

American Heart Association ORGANIZATION OVERVIEW: National Website, Hotline, and Program Information

The Heart of Diabetes

Do you have diabetes? Does someone you know? The Heart of Diabetes can help you learn



more about diabetes and how it can increase your risk of heart attack and stroke. The Heart Of Diabetes is a free program with valuable tools and tips to help you understand insulin resistance and manage diabetes. Use the Heart Healthy Tracker to make a habit of tracking your progress and improving your blood glucose, blood pressure and cholesterol. **If you're interested in participating in The Heart of Diabetes, which is free of charge, call 1-800-AHA-USA1 or visit the Web site at americanheart.org/diabetes.**



The Cholesterol Low Down

The American Heart Association has been working since 1998 to bring The Cholesterol Low Down to Americans and educate them about the dangers of high cholesterol and heart disease. The program offers information about high cholesterol and heart disease, as well as ongoing encouragement and support to help people reach their goals. The national campaign is in its fifth year and has traveled to 58 cities enrolling more than 65,000 members nationwide. **Call 1-800-AHA-USA1 and ask to join the Cholesterol Low Down or go the Web site at americanheart.org/cld.**

Simple Solutions

Simple Solutions is a program about health, vitality, and wellness.



The purpose of the program is to educate women about simple steps they can take to reduce their risk for heart disease and stroke. Simple Solutions is part of the American Heart Association's national women's campaign, Take Wellness to Heart. **Women can enroll in the free Simple Solutions program by calling 1-888-MY-HEART or logging on at americanheart.org/simplesolutions.**



Heart Profilers

What medical treatments may be right for your heart condition? What are the pros and cons of each? What research studies have been done, and what were the results? What are the important considerations you should discuss with your doctor? The American Heart Association can answer these and other important questions for you. Use our free Heart Profilers™ and you'll get a personalized report, specifically designed for you. **Get the key information you need to take charge of your health and to fully participate in treatment decisions by visiting americanheart.org/heartprofilers.**

American Heart Association Website

The American Heart Association's main web site, americanheart.org, provides an opportunity for patients, healthcare professionals, caregivers and the general public to access heart health-related information via the Internet. Yahoo! Internet Life Magazine called it the Best Heart Disease Resource in their "Best Sites of 2002" issue.

The following enhancements to our web site make it more useful to you and your family:

- Our **ZIP Finder** lets you quickly learn about activities in your area. You can also search by state to find a city or division office to contact for information or to volunteer.
- Our **CPR/Emergency Cardiovascular Care Site** gives a list of places near you that offer CPR classes.
- Our **Online Risk Assessment** identifies your risk of having a heart attack or dying of coronary artery disease in the next 10 years.
- Our **Advocacy Site** discusses key cardiovascular issues and legislation under review by Congress. Now it's easy to contact your Congressional representative and be heard on important issues.

American Stroke Association Website

The American Heart Association made the decision to rename its Stroke Division the American Stroke Association, a division of the American Heart Association. The American Stroke Association offers a wide array of programs, products and services, from patient education materials to scientific statements with cutting-edge information for healthcare professionals. strokeassociation.org

Other American Heart Association web pages include:

Children's Web Site — americanheart.org/children provides information, in both English and Spanish, about heart defects in children. It discusses how heart defects form, how they are diagnosed and treated, and how to deal with the special needs of a child diagnosed with a heart defect. There are informative diagrams showing comparisons between a normal heart and a heart with a defect, and a glossary of terms.

Congestive Heart Failure Web Site — americanheart.org/chf provides information and support for patients and their caregivers. This site also provides access to Heart Profilers, our new, free online tool.

Nutrition Web Site — deliciousdecisions.org is dedicated to recipes, nutrition and dietary information for women and men. Some of the key features include: nutrition and health facts, shopping tips, special diets, and even the snack-attack selector.

Physical Activity Web Site — justmove.org is about physical activity for women and men. Some of the features include health facts, practical tips, fitness news, a personal trainer, user forums and event calendar.

Research Web Site — americanheart.org/research offers information on the American Heart Association's research programs and funding. Individuals can learn more about the AHA's research program, get information on institutional grants, peer review committees and awardees, as well as access the research application forms online.

Women's Web Site — americanheart.org/women provides information specific to women and cardiovascular disease.

1-800-AHA-USA1 (1-800-242-8721)

American Heart Association
Nationwide Toll Free Number

If you would like to join the thousands of volunteers who work to fight heart disease and stroke, are interested in receiving heart health information, wish to honor someone with a tribute or a memorial, or receive information about including the American Heart Association in your will, we invite you to call 1-800-AHA-USA1.

1-888-4-STROKE (1-888-478-7653)

American Stroke Association
Nationwide Toll Free Number

Provides information on stroke-specific issues, including stroke risk factors, prevention and warning signs. Stroke survivors, caregivers, family members and healthcare professional are encouraged to call for information on stroke prevention treatments and advances, recovery and rehabilitation, daily living tips, reducing stroke risks, caregivers' perspectives and stroke resources.

1-888-MY-HEART (1-888-694-3278)

Take Wellness To Heart, Nationwide
Toll Free Number For Women

Offers information to help increase the awareness of cardiovascular disease and stroke as the leading causes of death in women. Women can call 1-888-MY-HEART to register for the Take Wellness To Heart campaign and the Simple Solutions program.

1-877-AHA-4-CPR (1-877-272-4277)

American Heart Association
Nationwide CPR Course Locator

A toll free number that enables the general public to call and receive information on where to take CPR classes in their geographic area.

AMERICAN HEART
ASSOCIATION
TOLL FREE NUMBERS

THE PASSION PROJECT

The American Heart Association's Passion Project is a national effort to educate and create passion among Americans about cardiovascular diseases and stroke. Through this multi-faceted project launched more than a year ago, we are putting a new face on the AHA to create the kind of passion that drives people to action. This umbrella project includes major programs such as Go Red For Women, Community Value, Ad Council campaign, and Personal Stories, the first paid advertising campaign in the history of the AHA.



Go Red For Women

Heart disease and stroke are the No. 1 and No. 3 killers of women. They are two of the many cardiovascular diseases that kill nearly 500,000 women each year. That's more than the next seven causes of death combined, including all forms of cancer. Studies show that only 8 percent of women think heart disease is a major concern. **Go Red For Women** is the American Heart Association's nationwide campaign to raise awareness about women and heart disease and stroke, and empower them with the knowledge they need to take charge of their health to live longer, stronger lives. The campaign features the red dress as the symbol for heart disease. Call **1-888-MY HEART** or visit americanheart.org to receive tips and information on free lifestyle change programs that will help your heart, your health and your life.

Get With The GuidelinesSM (GWTG)

GWTG is the premier hospital-based quality improvement program for the American Heart Association and the American Stroke Association. It is designed to empower the healthcare provider team to consistently treat patients with the most updated treatment guidelines for patients with cardiovascular/cerebrovascular disease.

The program seeks to leverage the "teachable moment" immediately after a patient has had an acute event — when patients are most likely to listen to and follow their healthcare provider's guidance.

GWTG includes tools that allow healthcare providers to concurrently assess treatment compliance so appropriate action can be taken before the patient leaves the facility. Provider-to-provider communication helps reinforce these lifesaving therapies and provides an essential link in the circle of the healthcare team.

GWTG is designed to **save up to 80,000 lives annually** by closing the treatment gap in cardiovascular disease and stroke patients. Hospitals can be recognized for their outstanding achievements in quality improvement.



Search Your Heart

The American Heart Association is working hard to address the higher incidence of cardiovascular disease (CVD) and stroke among African Americans and Hispanics/Latinos through a program called Search Your Heart. This program is a heart-health and stroke prevention initiative that helps faith-based organizations reach African Americans and Hispanics/Latinos. Started in 1994, the program now has over 7,000 participating churches across the country. The program contains six activity modules:



Check for Life

includes cholesterol, diabetes, and blood pressure education materials and how to screen.

Activities for Life

learn about fitness, how to start a walking club and obesity.

Bread of Life

learn about healthy nutrition, food selection and preparation, and eating on the run.

Stress Reduction

learn what causes stress and how to reduce stress through exercise.

Lift Every Voice (Advocacy Module)

teaches people how to become advocates for health in their own communities.

Stomp Out Stroke

learn about stroke prevention, and how to conduct Stroke screenings.

Primary Stroke Centers

The American Stroke Association supports regulations regarding the designation of Primary Stroke Services which will lead to improved care and outcomes of acute ischemic stroke patients. Hospitals that are prepared to triage and treat patients presenting with symptoms of acute stroke may apply for and be designated as a Primary Stroke Service. The regulations were developed based on the recommendations in "Recommendations for the Establishment of Primary Stroke Centers" which appeared in JAMA on June 21, 2000, Vol. 283, No. 23, pages 3102-3109. In real terms this means that individuals who call 911 with stroke symptoms will be taken by EMS personnel to a hospital best prepared to give them the care they need.

Primary Stroke Service Standards include:

- An Acute Stroke Team with a physician director who possesses an expertise in cerebrovascular disease.
- Written Care Protocols
- 24 hours a day/7 days a week availability of the service
- Effective communication with EMS personnel during pre-hospital transportation
- Timely availability of neuroimaging and other imaging, electrocardiogram, laboratory and neurosurgical services
- Quality Assessment and Improvement Programs
- Continuing Professional Education for Staff
- Data Collection