



FOR IMMEDIATE RELEASE

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WomenHeart Becomes Voice for Women in Million Heart Campaign

*National initiative aims to prevent 1 million heart attacks and strokes
during the next five years*

January 18, 2012 (Washington, DC) – WomenHeart: The National Coalition for Women with Heart Disease today announced its partnership with the Million Hearts initiative, the first national public health effort aimed at preventing 1 million heart attacks and strokes over the next five years. The partnership was announced before a standing room only crowd of government, industry and health advocacy representatives at the National Press Club in Washington, DC.

“The Million Hearts initiative gives real meaning and focus to the fight against death and disability from heart disease and stroke. Heart disease remains the leading cause of death for American women as nearly 43 million women are living with or are at risk for this chronic and life-threatening disease,” said Lisa M. Tate, Chief Executive Officer of WomenHeart. “We look forward to leading patient education efforts on the benefits of aspirin, the importance of blood pressure and cholesterol control, and smoking cessation in order to impact the lives of millions of women,” Tate continued.

Million Hearts is a national initiative led by The Centers for Disease Control and Prevention and Centers for Medicare and Medicaid Services within the U.S. Department of Health and Human Services, and working alongside other federal agencies including the National Institutes of Health, the Agency for Healthcare Research and Quality, and the Food and Drug Administration, key private sector partners.

“Heart disease has long been the leading killer of women in the US—even though most people think of it as a man’s disease,” said Janet Wright, MD, FACC, and Executive Director of Million Hearts.

“That’s why *WomenHeart Champions* —women heart disease survivors who give women a strong voice, access to resources, and a model for patient engagement—are so critical to the fight against heart disease. Million Hearts is pleased to join forces with WomenHeart to help prevent a million heart attacks and strokes in five years and improve heart health for women and men, one community at a time,” Wright added.

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Heart disease and stroke are two of the leading causes of death in the United States. Consistent with WomenHeart' mission, Million Hearts aims to improve heart disease and stroke prevention by:

- Improving access to effective care.
- Improving the quality of care.
- Focusing more clinical attention on heart attack and stroke prevention.
- Increasing public awareness of how to lead a heart-healthy lifestyle.
- Increasing the consistent use of high blood pressure and cholesterol medications

Million Hearts brings together existing efforts and new programs to improve health across communities and help Americans live longer, healthier, more productive lives.

The focus on these efforts will be on the ABCS of heart disease and stroke:

Aspirin therapy

Blood pressure control

Cholesterol control

Smoking cessation

This special presentation about the Million Hearts initiative will inform non-profits, health advocates, medical leaders and corporate allies about how they can get involved in this landmark initiative. Janet Wright, MD, FACC, Executive Director of Million Hearts will brief attendees on the campaign, its activities to date, goals for the future, and ways in which organizations and individuals can take a leadership role. Strategies to improve the health and productivity of women through empowerment, a focus on the ABCS (aspirin, blood pressure, cholesterol and smoking cessation), as well as discussion about how organizations would like to be involved in this landmark initiative will be featured.

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient centered organization serving the 42 million American women living with or at risk for heart disease – the leading cause of death in women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support network for women living with heart disease. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all committed to helping women live longer, healthier lives. To receive a free on line heart health action kit or to donate visit www.womenheart.org/kit.

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Million Hearts is a national initiative to prevent 1 million heart attacks and strokes over the next five years. The Centers for Disease Control and Prevention and Centers for Medicare and Medicaid Services are the co-leaders of Million Hearts within the U.S. Department of Health and Human Services, working alongside other federal agencies including the National Institutes of Health, the Agency for Healthcare Research and Quality, and the Food and Drug Administration. Key private-sector partners include the American Heart Association, and YMCA, among others.