



**American
Heart
Association**
Learn and Live

American Heart Association

2015 Media Kit

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BROCHURE



Getting **Healthy**

The American Heart Association is working to help kids, families and communities live heart-healthy lives. Get active and stay active, for life.



A healthy diet and lifestyle are your best weapons in the fight against heart disease.

It's usually healthier and cheaper to cook at home rather than going out to eat daily.

Just because you're at a restaurant doesn't mean you should put good food sense on the back burner. Eat well and be well.



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SOCIAL MEDIA NEWS RELEASE



American Heart Association Presents National Walking Day

DON'T BE A FOOL THIS APRIL 1ST. LACE UP AND GET MOVING!

Memphis, TN, March 26, 2015 - The American Heart Association presents the National Walking Day. It is the first step to a healthier life and will begin on the first Wednesday in April. On this day, Americans are encouraged to put their sneakers on and take 30 minutes out of their day to get up and walk.

Walking is the simplest positive change people can make to improve their heart health and helps with staying fit. It also reduces the risk of serious diseases, like heart disease, stroke and diabetes.



Research has shown that walking at least 30 minutes a day helps:

- Reduce your risk of coronary heart disease and stroke
- Improve your blood pressure, blood sugar levels and blood lipid profile
- Maintain your body weight and lower the risk of obesity
- Enhance your mental well-being
- Reduce your risk of osteoporosis
- Reduce your risk of breast and colon cancer
- Reduce your risk of non-insulin dependent (type 2) diabetes



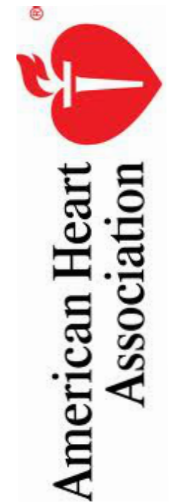
“For every hour of regular, vigorous physical activity – like brisk walking – life expectancy may increase for some adults by up to two hours.”

- Barry A. Franklin, Ph.D., director of Cardiac Rehabilitation and Exercise Laboratories.

ADDRESSING CHILDHOOD AND ADOLESCENT OBESITY

The American Heart Association (AHA) believes that addressing childhood and adolescent overweight and obesity in healthcare is crucial because obesity is causing a broad range of health problems such as high blood pressure that previously were not seen until adulthood and it is also now the number one health concern among parents in the United States, topping drug abuse and smoking.

The prevention and treatment of childhood obesity will play an important role in reducing adult cardiovascular disease and disability, averting healthcare costs and the negative impact of cardiovascular disease.



**50% OF
OVERWEIGHT
CHILDREN
REMAIN
OVERWEIGHT
AS ADULTS.**



HEALTH EFFECTS OF OBESITY

Immediate health effects:

Obese youth are more likely to have risk factors for cardiovascular disease, such as high cholesterol or high blood pressure.

Children and adolescents who are obese are at greater risk for bone and joint problems, sleep apnea, and social and psychological problems such as stigmatization and poor self-esteem.

Long-term health effects:

Children and adolescents who are obese are likely to be obese as adults and are more at risk for adult health problems such as heart disease, type 2 diabetes, stroke, and osteoarthritis.

Overweight and obesity are associated with increased risk for many types of cancer, including cancer of the breast, colon, endometrium, esophagus, kidney, pancreas, gall bladder, thyroid, ovary, cervix, and prostate.

“Obesity is a complex disorder involving an excessive amount of body fat.”

-Mayo Clinic



Founded by six cardiologists in 1924, the American Heart Association stands as the nation's oldest, largest voluntary organization devoted to fighting two things, cardiovascular disease and stroke. Their goal is to improve the health and lives of all Americans. They also provide public health education in numerous ways. Their sole mission is to build healthier lives, free of cardiovascular disease and stroke.

In its ongoing effort to raise public awareness about heart disease, the American Heart Association reminds everyone that February is American Heart Month, a month used to highlight its year-round mission of building healthier lives free of cardiovascular diseases and stroke. Cardiovascular diseases, including stroke, are the leading cause of death in America. Because heart disease is largely preventable, the American Heart Association works to educate the public on how to lower risks for developing heart disease.

Since cardiovascular disease is the number one killer of women, Heart Month begins with Go Red for Women. It is an organization of determined women that educate other women about how to prevent and care for heart disease. They believe that with the right information, heart disease can be treated, prevented and also ended.

- More-



The next event includes, National Wear Red Day. It begins on the sixth of February and consists of everyone wearing red all day. Marking its twelfth year anniversary this year, they made a tremendous effort in helping prevent heart disease over the years.

For this media kit, I used the brochure, social media release and the position paper. Brochures to me offer much more room for company and product information than other print items, such as a newspaper, magazine ad, direct mail letter or even a postcard. Even a simple trifold design allows for a colorful front page and five separate sections for product and service information. You can tell a story in a brochure over the course of the layout and end it with a call to action.

The key publics to the American Heart Association include, men, women, children, elders. Heart health is a key component to a healthy life. The message of this media kit is to live a more healthier life to prevent heart disease and also stroke. This media kit fits in the bigger picture of the organization in that it condenses the most important information in a kit. To be effective with this media kit will depend not only on what i say, but where I say it. While this message and creative delivery is important, I must get it to the right audience, multiple times and for an effective outcome.