

2010 GRPTC Key Messages



HISPANIC WOMEN ARE AT GREATER RISK

Heart disease is the No. 1 killer of Hispanic women. On average, Hispanic women are likely to develop heart disease 10 years earlier than Caucasian women.

- Only **1 in 3** Hispanic women is aware that heart disease is their No. 1 killer.
- Cardiovascular disease kills more than **435,000** women each year, which is about **one every minute**.
- Just **3 in 10** Hispanic women say they have been informed by their doctor that they are at a **higher risk**.
- Only **1 in 4** Hispanic women is aware of **proven treatment options**.
- Heart disease **can be prevented**. In fact, research shows that **80 percent** of cardiac events in women are linked to poor choices, involving diet, exercise and smoking. Women must make the right choices to change this statistic.

FOR YOU AND THOSE YOU LOVE

The ones you carry in your heart are the No 1 reason to take care of it. Your family is your priority and you are the foundation. When the family is not well, you feel their pain, and when you are not well...things fall apart.

- **A Healthy Heart** makes it easier to be there for those you love and be a part of every milestone. When your health is at its best, your family also reaps the benefits.
- **Speak with your Heart**. Loved ones turn to you for care and advice. Speak to them about the importance of caring for their hearts and apply simple changes to the family menu to move towards a healthier lifestyle.
- **Healthy Eating**. Baking instead of frying is one small change you can make while still sharing the traditional meals with those you love. Healthy eating, combined with frequent exercise, can help prevent risk factors like high-blood pressure, high blood sugar levels, high cholesterol levels and obesity.

LEARN HOW TO SAVE YOU AND YOUR FAMILY FROM HEART DISEASE

VISIT GoRedCorazon.org: An online hub of information and education where Hispanic women can learn how to reduce their risk for heart disease, so they can always be there to care for the ones they love.

- **365 Tips for Healthy Living**: Motivational and informational tips on nutrition, heart health and exercising.
- **Cooking Healthy at Home**: Ideas for cooking heart-healthy versions of traditional meals at home for your family.
- **Family Healthy Meals**: Tips for a balanced menu for the entire family.
- **Eating Out**: Tips on eating healthy outside of your home.
- **Let's Go Shopping**: Simple steps to fill a grocery basket with healthy purchases.
- **Heart to Heart Talk**: Suggestions for a family conversation about eating healthy.

Visit GoRedCorazon.org or call **1-888-474-VIVE** to protect yourself and your family by learning how to prevent the No. 1 killer of Hispanic women – heart disease

GO RED POR TU CORAZÓN

- Go Red Por Tu Corazón promotes a heart-healthy lifestyle, nutrition and physical activity for Hispanic women, building on Latinas strong ties to family and cultural traditions.
- Research suggests that even without any other risk factors, Hispanic women may have increased risk of heart disease.
- Go Red Por Tu Corazón is raising awareness of heart disease in Hispanic women and inspiring millions of other Latinas to make heart-healthy changes for themselves and their families.
- Go Red Por Tu Corazón is nationally sponsored by Macy's and Merck & Co., Inc.