

**American Heart
Association**



Learn and Live

Mashell Sourjohn

**Cultural Health Initiatives
Director of American Indian and
Alaska Native Outreach**

Heart Disease and Stroke

Heart disease is the leading cause of death among American Indians and Alaska Natives.

Heart disease is the No. 1 killer of women age 20 and over.

One in three women has some form of cardiovascular disease.

More women die of cardiovascular disease than the next five causes of death combined, including cancer.

Stroke is the third leading cause of death.

There is hope! Heart disease and stroke are preventable.



SECONDHAND SMOKE
will send 700,000 children
to the doctor this year.

TOBACCO STOPS WITH ME.
StopsWithMe.com



<http://www.medmovie.com/mmdatabase/mediaplayer.aspx?Message=VG9wawNoZD04MIY7Q2xpZW50SUG9NjU7VmVybWFiZWxhckIEPTF%3D%2D86UOhh0YQ%2FQ%3D>

Cessation Timeline

- **20 Minutes**
- **24 Hours**
- **48 Hours**
- **2 weeks – 3 months**
- **1 year**
- **5 – 15 years**
- **10 years**
- **15 years**

AHA Quitting Smoking Commercial Tobacco Resources

Brochures

Quit Smoking for Good Brochure

Patient videos

Medmovie Patient Education Library

Downloadable Documents

How Can I Quit Smoking? (English and Spanish)

How Can I Handle the Stress of Not Smoking?

How Can I Avoid Weight Gain When I Stop Smoking?

For Every Heart, There is a Story

“I will tell you something about stories, they aren’t just entertainment. Don’t be fooled. They are all we have, you see, all we have to fight off illness and death.” Leslie Marmon Silko - Laguna Pueblo



Go Red For Women Storyteller Guide

Go Red For Women.



Promoting Healthy Traditions

Karen Peatz
Arikara, Hidatsa,
& Mandan

Carol Walker
Arikara

Kelly Walker
Arikara,
Comanche &
Delaware
(left & right)



Storyteller Guide For American Indian and Alaska Native Heart Health

As a leader in Indian Country, you have the ability to shape the future.

Because your voice is heard, you can educate.

Because when you speak, our people listen.

Because your influence is felt, you can change behaviors and invigorate traditional healthy behavior.

Because your call is answered, you can mobilize others to work with you.

Shedding light on heart disease is one of the most honorable ways you can use your power on behalf of the community.

Why? Because heart disease is the #1 killer among American Indians and Alaska Natives. In addition, American Indians and Alaska Natives die from heart disease and stroke at a younger age than any other ethnic group in the United States. In fact, 36% of American Indians and Alaska Natives that die of heart disease will do so before the age of 65.

At the same time, self-reported risk factors of heart disease, such as obesity, diabetes, commercial tobacco usage, high blood pressure, high cholesterol and physical inactivity, are much higher than national averages.

Your leadership can have a significant impact. That's why you have been invited to become an American Heart Association Go Red For Women Storyteller.

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Knowledge is valuable, and those who fail to pass it along are dooming others to repeat mistakes. — Wilma Mankiller



What is a Go Red For Women Storyteller?

Go Red For Women® Storyteller Guide



Gene Timberman
Executive Director
Native American Cultural & Education Authority
Chickasaw

American Indian Cultural Center and Maansu
Photo below right by Kimberly Rodriguez

What is a Go Red For Women® Storyteller?

Storytelling is woven in every fiber of our culture. It allows us to recount the history of our people, share where we came from, and educate family members about cultural morals and values.

A Go Red For Women® Storyteller brings together and educates Native Americans about reducing our risk of heart disease and stroke.

As a leader in the community your voice and your story can save a life. Your leadership can have a significant impact in the lives and quality of life within our community by bringing awareness of the devastation heart disease has over American Indians and Alaska Natives.

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This is why you have been chosen to become an American Heart Association Go Red For Women® Storyteller. Through the Go Red For Women® campaign, your voice will have a positive impact on the heart health of our people and has the potential to have an impact on the lives of many generations to come.

Heart disease is the number one killer of American Indian and Alaska Native women, but research shows that 80 percent of cardiac events in women could be prevented, if women make the right choices for their hearts, such as:

- Changing eating habits
- Getting regular exercise
- Choosing not to smoke commercial tobacco
- Managing our cholesterol and blood pressure



Ideas

How To Be A Go Red For Women Storyteller

Everyone has their own special talents and interests. For that reason, we kept the Storyteller program flexible, inviting you to use your own style and creativity in spreading the word about heart disease and stroke among our people.

The one common element in every storytelling activity is the goal: Increase awareness among members of the American Indian and Alaska Native community about our heart disease and stroke risk and the steps we can take to lower our risks.

It's Up To You!

Choose any one of the following actions to become a Go Red For Women® Storyteller.

Register

Getting American Indian and Alaska Native women and men to join the Go Red For Women movement is the first step toward heart health. We know that 90 percent of individuals who sign up to join the Go Red For Women® campaign have made at least one choice to improve their heart health! As a Go Red For Women® Storyteller, we encourage you to sign up to join the movement and to encourage those around you to do the same! You will find a registration form on page 12. Mail or email your completed registration forms to: [Kathleen.Sourjohn, Cultural Health Initiatives Director for American Indian and Alaska Native Outreach.](mailto:Kathleen.Sourjohn@AmericanHeart.org)

Share Your Story

Tell us and those around you about the impact heart disease, stroke or risk factors have had on your life. Wilma Mankiller said, "Knowledge is valuable, and those who fail to pass it along are dooming others to repeat mistakes." By sharing your story you will start a conversation that can save a life. Check out the form on page 13 and share your story with us.

Create Your Own Talking Circle

Use some of the great ideas on page 6 while hosting your Talking Circle. You can create your own talking circle during a lunch and learn at work or at school; you can also create a talking circle during a family gathering or a casual evening with friends.

Host a Wear Red Day Event

Wear Red Day is a terrific and fun way to increase heart health awareness among American Indians and Alaska Natives. Our Go Red For Women® campaign has a powerful and passionate message. Much like our culture and traditions teach us that the color "red" represents knowledge and harmony. By blending your story and traditions with our heart healthy message, we can make a positive impact. For additional resources see page 6 or visit www.goredforwomen.org

Be a Messenger

Become a spokesperson, use Go Red For Women® as your platform, provide public service announcements, or post heart health information on local newsletters, websites and other media outlets. Click on the downloadable links on page 6 for templates.

Healthcare Provider

Hand out our FREE patient education materials, check out our Go Red For Women® case studies for grand rounds and our professional education that include FREE online CMEs. See page 7 for more information.

Be an Advocate!

Join our You're the Cure network and take action! We make it easy for you to let your voice be heard by providing a direct link to your local representative and a form letter that addresses government funding for heart and stroke prevention, fighting obesity, and improving heart and stroke care. Sign up, today at www.youarethecure.org and see page 8 for more details.



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Statistics

Why Is It Important?

Heart disease is the number one killer of American Indians and Alaska Natives but heart disease is preventable.

Statistics

Alarming American Indian/Alaska Native and women health statistics include:

Heart Disease is the leading cause of death among American Indians and Alaska Natives.* The CDC reports prevalence of heart disease and the percentages of premature death are higher among Native Americans than among any other racial or ethnic group in the United States.

Stroke is the sixth leading cause of death among American Indians and Alaska Natives.**

In 2006, death rates for stroke were 25.8 for American Indian/Alaska Native males and 30.9 for females. (Health, United States, 2008; NCHS)

American Indians and Alaska Natives die from heart diseases at younger ages than other racial and ethnic groups in the United States; 36% of those who die of heart disease die before age 65.**

American Indians/Alaska Natives, on average, are more likely to be diagnosed with heart disease than Caucasians.

In the early 1970s heart disease and stroke death rates among American Indians and Alaska Natives were 21% lower than the national average. By the late 1990s heart disease death rates among American Indians and Alaska Natives rose to 20% higher than the national average and 14% higher for stroke.*

Data from the 2008 NHIS survey showed 25.3% of American Indians age 18 and older were informed on two or more occasions they had hypertension.

During 2002-07, 30.0% American Indian or Alaska Native men and 24.3% of AI or AN women currently smoked commercial tobacco. (Health, United States, 2009; NCHS)

A majority (67.3 %) of American Indians were more likely to report not engaging in vigorous activity. (NHIS 2008; NCHS)

Among American Indian/Alaska Natives age 18 and older 69.6% are overweight or obese (42.4% are obese). (NHIS 2008; NCHS, Provisional)

Cardiovascular disease kills approximately 430,000 women each year, which is about one every minute.

More women die of cardiovascular disease than the next five causes of death combined, including all forms of cancer.

Most (64%) women who die suddenly of coronary heart disease have no previous symptoms.

For more heart and stroke statistics visit: www.americanheart.org/statistics/

*Indian Health Service, Trends in Indian Health, 2000-2001, Rockville, Maryland: U.S. Department of Health and Human Services, 2004.
**Shih, JB, O'Leary, KJ, Greenland, G, Ayala, JJ, Zhang, GA, Mensah, WA. Global Disparities in Premature Deaths from Heart Disease—90 States and the District of Columbia. *MMWR*. 2004;53(11-19):380-385.

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What's in the guide?

Go Red For Women® Storyteller Resources

Materials in this kit are intended to support your awareness efforts. They include:

Talking Circle and Wear Red Day Materials

This resource contains downloadable resources that include a How To Guide to give you great ideas to create your own Wear Red Day event, complete with general statistics, fact sheets, and culturally diverse posters.

Go Red For Women® Presentation

This powerpoint presentation provides information about heart disease, risk factors and how to respond in case of an emergency.

Better U

Go Red BetterU is a FREE 12-week online nutrition and fitness program that can makeover your heart. Each week will focus on a different area and provide step-by-step guidance. You'll have access to everything from daily expert tips and an online journal to a downloadable BetterMe coaching tool. Go to www.goredforwomen.org for more details.

Storyteller Examples

Heart disease has deeply impacted American Indian and Alaska Native families. Almost everyone has a story to tell. Storytelling is woven into every fiber of our culture. It allows us to recount the history of our people, share where we came from, and educate family members about our cultural morals and values. To help get the conversation started about heart disease, stroke and risk factors, storytellers from our community have shared their stories and experiences concerning heart disease and stroke.

Storyteller Form

Have you or a family member been affected by heart disease, stroke or risk factors? Did you make a positive change that improved your quality of life? We want to hear your story. More importantly those around you need to hear it too.

Registration Form

We know that 90% of the individuals who register to join the Go Red For Women movement take some form of action to lead a healthier life because of the campaign. When people register they are making a personal commitment to "know their numbers" and become proactive in their own health. They become more educated about heart disease and stroke warning signs and how to take action.

Statistics

Many American Indians and Alaska Natives are surprised to learn heart disease is the number one cause of death. Use the "Why is it Important?" page to raise awareness.

Simple 7

Simple 7 was designed by the American Heart Association to improve public health through education. These measures have one unique thing in common: any person can make them. The steps are not expensive to take and even modest improvements to your health will make a big difference. Start with one or two. This simple, seven step list has been developed to deliver on the hope we all have--to live a long, productive healthy life. Visit <http://mylifecheck.heart.org/> or use the grid on page 13.

"I will tell you something about stories, they aren't just entertainment. Don't be fooled. They are all we have, you see, all we have to fight off illness and death."

Leslie Marmon Silko - Laguna Pueblo

Talking Points

The "More About The Go Red For Women® Movement" page provides storytellers with talking points on the National Go Red For Women® movement and the history of the American Heart Association.

Person to Person Resources and Support

For additional assistance on the American Heart Association's Go Red For Women® Storyteller Guide feel free to contact:

American Heart Association
Mashell Sourjohn
Cultural Health Initiative Director for American Indian and Alaska Native Outreach
5700 North Portland Avenue
Oklahoma City, OK 73120
(405) 948-2134
mashell.sourjohn@heart.org

For additional resources and support check out "Additional Community Resources" on page 10 for a list of alliances and partners.

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Additional Resources

Go Red For Women® Storyteller Guide



Talking Circle & Wear Red Day Resources

Wear Red Day is your opportunity to encourage everyone to live heart healthy. Turn their personal choices into lifesaving actions. Use these easy-to-use tools to spread awareness about heart health and to help you build awareness of **Go Red For Women®**, promote National Wear Red Day is the first Friday of February or any day you schedule as a Wear Red Day. Select as many as you like!

Wear Red Day How to Guide

These two resources will guide you as you plan and execute your own Wear Red Day. [Wear Red Day Tool Kit](#) and [Discussion Guide](#).

Know the Facts Statistics Card

Heart disease in women is a serious issue! These are little known, but very important facts about women in heart disease. [Download here](#).

Risk Factor Sheets

Learn and share the facts on heart disease, and what can be done to reduce the risks of this largely preventable disease.

[Diabetes](#)

[Heart Disease and Stroke](#)

[High Blood Cholesterol and Triglycerides](#)

[High Blood Pressure](#)

[Overweight and Obesity](#)

[Commercial Tobacco Usage](#)

Talking Circle and Wear Red Day Posters

Use these posters of real women living with heart disease to announce the date of your Wear Red Day event. [Download posters here](#).

Talking Circle and Wear Red Day Brown Bag PowerPoint

The Brown Bag Goes Red presentation can be used during a meeting, luncheon or get-together. Check out this ready to go **Go Red For Women®** [Heart Disease and Risk Factor Presentation](#).

A Better U

The American Heart Association's Go Red BetterU is a free 12-week online program to help you make small, simple choices each day so you can lead your own life, only better. Find your BetterU with daily tips and reminders to advice from expert coaches when you sign up at www.GoRedForWomen.org

Communication and Public Relation Resources

Contact Masheil Sourjohn, Cultural Health Initiatives Director for American Indian and Alaska Native Outreach at 405-948-2134 or masheil.sourjohn@heart.org for publication and website for FREE wigetags and PSAs.

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Medical Professional Resources

Go Red For Women® Storyteller Guide

Medical Professionals Resources

Get With The Guidelines

Get With The Guidelines™ (GWTG) is an evidence-based program for [in-hospital](#) and [outpatient](#) quality improvement. It puts the expertise of the American Heart Association and American Stroke Association to work for hospitals, helping to ensure that the care they provide to coronary artery disease, stroke and heart failure patients is aligned with the latest scientific guidelines.

Learn All About Get With The Guidelines®. Read the latest [Supporting Guidelines](#). Read our [Scientific Abstracts](#) and learn how the program can make your hospital more effective and competitive.

Have a question? [Ask our Experts](#), check out our [Frequently Asked Questions](#) or access our [Online Accredited Courses](#) and/or [Web Conferences](#). You can also access the [archive of recorded Web conferences](#).



Dr. Judith Kaur
Medical Director
Native American Programs
Mayo Clinic
Chocoma and Cherokee

Professional Education

The American Heart Association's Professional Education Center is designed to be the one stop for all AHA continuing education. The best part is that this CME/CE is FREE of charge and is available at your convenience.

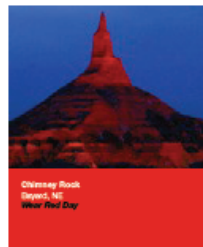
Just go to [AHA's professional education center](#) to view all of our educational offerings.

Stroke and STEMI Systems of Care Resources

Download the [Stroke Systems of Care White Paper](#), [Making a Case for Stroke Systems](#), or [Stroke and STEMI Lecture Slides](#).

Host a Wear Red Day!

Our Wear Red Day How to Guide makes it easy! These instructions will guide you as you plan and execute your own Wear Red Day. [Start here.](#)



Cherokee and
Chocoma Tribes
Wear Red Day

Empower Your Patients!

Prepare to answer your patients concerns about heart disease by downloading the Know Your Risk fact sheets. Each sheet equips your patients with valuable treatment and prevention information on risk factors like high cholesterol, smoking and obesity. Visit http://www.goredforwomen.org/patient_education.aspx for your

FREE patient education or check out these links...

- [Diabetes](#)
- [Heart Disease and Stroke](#)
- [High Blood Cholesterol](#)
- [High Blood Pressure](#)
- [Overweight and Obesity](#)
- [Commercial Tobacco Usage](#)

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Advocacy and Policy Support

Go Red For Women® Storyteller Guide



Advocacy and Environmental Policy Improvement Heart Disease and Stroke. You're the Cure.

HEART for Women Act

Learn how you can support the HEART for Women Act and ask lawmakers to do their part to cure heart disease and stroke. [Download here.](#)

You're the Cure

We make it easy for you to become an advocate and get others involved in our lifesaving cause. [Learn more here.](#) And use this [registration form](#) to reach others.

Start! Worksite Wellness

http://startwalkingnow.org/start_workplace.jsp

Heart disease is the No. 1 killer in the U.S., and physical inactivity doubles the risk. This is a scary thought when you realize we spend most of our waking hours at work. But all is not lost! If your office becomes a [Start! Fit-Friendly Company](#), you can help lower the risk of heart disease for yourself and your coworkers.

Start! Fit-Friendly Companies are recognized by the American Heart Association as employers who go above and beyond when it comes to their employees' health. With your help, your workplace can:

- Provide walking routes
- Promote walking programs and tracking tools
- Allow staff to wear athletic shoes on designated "sneaker days"

Alliance for a Healthier Generation's Healthy Schools Program

The goal of the [Healthy Schools Program](#) is to establish a healthy school environment as the norm and not the exception. To that end, the Healthy Schools Program supports schools around the nation in their efforts to create school environments where there are consistent and clear messages that physical activity and healthy eating are important and encouraged – in the classroom, cafeteria, gym, hallway and schoolyard. Research suggests that a healthier school environment can result in greater academic achievement, improved student and staff attendance and healthier lives for students and educators.

"All things are connected. Whatever befalls the earth befalls the children of the earth."

Chief Seattle
Suquamish and Duwamish

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Story Examples

Go Red For Women® Storyteller Guide

Storyteller Improving health and well being for our future generations

I would like to start by saying the Go Red For Women® Storyteller for Native American and Alaska Natives was brought about through our ancestor's prayers. They walked their journeys here on Mother Earth praying that someday we would receive help from others who would give us guidance to improve the health and well being of our future generations.

My name is Cordelia Clapp and I am a Native American health care professional. I presently work as an Independent Tribal Nurse Consultant after 24 years of Nursing, the last 9 years as the Public Health Nurse to a local tribe in Oklahoma.

My passion has been heart disease prevention and heart health education, focusing on the link between diabetes and heart disease. I've long known that our people needed heart disease prevention and awareness training.

It is with honor that I currently serve as Chair for the AHA South Central Affiliate Cultural Health Initiative Committee and sit on the South Central Affiliate Board. I have been a volunteer for the AHA for the past 10 years providing numerous national, state and regional presentations on heart and stroke awareness for women in Indian Country.

I speak from my heart and spirit as I begin my story about my mother, a full-blood Pawnee tribal member, and her passing from heart disease on October 13, 2006. I called my mother every morning. During the morning call I made while on a trip to Washington, DC I noticed her voice was weak. As we talked she said that she didn't feel good but was leaving to pay her taxes, which she had to go to another town to do, then she would come home to rest. I could tell that something was tragically wrong just by her weakened voice and her symptoms of upset stomach and difficulty breathing. I told her to call the ambulance and have them come immediately. I said if she wanted I would call for her. Being in DC with her in Kansas, I felt very helpless and was overcome with guilt for not being at her side when she needed me the most. My mother was indeed having a heart attack and she was transferred to the Cardiac Unit in Bartlesville where she underwent a stent and pacemaker procedure. My husband and I immediately left Washington. I arrived at the hospital and was able to care for her during the five days of her hospital stay.

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Since my mother lived in the same town that I did in Kansas, she was not allowed to be referred out by IHS – even though she was a full-blood Pawnee. So, with a broken heart we moved her to my brother's home and sold her home and belongings so she could live in the service area to receive full IHS health care benefits with referral obligations. My mother lived 1 year and four months after her heart attack. She had also been plagued with diabetes for 20 years but her diabetes was under control.

My message to all is that cardiovascular disease is the leading cause of death among American Indian/Alaska Native women. Our people suffer disproportionate mortality and morbidity rates of CVD, when compared to other ethnic groups, and we need to be made aware that CVD risk factors include, diabetes, hypertension, dyslipidemia, obesity, physical inactivity and - in some tribal communities - high levels of tobacco use. I have always known that the health disparities among the Native American community could improve through heart awareness education that focuses on attitudes and lifestyle changes, thereby positively affecting heart disease and stroke in Indian Country. Education and knowledge about CVD must be the future weapon of all our people.

May I end by saying that I was taught at a young age that every person is born for a purpose. I soon learned that my purpose was for my life to belong to the whole community. As long as I live, it is my privilege to do whatever I can for our Indian people by being a voice for them to a larger audience.



Story Examples

Go Red For Women® Storyteller Guide

Storyteller History does not have to repeat itself

Just after my 10th birthday, I suddenly lost my father to heart disease and my grandmother to a stroke - on the same day and only an hour apart from one another. What are the chances? Unfortunately, it turns out our chances are high and likely. As American Indians we are at a greater risk of heart disease than any other ethnic group in the United States. In the early 1970s heart disease and stroke deaths among American Indians were once 21% lower than the national average. Today our risk is 20% higher for heart disease and 14% greater for stroke than the national average.

My father was a remarkable, hard working, proud Creek and Cherokee man who, because of heart disease, sadly did not get the opportunity to meet and know his grandchildren and great-grandchildren. Because of heart disease, his grandchildren and great-grandchildren were not granted the opportunity to come to know him and the ways of our tribe through his knowledge, wisdom and words. My father was only 45 years old when he died from this preventable illness.

During the time of their passing we did not have the resources we have available today. Because of the American Heart Association and campaigns like the Go Red For Women® movement nutritional and physical guidelines have been created, risk factors have been identified, CPR is widely taught, automatic external

defibrillators are accessible in public places, clot busting drugs are readily available and new heart and stroke treatment guidelines are now available to healthcare professionals.

I missed out on so much time with my dad and it moves me incredibly to see a young father or mother spending time with their families after surviving a heart attack or stroke because of these new resources. Wilma Mankiller once said, "Knowledge is valuable, and those who fail to pass it along are dooming others to repeat mistakes." Today we have an opportunity to teach each other how to prevent heart disease, how to recognize a heart attack or stroke and how to respond to live longer and healthier lives. Through your voice, your story, and the American Heart Association's Go Red For Women® campaign, together we will make a positive, healthy impact on our families and future generations to come.

As for me, I know I am at a greater risk for heart disease and stroke because of my family history. So for myself and my family I choose to "know my numbers," make healthier food choices and take longer walks. Thank you for walking this journey with me. Mvto! (Thank You!)



10 Knowledge is valuable, and those who fail to pass it along are dooming others to repeat mistakes. - Wilma Mankiller



Story Examples

Go Red For Women® Storyteller Guide

Storyteller Making healthy choices business as usual

Each of us has a large list of labels that describe who we are as we go through life. In my family I am a daughter, sister, granddaughter, niece, cousin, aunt, mother, grandmother, wife, and friend. Of course these are all my favorite labels. Then there's who I am in my tribe, in my community and professionally: Osage Citizen, Head Cook for Native American Church, Deer Clan, Business woman (aka NDN Boss Lady), Tulisan, Oklahoman, Democrat and Business Leader, Chairwoman, President, Commissioner, Board Member and Advocate. I have been honored with prestigious awards and other titles but I have another list that also defines who I am, Cancer Survivor and Heart Patient. So here begins my part of being a Go Red For Women® Storyteller for Native American Women.

In June 2009 the Osage E-Ion-Shia Ceremonial dances took place in the Wa-ko-Li district (Pawhuska, OK). I always look forward to those four days as much as I look forward to Christmas. It's when everyone comes together and our Gray family set up camp at my sister Gina's home, just east of our dance arbor. Our family and friends come to camp each day to visit, eat, laugh and prepare for the dances. I truly enjoy setting up camp, cooking and just being outside with all of us cooking together. This year was extra special because, as customs go, I had the honor of helping a dear family friend, Dr. Patrick Tinker, assist and prepare to enter our dances. He was also my Mother's cardiologist. The plan was for the dressing ceremony to begin outside, after the noon meal, Thursday afternoon. The day was extremely hot and humid and I started to feel dizzy and lightheaded. I went inside to get my Osage Clothes and Pat's daughter, Molly, dressed for the dances. I tried drinking water and it wouldn't stay down. As our families gathered just outside the entrance of the arbor I started to feel my stomach cramp. I just wanted to get through the commitment I had made but I knew something wasn't right. I told my sister I thought I was getting overheated. Afterwards, I took a cold shower and stayed in for a while.

Saturday night I dressed my three granddaughters in their Osage Traditional dress and as we were walking over to the dances all the symptoms came back: dizziness, lightheadedness, and stomach cramps. For the first time in my life I was unable to take part in our Osage dances. I sat on the bench and watched, just knowing I didn't feel well. After the dances ended we went back to camp for our "Saturday Night Get Together." Everywhere I looked I saw my family and friends. I sat on a bench and was holding my 6-month-old granddaughter, Kori, and then I felt the oddest feeling: the strength in my arms was literary draining and she was slipping out of my arms. I took her to her mom, turned to my husband,



Margo Gray Proctor, CEO Horizon Engineering Services, Chairwoman of Board of Directors for the National Center for American Indian Enterprise Development and Go Red For Women Storyteller

Adam, and told him to take me to the hospital. At the hospital I was treated for what was believed to be heat exhaustion. I received an IV and left. Sunday I decided to only go out to the dances for my Mother's honor song. All of a sudden the symptoms were back, only this time my heart was racing and my breathing was off. Dr. Tinker came to my side and advised me to go back to the hospital. When I arrived at the emergency department the nurse took my BP and it was 177/110! I was admitted to the Cardiac Unit in Bartlesville. As my family and friends gathered, the look on Adam, my sons and grandkids' faces was something I cannot describe. But this whole ordeal was surreal to me. With my immediate family members by my side, the Cardiologist came in and said they'd found a blockage. He discussed options with Adam and my sons Matthew and James. They used words like stent and bypass. All I kept thinking was "I am a heart patient, like my parents, my aunts and uncles and some of my siblings" and I thought I had been doing some things right to stay healthy.

News traveled rapidly throughout Indian country that I'd had a heart attack and was in a helicopter being flown to Houston. Oh! Indian country has a way of getting bad news out quickly, but we can also easily make good things happen by talking about heart disease, risk factors, signs and symptoms and what to do. Heart disease is the number one killer of our Indian Women. This needs to be the fastest traveling news in Indian Country. So when I was asked to help the American Heart Association in becoming a Go Red For Women® Storyteller, I was on board immediately! Because of Go Red For Women® I now know the signs and symptoms of a heart attack, and not to wait to dial 9-1-1! I am still working on changing my lifestyle, exercising, taking my medications every day, and spreading the word for me and my family.

11 Knowledge is valuable, and those who fail to pass it along are dooming others to repeat mistakes. – Wilma Manbillier



Registration Cards

Join Go Red For Women
Help Fight Heart Disease and Save Lives

first name

last name

e-mail

address

city

state

zip

phone

date of birth


gender (optional)

ethnicity (optional)

please add me to the Go Red For Women e-mail list: yes no

Mail to: American Heart Association
Attn. Mashell Sourjohn
5700 North Portland Avenue, Suite 103
Oklahoma City, OK 73112

©2006, American Heart Association. Also known as the Heart Fund.



love your heart
American Heart Association

network sponsored by
macy's
cardinal health
Puritan
Pharm

06-0256A 10/06

Join Go Red For Women
Help Fight Heart Disease and Save Lives

first name

last name

e-mail

address

city

state

zip

phone

date of birth


gender (optional)

ethnicity (optional)

please add me to the Go Red For Women e-mail list: yes no

Mail to: American Heart Association
Attn. Mashell Sourjohn
5700 North Portland Avenue, Suite 103
Oklahoma City, OK 73112

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love your heart
American Heart Association

network sponsored by
macy's
cardinal health
Puritan
Pharm

06-0256A 10/06



Simple 7

American Heart Association 2020 Impact Goal



Cardiovascular health defined using "Life's Simple 7"

For the first time, the association has defined cardiovascular health into three categories, using seven easy-to-understand measures called "Life's Simple 7." The chart below details how Life's Simple 7 determines poor, intermediate and ideal cardiovascular health.

LIFE'S SIMPLE 7 (Health Factor or Behavior)	POOR HEALTH (Warning)	INTERMEDIATE HEALTH (Needs Improvement)	IDEAL HEALTH (Excellent)
1. Smoking Status - Commercial Tobacco			
Adults	Smoker	Quit for 12 months or less	Never smoked or quit more than 12 months ago
Children	Tried in the last 30 days		Never tried/smoked a whole cigarette
2. Body Mass Index (BMI) (a measure of body fat)			
Adults	30 or greater	25-29.9	18.5-24.9
Children	More than 95 percentile	85 th -95 th percentile	Less than 85 th percentile
3. Physical Activity			
Adults	None	1-149 minutes/wk moderate or 1-74 minutes/wk vigorous or 1-149 minutes/wk of moderate + vigorous	150+ minutes/wk moderate or 75+ minutes/wk vigorous or 150+ minutes/wk moderate + vigorous
Children	None	1-59 minutes/day moderate or vigorous	60 minutes/day moderate or vigorous
4. Healthy Diet Score (in the context of an overall healthy eating pattern and energy balance)			
Adults	0-1 components of healthy diet	2-3 components of a healthy diet	4-5 components of a healthy diet
Children	0-1 components of healthy diet	2-3 components of a healthy diet	4-5 components of a healthy diet
5. Total Cholesterol			
Adults	240 or more mg/dL	200-239 mg/dL, or treated to goal	Less than 200 mg/dL, untreated
Children	200 or more mg/dL	170-199 mg/dL	Less than 170 mg/dL, untreated
6. Blood Pressure			
Adults	SBP ¹ of 140 or more, or DBP ² 90 mm Hg or more	SBP of 120-139 or DBP of 80-89 mm Hg or treated to goal	SBP of less than 120 or DBP of less than 80 mm Hg untreated
Children	More than 95 th percentile	90 th -95 th percentile or SBP of 120 or more or DBP of 80 mmHg or more	Less than 90 th percentile
7. Fasting Plasma Glucose			
Adults	126 mg/dL or more	100-125 mg/dL, or treated to goal	Less than 100 mg/dL
Children	126 mg/dL or more	100-125 mg/dL	Less than 100 mg/dL

¹ SBP: systolic blood pressure; ² DBP: diastolic blood pressure

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January 2010

Knowledge is valuable, and those who fail to pass it along are dooming others to repeat mistakes. – Wilma Mankiller



More about Go Red For Women

Go Red For Women® Storyteller Guide

More About the Go Red For Women® Movement

Heart disease is the number one killer of American Indians and Alaska Natives but heart disease is preventable.

Go Red For Women®, powered by the American Heart Association's research, provides prevention awareness that educates and connects millions of women of all ages and ethnicity. With one out of three women dying from heart disease, heart disease is the number one killer among American Indian women, while stroke is the sixth leading cause of death among American Indians. We continue to fight this No. 1 killer by helping women turn simple choices into lifesaving changes. Whether it's eating healthier, exercising more, reducing cholesterol, or no longer smoking commercial tobacco, Go Red helps women make healthy choices for themselves and our families.

More than 41 million American women are living with one or more types of cardiovascular disease, yet only one in five view heart disease as their greatest health threat.

That's why the American Heart Association's Go Red For Women® helps fund cutting-edge research, conducts lifesaving public and professional educational programs and advocates for the protection of women's heart health.

This year, Go Red For Women® will capture women's energy, passion and power in our united fight against heart disease. Go Red For Women® activities include:

National Wear Red Day—First Friday in February: Go Red in your own fashion! Whether it is a red dress, a red T-shirt, a red dress pin or red lipstick, show the world you passionately support Go Red For Women®, the American Heart Association's initiative to save women's lives.

GoRedForWomen.org—The No. 1 online destination where women can join Go Red For Women® and learn how to make heart-healthy choices every day. Online resources include:

- A Better U: An online tool that provides a personal heart disease risk assessment.
- Community of Stories: Women can connect and share the choices they've made to improve their health with the thousands of women who "Go Red."
- Consumer Education: Go Red For Women® provides educational materials for consumers such as cookbooks, brochures, bookmarks, posters, Web alerts, etc.
- Shop Go Red: To support lifesaving research and awareness programs, Go Red For Women® offers apparel, accessories and other heart healthy products.

RESEARCH SHOWS THAT 96 PERCENT OF WOMEN WHO "GO RED" HAVE MADE AT LEAST ONE CHOICE TO IMPROVE THEIR HEART HEALTH.

FOR EXAMPLE:

- MORE THAN 40% HAVE LOST WEIGHT.
- MORE THAN HALF HAVE INCREASED THEIR EXERCISE.
- SIX OUT OF TEN HAVE CHANGED THEIR DIETS.
- 53% HAVE CHECKED THEIR CHOLESTEROL LEVELS.
- ONE-THIRD HAVE INVESTIGATED THEIR FAMILY'S HISTORY OF HEART DISEASE OR HAVE TALKED TO THEIR DOCTOR ABOUT THEIR PERSONAL HEART RISK.

About American Heart Association

Founded in 1924, the American Heart Association is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases—America's No. 1 and No. 3 killers—we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.

For more information visit GoRedForWomen.org or call 1-888-MY-HEART. Go Red and Go Red For Women are trademarks of AHA. Red Dress Design is a trademark of U.S. DHS.

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Partner Resources

Go Red For Women® Storyteller Guide

Additional Community Resources

Together we change today and our future generations' tomorrow

Programs

American Heart Association
American Stroke Association
www.americanheart.org

American Diabetes Association
Native American Programs
<http://www.diabetes.org/community-events/programs/native-american-programs/>

American Lung Association
Not on Tobacco for American Indian Teens
www.lungusa.org/

Association of American Indian Physicians
www.aaip.org/

Indian Health Services
www.ihs.gov/
<http://www.ihs.gov/hqip/index.cfm?module=focus&option=diabetes&suboption=Dpractices&suboption2=heart&frequency=1>

Center for Disease Control
Diabetes: Prevention - Eagle Book
http://www.cdc.gov/diabetes/pubs/eagle_exhibition.htm

U.S. Department of Health and Human Services
<http://www.womenshealth.gov/minority/americanindian/hd.cfm>

Mayo Clinic Comprehensive Cancer Center
www.nativeamericanprograms.org

National Heart, Lung and Blood Institute
Strong Heart
http://www.nhlbi.nih.gov/resources/docs/shr_06.htm

Honoring the Gift of Heart Health
http://www.nhlbi.nih.gov/health/prof/heart/other/asia_manual/

Tobacco-Free Kids
<http://www.tobaccofreekids.org/index.php>

REACH CEED
http://www.cdc.gov/reach/reach_w.htm

United National Indian Tribal Youth, Inc. - UNITY
<http://www.unityinc.org/>

Statistics

American Heart Association
<http://www.americanheart.org/pressroom/01/010101e>

American Diabetes Association
<http://www.diabetes.org/diabetes-basics/diabetes-statistics/>

Indian Health Services
<http://www.ihs.gov/hqip/index.cfm?module=focus&option=diabetes&suboption=Dpractices&suboption2=heart&frequency=1>

Center for Disease Control
http://www.cdc.gov/dhdnp/library/aias_adac/index.htm



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American Heart
Association® 
Learn and LiveSM

**Worksite Wellness
Start! Fit-Friendly
Company**

Benefits to Companies



- Healthier employees
- Reduction in absenteeism
- Reduction in healthcare cost
- An official recognition letter from the National Center.
- A recognition plaque presented by local staff at the CEO event.
- Recognition on www.heart.org/start.
- Local-level recognition in a local press release and at CEO events and Start! Heart Walks.

The Criteria



Physical Activity



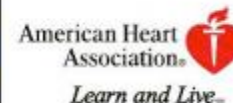
Nutrition



Culture

Criteria divided into 3 Focus Areas

Start! Fit-Friendly Companies



- **Gold:** Awarded to companies that meet criteria.
- **Platinum:** Awarded twice per year to companies that meet the Gold criteria and can demonstrate measurable behavior changes.
- **Workplace Fitness Innovation Award and Community Fitness Innovation Award** Awarded to companies that develop innovative and efficient methods to promote physical activity beyond the criteria.
- **Application Deadlines:**
 - ❑ January 31 & July 31



2008: Forbes



2007: WSJ²⁶



This workplace has been recognized by the American Heart Association for meeting criteria for employee fitness



This workplace has been recognized by the American Heart Association for meeting criteria for employee fitness.

American Heart Association Policy Strategies

Smoking Status

- Comprehensive clean indoor air laws
- Excise taxes on tobacco products
- Increase/sustain funding for state smoking cessation/prevention programs
- Comprehensive implementation of FDA regulation of tobacco
- Implement clinical guidance and monitor health claims around smokeless tobacco and other “harm reduction” products.
- Comprehensive smoking cessation benefits in Medicaid, Medicare and other health plans.
- Eliminate tobacco sales in pharmacies and other health-related institutions.

American Heart Association Policy Strategies

Prevention

Commercial Tobacco

Physical Activity

Obesity

Nutrition

Access to Care

Quality of Care

Research

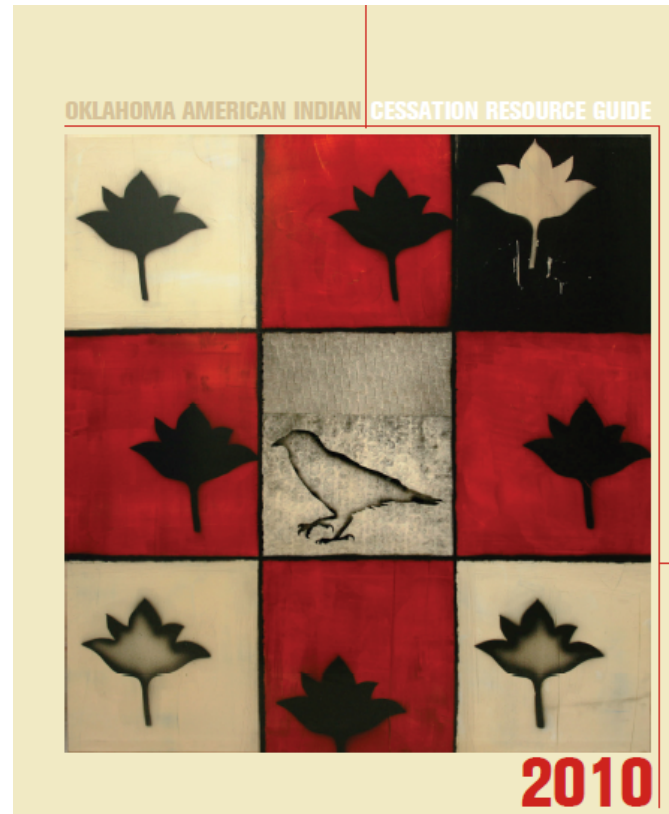
You're the Cure Network



www.capitolconnect.com/yourethecure/index.aspx

Partner Resources

- **American Diabetes Association**
- **American Lung Association**
- **Association of American Indian Physicians**
- **CDC**
- **Indian Health Services**
- **Mayo Clinic Comprehensive Cancer Center**
- **National Heart, Lung and Blood Institute**
- **Tobacco Free Kids**
- **REACH CEED**
- **UNITY**



[http://www.ok.gov/stopswithme/
documents/8071-TSET-
AIResGuide2010-F.pdf](http://www.ok.gov/stopswithme/documents/8071-TSET-AIResGuide2010-F.pdf)