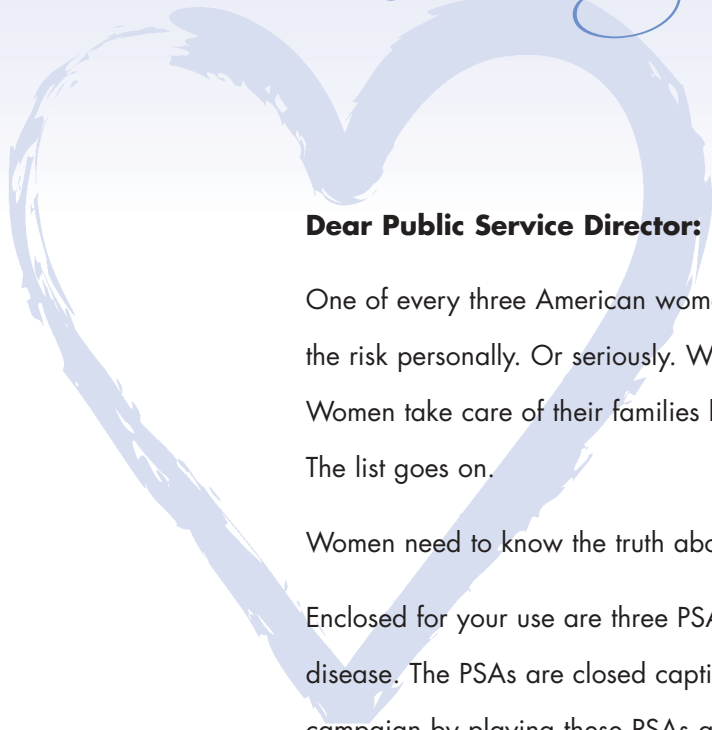




Heart DISEASE IS THE #1 KILLER OF WOMEN



Dear Public Service Director:

One of every three American women dies of heart disease. Yet, most women don't take the risk personally. Or seriously. Why? Women believe men have more heart problems. Women take care of their families but not themselves. Women fear other diseases more. The list goes on.

Women need to know the truth about heart disease and ask their doctors about the risks.

Enclosed for your use are three PSAs informing women about the serious risks of heart disease. The PSAs are closed captioned. We hope you will support this important, vital campaign by playing these PSAs as often as possible throughout the year.

Please take a moment to fill out and return the enclosed business reply card. We value your feedback. For additional or different format tapes, you may call our communications contractor at 202-452-9416. For more information on *The Heart Truth*, you can visit www.nhlbi.nih.gov/health/hearttruth. Thank you for your support as we embark on this important public health initiative.

Sincerely,

Ann M. Taubenheim

Ann M. Taubenheim, Ph.D.

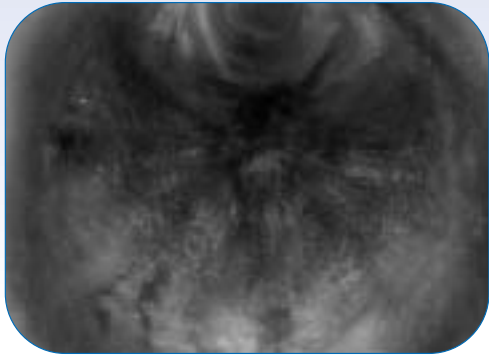
Coordinator, Women's Heart Health Education Initiative

National Heart, Lung, and Blood Institute



"If You Could" (:20, YXAB3550)

Script (:20): If you could see plaque clogging your arteries...you'd floss them. If you could see a cramped heart muscle...you'd massage it. If you could see a blood clot...you'd wash it out. If you could see inside yourself, you'd talk to your doctor about heart disease. It's the #1 killer of women. To learn more, call this number.



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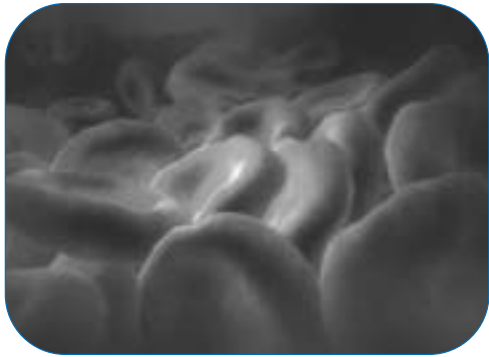
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ABOUT THE *Heart* TRUTH CAMPAIGN

The Heart Truth is a national awareness campaign on women's heart health sponsored by the National Heart, Lung, and Blood Institute.

The goal of *The Heart Truth* is to motivate women ages 40–60 and health professionals to take heart health seriously and engage in action to reduce women's risk of heart disease. The campaign is a result of recommendations from more than 70 experts in women's health who helped develop a national action plan for women's heart health.

The Heart Truth presents the facts about women and heart disease and invites you to participate in sharing prevention messages.

HEART DISEASE RISK FACTORS

- Smoking
- Physical inactivity
- High blood pressure
- Diabetes
- High blood cholesterol
- Family history of heart disease
- Overweight
- Age (for women, 55 and older)

- Heart disease is the #1 killer of women: One in every three American women dies of it.
- Less than one-third of women recognize heart disease as the leading cause of death.
- Only 9 percent of women ages 45–64 name heart disease as a condition they most fear—while 61 percent name breast cancer.

The Heart Truth is: Women fail to make a connection between risk factors and their own personal risk and vulnerability for heart disease.

Thank you for connecting women to *The Heart Truth*!

The Heart Truth campaign is sponsored by the National Heart, Lung, and Blood Institute, part of the National Institutes of Health, U.S. Department of Health and Human Services in partnership with: American Heart Association; Office on Women's Health, U.S. Department of Health and Human Services; WomenHeart: the National Coalition for Women with Heart Disease; and other organizations committed to the health and well-being of women.



National Institutes of Health
National Heart, Lung, and Blood Institute

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