



American Heart Association | American Stroke Association®

Learn and Live®  
www.heart.org

## OUR GOAL

Heart disease is the No. 1 killer of Americans. We can reduce heart disease 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.*

For the first time, the American Heart Association 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).

## OUR CAUSES

The American Heart Association is committed to fighting heart disease and stroke and raising awareness of these diseases. As part of our mission, we focus on specific causes designed to help people achieve a heart-healthy lifestyle. Each of our cause initiatives reaches out to the public with resources and information to help them take positive action.



Heart disease is the number one killer of women, claiming over 500,000 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)



Seventy percent of Americans don't get enough exercise, blaming a lack of time and motivation. Start! is the AHA's groundbreaking national campaign to get Americans moving. We're calling on all Americans and their employers to create a culture of physical activity and health to live longer, heart-healthy lives through walking. Promoting physical activity through workplace walking programs can help employees reduce their risk for heart disease and stroke and lead longer, stronger, healthier lives. [www.startwalkingnow.org](http://www.startwalkingnow.org)



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. It unites African Americans to help make an impact on the high incidence of stroke within their community. [www.powertoendstroke.org](http://www.powertoendstroke.org)

## OUR PROGRAMS

In addition to our causes, the AHA has multiple national and local programs that seek to educate and inspire distinct target audiences, including:

**Jump Rope For Heart/Hoops For Heart** - Since 1978, Jump Rope For Heart, an educational and fund-raising program for elementary school students, has raised over \$760 million and helped generations of kids learn jump rope skills, how their hearts work and how to keep hearts healthy. Hoops for Heart is an educational and fund-raising program using basketball skills to engage and teach middle school students.

**Get With the Guidelines** - Get With the Guidelines is the AHA's nationally-recognized hospital-based quality program, designed to continuously improve care for patients suffering from cardiovascular disease and stroke.

**Mission:Lifeline** - Each year, thousands of patients who suffer a severe heart attack – known as STEMI or ST-elevation myocardial infarction – fail to receive specific, critical care in a timely fashion. Mission:Lifeline is the AHA's national initiative to advance systems of care for STEMI patients.

**You're the Cure** - Be an advocate. Be a part of the cure by joining our You're the Cure movement, a nationwide network of individuals dedicated to finding a cure for heart disease and stroke by advocating for heart-healthy legislation at the local, state and national level.

**CPR Anytime** - Learn CPR in just 22 minutes with our CPR Anytime for Family and Friends and our Infant CPR Anytime Kit. Call 1-877-AHA-4CPR for more information.