

# American Heart Association®



*Learn and Live*<sup>SM</sup>

## THE MARKET

In Seattle, a businesswoman collapses in the airport with sudden cardiac arrest. A stranger performs CPR, and a security guard uses an automated external defibrillator to shock her heart. Their quick action saves her life.

In Pittsburgh, a father suffers a blinding headache. He tries to tell his wife, but slurs his words. She thinks “stroke” and calls 911. He’s rushed to a hospital, diagnosed, and given a clot-dissolving drug that stops the stroke. Days later he’s home with his wife and four kids — with only minor disabilities.

In Phoenix, Latinos/Hispanics attending a health screening learn about heart disease and stroke and how to reduce risk. One woman mobilizes other parents, and healthier foods are put in school vending machines.

And at a church in Detroit, African Americans learn their own special risks. One man is diagnosed with high blood pressure; another resolves to quit smoking. Several women decide to start exercising together.

Women, men, boys, and girls — people of all ages, all races, all across America — are threatened by cardiovascular disease. The American Heart Association and its division, the American Stroke Association, are working to protect them from the nation’s number-one killer.

The message is simple and empowering: Learn and Live.



## HISTORY

Early in the 20th century, heart patients were given no hope of recovery and were assigned complete bed rest to delay the inevitable.

But progressive physicians refused to accept that heart disease was a death sentence. They formed local heart societies to exchange information and find solutions. In 1924, six physicians from different societies met and established a national organization: the American Heart Association.

Dr. Paul Dudley White of Boston, one of the association’s founders and later President Dwight Eisenhower’s personal physician, called it a time of “almost unbelievable ignorance” about heart disease. But the benefits

from exchanging information set a pattern for future success.

In 1948, the American Heart Association reorganized from a professional society to a voluntary health agency. This move opened the doors for nonmedical volunteers with skills in business management, communication, public education, community organization, and fund raising. Divisions soon sprung up nationwide.

Today the American Heart Association is a vibrant, progressive organization seeking solutions. Led by a diverse army of volunteers and staff, the mission energizing the association is simple but profound: to reduce disability and death from cardiovascular diseases and stroke.

## THE PRODUCT

The American Heart Association exists to conquer cardiovascular disease and stroke — in short, to save lives. It does this by discovering, adapting, and delivering scientific knowledge.

The American Stroke Association, created in 1997 as a division of the American Heart Association, focuses on stroke research, education, prevention, treatment, and rehabilitation.

The American Heart Association funds research, holds scientific conferences, and publishes research results. Scientific Sessions, with about 30,000 attendees, is the world’s largest annual conference on cardiovascular science.

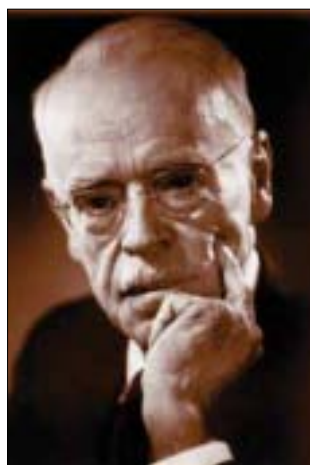
Five globally recognized journals, including *Circulation: Journal of the American Heart Association*, provide a steady flow of information to medical/research professionals.

The association provides scientific statements and certified continuing medical education for

- Association funding produced CPR and helped lead to today’s automated external defibrillators.
- Over the past 10 years, the association has trained 60 million people in CPR through 40 training organizations serving 57 countries.

- The association had a significant role in developing clot-busting drugs and drug-eluting stents, both critical for acute cardiovascular treatment.
- Advocacy achievements include many instances of clean air legislation, improved emergency care, and increased federal funding for heart disease and stroke research.

The organization’s success in supporting research, public and professional education, community services, and advocacy is evident in the dramatic decline in cardiovascular disease death rates over the past 40 years. Millions of Americans live longer, healthier lives today because of the work of the American Heart Association.



## ACHIEVEMENTS

Countless medical advances taken for granted today can be traced to the American Heart Association’s work. The examples are almost too lengthy to list here, but among them:

- Association-funded research into diet and cardiovascular disease laid the scientific foundation for understanding dietary fat and cholesterol as major risk factors.
- The association played a leading role in developing the heart-lung machine, which made open-heart surgery possible. It also funded early work in microsurgery, which led to coronary artery surgery, neurosurgery, and many other innovations.

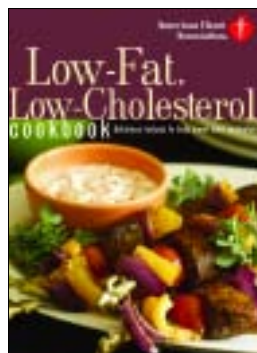




physicians and nurses to help them provide the best treatment for patients. It also has trained many thousands of laypeople to use an automated external defibrillator to deliver a potentially lifesaving shock to a heart in cardiac arrest.

Improved patient care is critical to reducing heart disease, stroke, and risk. The association's *Get With The Guidelines* continuous quality improvement program assists hospitals in helping cardiovascular patients avoid future problems. Modules cover coronary artery disease, stroke, and heart failure. *Heart Profilers*, an online tool, aids patients and physicians in evaluating treatment options.

Public education is vital because people often can prevent heart disease and stroke by adopting healthy lifestyle habits, including wise eating and weight control. A library of cookbooks and other books, including the *American Heart Association No-Fad Diet: A Personal Plan for Healthy Weight Loss*, provide helpful information. Grocery shoppers rely on the association's distinctive heart-check mark on product packages to identify certified heart-healthy foods.



Free programs, such as *Choose To Move*, *The Cholesterol Low-Down*, *The Heart Of Diabetes*, and others, help people learn their risks and take charge of their own health. Scores of science-based educational materials offer easily understood information on a wide array of cardiovascular topics.

Millions of Americans receive information through the association's Web site and National Contact Center. Stroke survivors can use the national Warm Line phone connection to receive information and emotional support.

Advocacy for a healthier environment throughout America is another priority. Each year during Lobby Day in Washington, D.C., volunteers and staff take vital issues to the highest levels of government. In states and communities, thousands of volunteers communicate with public officials as members of the grassroots advocacy program *You're the Cure*.

For these and its other activities, the American Heart Association relies on public funds raised through such local programs as *Jump Rope For Heart*, *Heart Walks*, and *Train To End Stroke*.

Information about association products and services may be obtained from [www.americanheart.org](http://www.americanheart.org) or 1-800-AHA-USA-1.

#### RECENT DEVELOPMENTS

The American Heart Association recently introduced three cause initiatives: heart disease in women, childhood obesity prevention, and stroke among African Americans.

*Go Red For Women*, the association's campaign to raise women's awareness about heart disease, was launched in February 2004. It quickly became a movement rallying women across America to protect themselves and their families from cardiovascular diseases. The red dress icon and the color red — symbols for women's heart health — are recognized throughout the nation.

In May 2005, the American Heart Association and former President Bill Clinton and the Clinton Foundation announced a 10-year alliance to help prevent childhood obesity, an epidemic threatening an entire generation.

In April 2005, the American Stroke Association initiated *Power To End Stroke — You Are The*

*Power* to address African Americans' higher risk of stroke and to drive the message that stroke is preventable. Goals include raising awareness of high blood pressure and diabetes, and promoting prevention guidelines.

#### PROMOTION

The American Heart Association promotes its brand with the "Learn and Live" tagline, which helps establish the association as a trustworthy source of vital information, and which is used in many promotions. Recent examples include:

- Special sections in *Parade* magazine, which declared 2005 "The Year of the Heart."
- A multimedia stroke awareness campaign, including special messaging to Hispanics/Latinos and African Americans in association with the Ad Council.
- The association's first paid advertising campaign, reinforcing the "Learn and Live" message through personal stories about heart disease and stroke. The 2005 lineup includes network/national cable television, national magazines, and Hispanic television and radio.
- Cooperation with the American Cancer Society and the American Diabetes Association in *Everyday Choices for a Healthier Life*, a campaign promoting a single set of recommendations to lower risk for cardiovascular diseases, cancer, and diabetes.
- *Recipes for the Heart*, the association's first single-topic magazine, which sold over 350,000 copies in grocery stores, newsstands, and other retail outlets.
- Introduction of the *Diabetes & Heart Healthy Cookbook*, coauthored by the American Diabetes Association.
- Updating the *Choose To Move* fitness and nutrition program for women, featuring national spokesperson Joan Lunden, former host of *Good Morning America*.

#### BRAND VALUES

In a recent survey, the American Heart Association brand and icon were seen as one of the most influential consumer emblems in the country. Core brand values of integrity, excellence, vision, dedication, inclusiveness, and sensitivity are key drivers in building brand strength and equity.

#### THINGS YOU DIDN'T KNOW ABOUT THE AMERICAN HEART ASSOCIATION

- The American Heart Association is the nation's largest voluntary health agency fighting cardiovascular diseases and stroke.
- The association was the first nonprofit organization to qualify to use the Better Business Bureau Wise Giving Alliance seal.
- The American Heart Association is second only to the federal government in non-industry funding of cardiovascular and stroke research. It funded more than \$1.2 billion in research over the past decade.
- Four Nobel Prizes have been awarded to researchers for work funded by the American Heart Association.

Heart disease affects three kinds of people.

Men  
Children  
Women

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In an instant, sudden cardiac arrest ended Elaine Sachs' life. For her husband and children, it forever ended life as they'd always known it. Heart disease is America's number one killer of women. The American Heart Association can help provide lifesaving information for your family. We have the research. We have the knowledge. Let us share it with you. Visit or call for your free Learn and Live Health Quiz.

[americanheart.org](http://americanheart.org) or 1-888-AHA-CARES

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