American Heart Association’s Go Red For Women and Ad Council Launch National Public Service Advertising Campaign to Address a Leading Killer of Women in the U.S.: Heart Disease

New PSA campaign aims to increase the urgency and personal relevance of women’s heart disease while offering resources to help women live a heart healthy life

Dallas, TX, November 12, 2014 – One out of every three deaths among women in the U.S. each year is attributed to cardiovascular diseases including heart disease and stroke, causing more fatalities than all forms of cancer combined, according to the American Heart Association. Furthermore, nine in 10 women have at least one risk factor for developing heart disease, but only about half are aware of the issue at all. In an effort to raise awareness of heart disease and empower women with the necessary tools to lead heart healthy lives, the American Heart Association’s Go Red For Women and the Ad Council are launching a new public service advertising (PSA) campaign today.

“What you’ve heard is true: heart disease and stroke kill more women than men, despite the long-time, publicly-held misconception that it’s a ‘man’s disease,’” said Dr. Jennifer H. Mieres, a spokesperson for the American Heart Association’s Go Red For Women movement and Senior Vice President, Office of Community and Public Health, North Shore-LIJ Health System and Professor of Cardiology at Hofstra North Shore-LIJ School of Medicine. “The good news is that even though an estimated 43 million women are affected, heart disease and stroke can be prevented with small incremental changes.”

An estimated 43 million women in the U.S. are affected by heart disease and stroke, resulting in over 400,000 deaths each year, according to the American Heart Association. Knowing the risk factors and taking simple steps like not smoking, getting regular physical activity, eating a heart healthy diet and monitoring blood pressure, women can decrease their chances of heart disease.

“Heart disease and stroke claim the life of nearly one woman in the United States every minute,” said Lisa Sherman, President and CEO of Ad Council. “But many women continue to believe the disease is one that just targets men or the elderly, so they’re not taking action to reduce their risk. Together, with our longstanding partner the American Heart Association, we know that this new campaign will have a life-saving impact.”

Created pro bono by ad agency Deutsch NY, the new television, radio, print, outdoor and online PSAs aim to dispel the myth that heart disease and stroke are a man’s disease. Through the depiction of a strong, resolute woman breaking barriers through different decades, the PSAs
demonstrate women can do anything men can do and that unfortunately includes dying from heart disease and stroke. Audiences are directed to GoRedForWomen.org where they can sign up to be members, learn about heart disease, their risk for developing it, and find tools for living healthier, longer lives.

The Ad Council and the American Heart Association have a long history of working together to improve awareness and education around important health issues in the U.S. including stroke awareness and hands-only CPR education. Following the Ad Council’s model, the PSAs are distributed to media outlets nationwide and run in space and air time donated by the media.

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**About Go Red For Women**

Go Red For Women® is the American Heart Association’s national movement to end heart disease in women. We are committed to the fight, for as long as it takes. The American Heart Association’s Go Red For Women® movement advocates for more research and swifter action for women’s heart health. The American Heart Association’s Go Red For Women® movement was created by women, for women. Because our health is non-negotiable, because we have the power to save our lives, and because the best force for women is women. The American Heart Association’s Go Red For Women® movement is nationally sponsored by Macy’s with additional support from our cause supporters. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278).

**Ad Council**

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to effect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns visit Adcouncil.org, like us on Facebook, follow us on Twitter or view our PSAs on YouTube.

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