

Be One in a Million Hearts: Fighting Alabama's Number 1 Killer Through Advocacy and Public Education

**Satellite Conference and Live Webcast
Wednesday, February 22, 2012
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**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

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Advocacy Volunteer
Go Red Executive Leadership Team
American Heart Association**

My Personal Battle

*"I am a heart warrior, speaker, advocate,
survivor, author, volunteer, educator,
wife, mother, and closet comedian. I am
at war with heart disease."*

–P.J.

Heart Disease in Women

- **Heart disease is the #1 killer of all Americans**
 - #1 killer of women
- **More women die of heart disease than all forms of cancer combined**
- **While one in 31 American women dies from breast cancer each year, one in three dies of cardiovascular disease**

Women and Cardiovascular Disease: Alabama

- **On average, nearly 21 females die from heart disease and stroke in Alabama each day**
- **Heart disease and stroke account for 32.8% of all female deaths in Alabama**
- **In 2007, heart disease alone claimed the lives of 6,018 Alabama women**

Go Red for Women

- **Since 2004, the American Heart Association's Go Red for Women movement has been educating millions of women on the personal and urgent truths of heart disease**

Go Red for Women

- **Go Red for Women works to spread life-saving truths about heart disease and fund lifesaving research**
 - All of which can make the difference between life and death

Why Go Red?

- **Research shows women who do are more likely to make healthy choices**
- **One-third have talked with their doctors about developing heart health plans**
- **More than 40 percent have checked cholesterol levels**
- **More than one-third have lost weight**

Why Go Red?

- **Nearly 50 percent have increased their exercise**
- **Six out of 10 have changed their diets**

Fighting Heart Disease and Stroke Through Advocacy

- **Alabama 2012 Public Policy priorities:**
 - **Require pulse oximetry screening for newborns**
 - **Raise state tobacco excise tax**
 - **Pass comprehensive state and local smoke-free policies**

Fighting Heart Disease and Stroke Through Advocacy

- **Eliminate trans fat in schools**
- **Create a coordinated and rapid response system to the treatment of stroke patients**

Why We Must Advocate

- **The problem:**
 - **Secondhand smoke kills**
 - **Each year, 820 Alabamians die from smoking related illnesses, having never picked up a single cigarette**
 - **Exposure to secondhand smoke significantly increases ones risk for heart disease and stroke**

Why We Must Advocate

- **The solution:**
 - **The AHA is working to pass statewide and citywide smoke-free laws that cover all workplace laws, including restaurants and bars**

Why We Must Advocate

- **The problem:**
 - **Congenital heart defects are the #1 killer of babies with birth defects, affecting 1 out of 100 babies born in the U.S. each year**
 - **Timely diagnoses remains an issue for these newborns**

Why We Must Advocate

- **The solution:**
 - **Pulse oximetry screening**
 - **Simple, non-invasive test**
 - **Effective at detecting heart defects**
 - **Performed on babies before they leave the hospital**

Why We Must Advocate

- **AHA is involved with efforts to ensure every birthing facility performs this test on all Alabama newborns**

Why We Must Advocate

- **The problem:**
 - **Tobacco use is the single most preventable cause of death in the U.S.**
 - **Causes more deaths each year than AIDS, alcohol, car crashes, murders, suicides, and illegal drugs combined**

Why We Must Advocate

- **The solution:**
 - **Advocating legislation to increase Alabama's tobacco tax is a top priority for the AHA**
 - **A health win reducing tobacco use, saving lives, and can help raise revenue for Alabama's cash-strapped budgets**

Join Our Efforts

www.yourethecure.org

www.GoRedForWomen.org