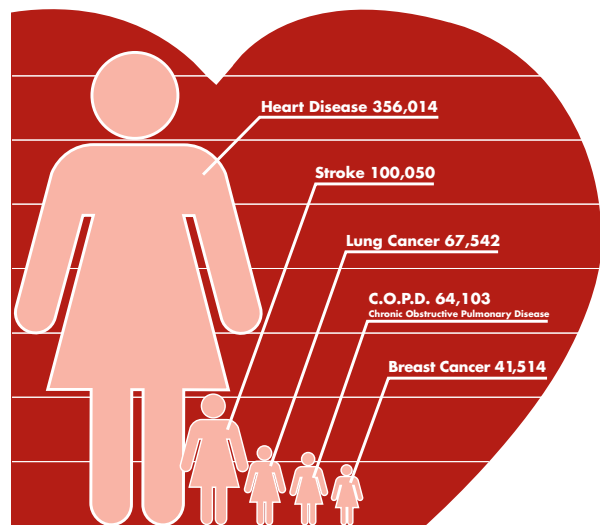


THE HEART TRUTH IS: HEART DISEASE IS A WOMEN'S ISSUE

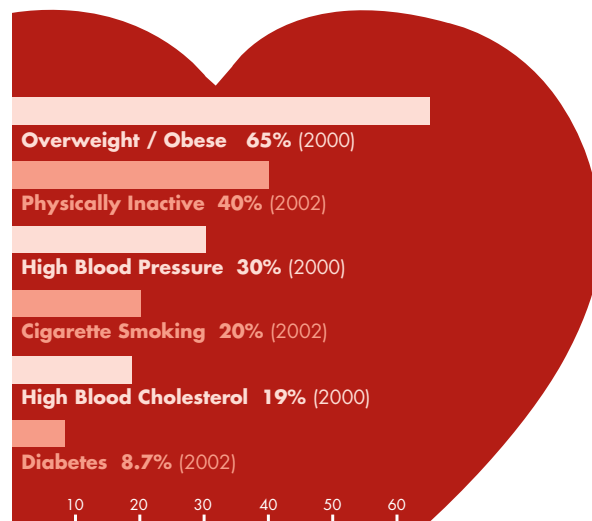
Heart Disease is the #1 killer of women, regardless of race or ethnicity. Although significant progress has been made in raising awareness among women about heart disease, from 34 percent to 57 percent in just 4 years, most women fail to make the connection between risk factors, such as high blood pressure and high cholesterol, and their personal risk of developing heart disease. Only 20 percent of women identify heart disease as the greatest health problem facing women today, and awareness levels are lower among African American and Hispanic women. Experts at the National Heart, Lung, and Blood Institute encourage women to talk to their doctors to find out their personal risk for heart disease and how they can take action to lower it. For more information, visit www.hearttruth.gov.

Leading Causes of Death for Women



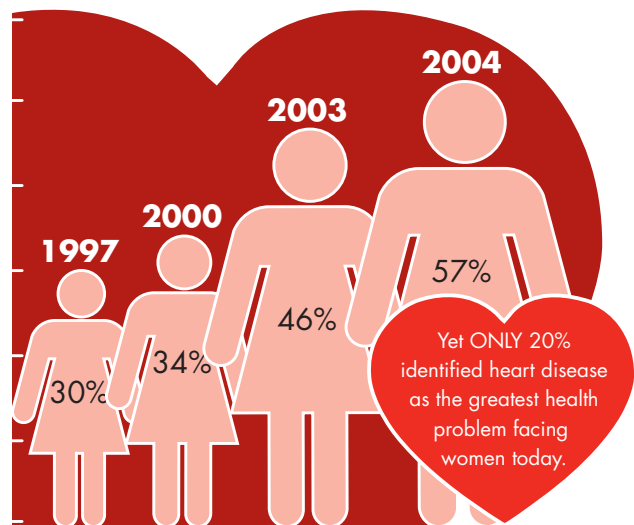
Source: The Healthy Heart Handbook for Women, National Heart, Lung, and Blood Institute (2005)
Based on 2002 data

Prevalence of Heart Disease Risk Factors in American Women



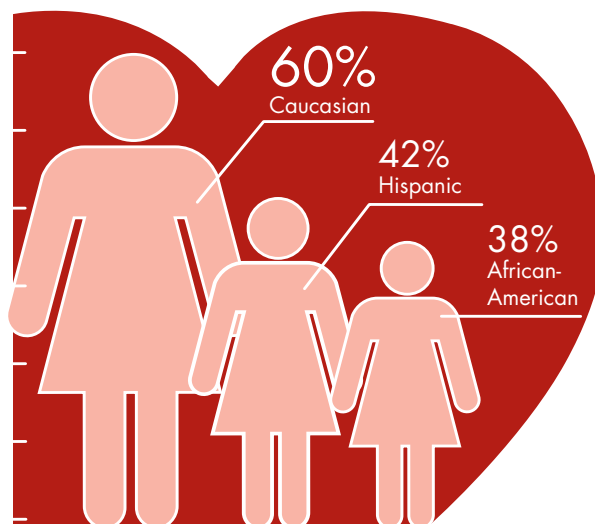
Source: National Center for Health Statistics; Centers for Disease Control and Prevention (2000, 2002)

Awareness Among Women That Heart Disease Is Their Leading Cause of Death



Source: Circulation, 2004; American Heart Association, 2004

Awareness Among Women That Heart Disease Is Their Leading Cause of Death, By Ethnicity



Source: American Heart Association, 2004

The Heart Truth is 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.

To access camera-ready artwork, as well as photography and other creative materials for The Heart Truth campaign, visit www.hearttruth.gov. If you have questions, contact media@hearttruth.org.

