



HEART DISEASE DOESN'T CARE WHAT YOU WEAR—IT'S THE #1 KILLER OF WOMEN®

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

***The Heart Truth*® PARTNERS**

The Heart Truth® recognizes the important role that partnerships with organizations and corporations play in disseminating information and messages about heart health to American women. Since its launch in 2002, the campaign has joined with other groups committed to women's health, including community and corporate partners, to create a national movement aimed at delivering an urgent wakeup call to women about heart disease.

The Office on Women's Health (OWH) is a partner of *The Heart Truth* and the Federal government's champion for women's health issues. The OWH offers many educational programs and resources related to women's heart health and provides *Heart Truth* campaign materials to health professionals. If your organization or company is interested in becoming a partner please contact partners@hearttruth.org.

***The Heart Truth*® Community Action Program**

The National Heart, Lung, and Blood Institute (NHLBI) created a program to address the lack of awareness about women and heart disease called *The Heart Truth*® Community Action Program. This program aims to empower community organizations to assist women—especially those of color, low income, or in rural areas—in identifying personal risk factors for heart disease and motivating them to take action to lower their risk.

The Community Action Program seeks to:

1. Increase awareness among women that heart disease is their #1 killer.
2. Promote *The Heart Truth*, Red Dress symbol, and the campaign's key messages.
3. Provide heart disease risk factor screenings to inform women of their personal risk for the disease.
4. Educate women about lifestyle behaviors that promote heart health and lower their risk for developing heart disease.
5. Encourage and motivate women to take steps to adopt a heart healthy lifestyle.
6. Increase outreach to underserved women, particularly those of color, low income, or in rural areas.

New this year to the Community Action Program is a parallel focus on research into women's heart health. Funding research itself is beyond the scope of this endeavor. But the NHLBI hopes to encourage women's heart health researchers by providing resources that meet ancillary needs such as:

1. educating women about the value of participating in clinical trials or behavior studies
2. communicating research results to the public
3. holding conferences, networking opportunities
4. purchasing equipment or supplies required by research protocol
5. distributing *Heart Truth* or other NHLBI educational materials to study participants

Under the Community Action Program, the NHLBI awarded three subcontracts totaling \$225,000. In addition, the Foundation for the National Institutes of Health has awarded eight mini-grants totaling \$65,000 as part of a public-private partnership with the NHLBI on behalf of *The Heart Truth* in support of women's heart health education and research. Funding is provided by *Heart Truth* partner Diet Coke and proceeds from a Clothes Off Our Back auction, as well as from Pfizer, a partner of the Foundation for the National Institutes of Health.



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The Heart Truth Community Action Program's 2010 Grantees are:

1. The Cardiology Associates Foundation (CAF), Jonesboro, AR
2. The National Latina Health Network, Washington, D.C.
3. The University of Wisconsin System, Madison WI
4. Rural Health Network of South Central New York, Inc., Whitney Point, NY
5. Allen Hospital, Waterloo, IA
6. Aultman Hospital, Canton, OH
7. Lafayette County Health Department, Lexington, MO
8. Coastal Health District, Savannah, GA
9. Eastern Iowa Community College District, Davenport, IA
10. Central Florida International Black Women's Congress, Inc., Casselberry, FL
11. Society for Women's Health Research, Washington, DC

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

AME Church Connectional Health Commission
American College of Cardiology
American Heart Association
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
Favaloro Foundation
Hadassah
League of United Latin American Citizens, Women
The Links, Inc.
MANA, A National Latina Organization
Miss Black USA Scholarship Pageant
National Association of Latina Leaders
National Black Nurses Association
National Coalition of Pastors' Spouses
National Institute of Food and Agriculture
National Latina Health Network
Office on Women's Health
Preventive Cardiovascular Nurses Association
Sister to Sister: Everyone Has a Heart Foundation
Spirit of Women
Society for Women's Health Research
St. Agnes Hospital, A Sister's Heart, Baltimore, MD



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University of Ottawa Heart Institute, Ottawa, Canada
WomenHeart: the National Coalition for Women with Heart Disease

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For more information or to access photography and other creative campaign materials visit www.hearttruth.gov.



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