



Dear AHA volunteers and supporters:

As a cardiologist, Dr. Susan Bennett understands the difference just a few minutes can make in a woman's heart health. That's one reason why she serves as a spokesperson for the association's Go Red For Women movement. Go Red offers resources that help women take big strides in preventing cardiovascular disease – all in exchange for a relatively small time commitment.

"Cardiovascular disease takes the life of nearly one woman every minute, yet we can prevent disability and death by adding a few minutes of healthy activities each day," said Bennett, a professor of medicine at George Washington University Medical Center, who is featured in Go Red's new television special, "Choose To Live," which premieres Sept. 12 on MSNBC and local NBC stations.

"I encourage women to start with small, simple choices when it comes to their heart health. Go Red's 'Choose To Live' will educate and empower women to choose to build a better life for themselves and their communities," Bennett added.

"Choose To Live" also features Go Red celebrity spokesperson Andie MacDowell, nutritionist Samantha Heller, and the stories of women who have chosen to beat heart disease in their own lives. The half-hour program is hosted by Hoda Kotb of NBC's "The TODAY Show."

In today's News from the Heart you'll find more information on "Choose To Live" and a link to local listings for broadcast times in your area.

As always, be sure to send your News from the Heart contributions to AHA.int.comm@heart.org.

Thanks,
Nancy

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1. AHA/ASA science news

Metabolic syndrome raises risk of peripheral arterial disease

Women with metabolic syndrome have more than two-thirds higher risk of developing symptomatic peripheral artery disease than women who don't have the syndrome, according to new research reported in *Circulation: Journal of the American Heart Association*.

[...more](#)

High levels of lead in bone increase men's risk of cardiovascular death

The risk of death from cardiovascular disease is almost six times higher in men with the highest levels of bone lead concentrations compared to men with the lowest levels according to research reported in *Circulation: Journal of the American Heart Association*.

[...more](#)

2. Cause Initiatives highlights

Childhood Obesity

Community-level risk data resources available from the CDC

The Centers for Disease Control and Prevention has released updated data for Selected Metropolitan/Micropolitan Area Risk Trends (or SMART BRFSS), with local community data and statistics relating to risk factors (including cholesterol awareness, diabetes, fruit and vegetable consumption, healthcare access/coverage, hypertension awareness, overweight and obesity, and physical activity). The updated tool allows users to compare data for states, counties and cities from 2002 through 2008.

See the SMART BRFSS data and prevalence tables here: <http://apps.nccd.cdc.gov/BRFSS-SMART/>

By restricting kids' dietary choices, parents may be contributing to obesity

A recent study in the *Journal of Pediatrics* finds that parents who restrict their children from eating certain foods may actually inhibit them from learning self-control, which could ultimately result in weight gain. According to the study, conducted at Pennsylvania State University, girls who had lower self-control at a young age had a higher BMI, greater weight gain, and were almost twice as likely to be overweight by age 15. The study concluded that although parents can help their children make healthy food choices, by restricting access to favorite snack foods they may actually make these "forbidden" options seem more attractive. The authors recommend that parents help their children develop self-control by allowing them to choose between healthy options.

Go Red For Women

Go Red For Women & NBC team up to help women 'choose to live'

A new 30-minute Go Red television special, "Choose To Live," will be shown on MSNBC on Saturday, Sept. 12, at noon EST, and also on local NBC stations across the country beginning Sept. 12 (see Broadcast Schedule below for local listings).

The special, featuring Andie MacDowell and hosted by Hoda Kotb, aims to inspire women to take action by highlighting the personal stories of women choosing to beat heart disease.

[...more](#)

[Broadcast Schedule](#)

Power To End Stroke

Power Awards to air again on Word Network, Sept. 14, 4 p.m. (EST)

The Power Awards is a one-hour broadcast that offers a glimpse of this year's Power Awards Gala. Produced by The Word Network, the show will air again Monday, Sept. 14 at 4 p.m. (EST). Check local cable listings to see if the show will air in your area. Also, it may be viewed at the same time of the television airing at thewordnetwork.org.

The 2009 Power Awards Gala was held on June 12 in Atlanta. This annual event celebrates the exceptional work of select national and local Power To End Stroke Ambassadors, who help to spread stroke messages to African-Americans across the country.

This year's awardees included Elder Bernice King, daughter of Dr. Martin Luther King Jr. and Coretta Scott King; gospel, jazz and R & B singers Kenny Lattimore and Chanté Moore; and gospel artist Dr. Bobby Jones. Family practitioner Rani Whitfield, M.D. aka Tha Hip Hop Doc earned the Legacy Award, the highest honor of the evening given in memory of Yolanda King, the first national Ambassador of Power To End Stroke.

For more information, contact @toiya.honore@heart.org or (214) 706-1456.

3. AHA/ASA news

ASA/Ad Council launch 'Stroke's No Joke' campaign

The American Stroke Association and the Advertising Council launched the Stroke's No Joke Campaign on Sept. 9. These new public service announcements feature comedy with a lifesaving punchline, all to raise awareness of stroke symptoms among African Americans.

To view the radio and TV campaign components and learn about the campaign's celebrity spokespersons, comedians Alonzo Bodden and George Wilborn, visit www.strokesnojoke.org. You may also visit <http://www.prnewswire.com/mnr/adCouncil/39866/> to download and view a news release announcing the campaign.

Q&A: beta.heart.org

The design for beta.heart.org and beta.strokeassociation.org continues to evolve as the AHA Anywhere development team meets with leadership groups throughout the organization.

A recent meeting with the Corporate Management Team (CMT) resulted in some great questions about the new heart.org homepage. Answers have been provided by the AHA Anywhere development team.

See the beta.heart.org Q&A.

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Staff can find links to other news stories on heart-health issues on the American Heart Association Library's intranet site at: <http://www.heartsmarts.org/presenter.jhtml?identifier=4294>

Volunteers and supporters can find American Heart Association news releases on the American Heart Association's public Internet site at: <http://americanheart.mediaroom.com/index.php?s=43>

The *American Heart Association News From The Heart* is published by American Heart Association Internal Communications. For more information or to submit items for inclusion, mail to: aha.int.comm@heart.org. Your comments and suggestions are welcome.

