



Women &  
Heart Disease



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health  
National Heart, Lung, and Blood Institute



# *The Heart Truth Campaign*

*heart* DISEASE IS THE #1 KILLER OF WOMEN



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# The Facts about Heart Disease and Women

- Heart disease is the #1 killer of women in America.
- One in three women dies of heart disease.
- Only 57% of women are aware that heart disease is the leading killer of women.
- Awareness is lower among African American and Hispanic women.
- Personal “disconnect” - Most women fail to make the connection between risk factors, such as high blood pressure and high cholesterol, and their personal risk.



## *The Heart Truth Campaign*

- A national awareness campaign for women about heart disease
- Sponsored by the National Heart, Lung, and Blood Institute, part of the National Institutes of Health, U.S. Department of Health and Human Services
- In partnership with national voluntary and professional organizations, community groups, government agencies, and media organizations committed to the health and well-being of women





## Campaign Development in Brief

- **Launched:** September 02
- **Objective:** Increase awareness
- **Audience:** Women ages 40 – 60
- **Strategy:** Partnerships, media, communities
- **Target audience research:** Leverage women's interest in their outward appearance to focus on what's inside (heart); strong wake up call; put a face on heart disease

**THE heart TRUTH**



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# The Red Dress

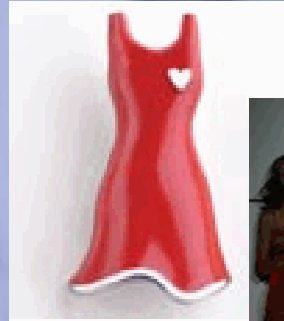
Creative centerpiece of  
the campaign

National symbol for women  
and heart disease  
awareness

“Heart Disease Doesn’t Care  
What You Wear – It’s the  
#1 Killer of Women”

Launched at Fashion Week,  
Feb 2003

Serves as a “red alert”





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## Campaign Progress in Brief

- **The Power of an Idea**
  - The Red Dress—the national symbol of women and heart disease awareness—is increasingly recognized and promoted by partners, media, communities, and individual women
- **The Power of Partnerships**
  - Partners across all sectors—non profit, corporations, media, government—have extended the message to millions of women
- **The Power of Community Action**
  - Local events have reached women in their own communities across the U.S
- **The Power to Change**







# The Power of an Idea: Red Dress Collection 2005 Fashion Show







# Power of an Idea: National Wear Red Day 2005







## The Power of an Idea: First Lady Laura Bush, Ambassador for *The Heart Truth*





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## The Power of Partnerships

- **Founding Partners:**
  - HHS Office on Women's Health
  - WomenHeart: the National Coalition for Women with Heart Disease
  - American Heart Association







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## The Power of Partnerships

- American College of Cardiology
- American Society of Association Executives
- Association of Black Cardiologists
- AWHONN
- General Federation of Women's Clubs
- Hadassah
- National Black Nurses Association
- National Association of Latina Leaders
- Sister to Sister
- Society for Women's Health Research
- The Links
- VHA
- DHHS Regions, CDC, HRSA
- States/Women's Health Council





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## The Power of Partnerships

- **Women of Color Partnership: African Americans:**
  - ESSENCE Magazine
  - The Links
  - ABC
  - NBNA
- **Women of Color Partnership: Latinas**
  - Catalina Magazine
  - National Association of Latina Leaders







## Corporate Partners



RadioShack



**THE heart TRUTH**

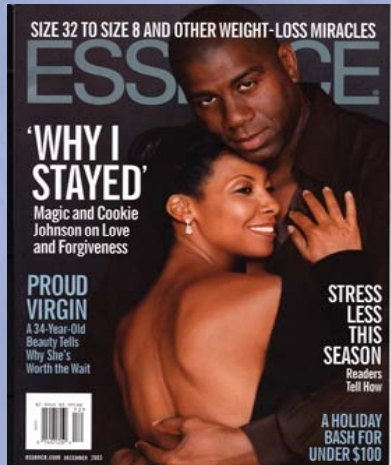
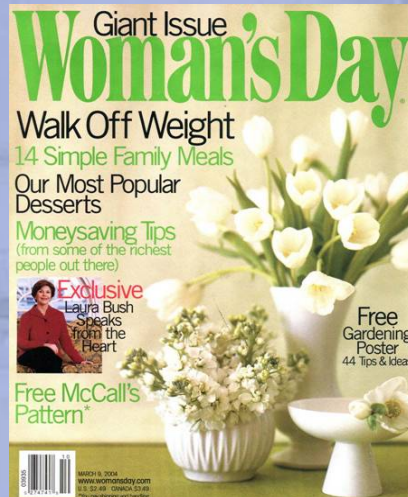


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# Media Partners





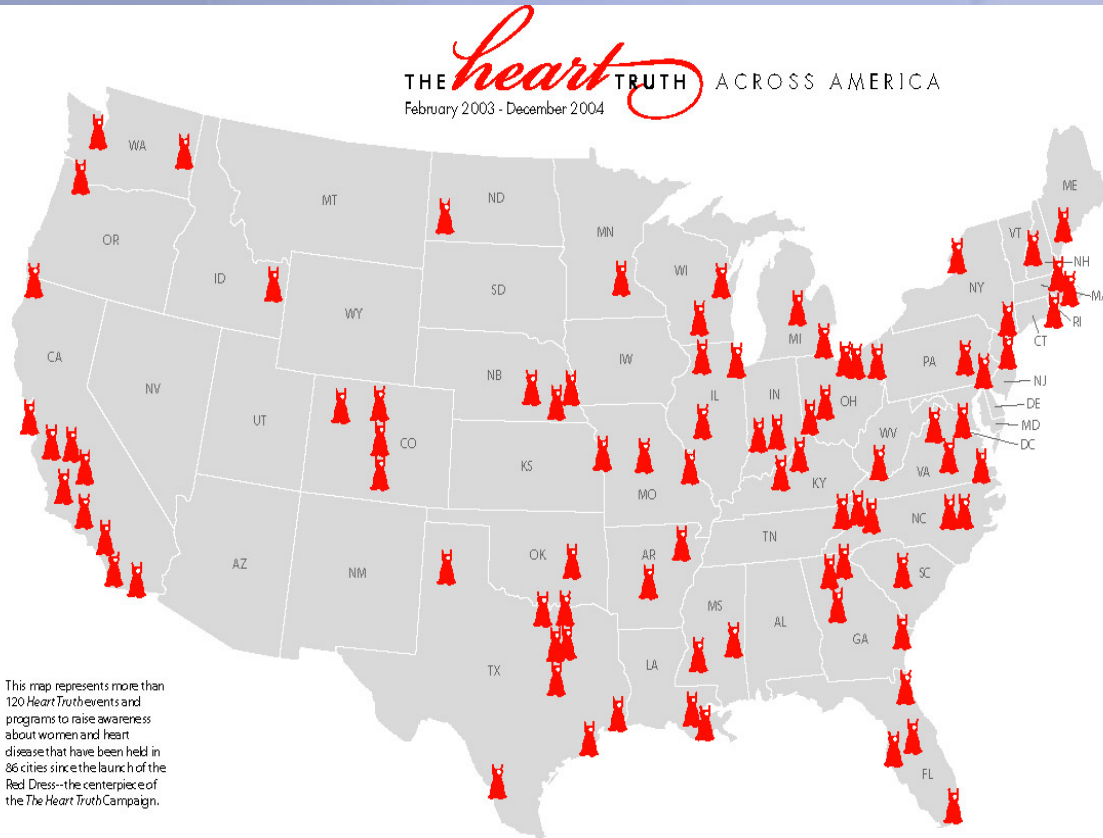


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# The Power of Partnerships: Community Events





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## The Power to Change: Tangible Results (2003 – 2005)

- **Corporate Partnerships:**
  - Fashion Week partnerships: Valued at **\$6,591,000**
  - National newspaper inserts (J&J, General Mills, Promise margarine): Combined circulation of **165 million**
  - **14.6 million** General Mills products feature the Red Dress on packaging
  - Print ads placements in women's magazines via Time Inc Women's Group: **\$500,000/total impressions 25 million**
- **Media Relations:**
  - More than **1 billion impressions**
- **Public Service Ads:**
  - Dioramas in 22 airports valued at \$ 7 million
- **Community Activities:**
  - More than **156** across the country, many in areas with populations at high risk of heart disease





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## The Power to Change: Making an Impact

- **AHA National Awareness Survey**
  - 2000 - 34% aware heart disease is #1 killer
  - 2004 - 57%
  - Knowledge gap remains – especially in Latinas, African Americans, women younger than 45
  - “Disconnect” remains – only 20% say heart disease is greatest health problem facing women today
- **WomenHeart National Awareness Survey**
  - 25% of women identify the Red Dress as symbol of heart disease awareness – in less than 2 years after launch
  - 60% agree the Red Dress makes them want to learn more about heart disease



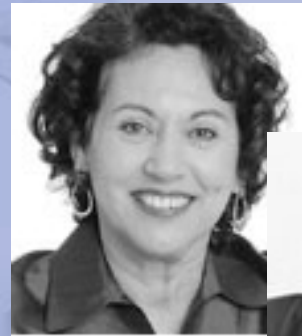
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## Priorities and Plans for 2005

- **Primary audience unchanged:**
  - Women ages 40-60, especially African American women and Latinas
- **Extend message to:**
  - Younger women, 18-39
  - Older women, 61+
  - Health professionals
- **Objectives/core messages unchanged:**
  - Increase awareness #1 killer, risk factors, need for action
- **Continue to advance Red Dress as symbol**
- **Build on work of current partners/seek new ones**
- **Support work of partners who reach health professionals**







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## Heart Truth Events and Activities 2005

- Major focus: American Heart Month – Feb
- First Ladies Red Dress Collection – May
- Women of Color Partnership Activities
- Corporate Partner Activities
- Local Events



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