



Newsletter - November

Our Mission

Building healthier lives, free of cardiovascular diseases & stroke. We're helping individuals and communities build a culture of health so all people can live life to the fullest with healthy hearts and brains.



Saving Lives

Over the past decade, death rates from heart disease and stroke dropped by about 38% and 34%, respectively. The American Heart Association's advocacy, quality and research efforts played a major role in this stunning decrease.



CPR & First Aid

We trained more than 12.4 million potential lifesavers nationwide, including more than 210,000 MN residents



Groundbreaking Research

Since 1949, the AHA has invested more than \$3.8 billion in research nationwide.. We are currently providing more than \$5.8 million to fund 35 research studies in MN.



Healthy Communities

We passed legislation creating a statewide stroke system including designated stroke hospitals and EMS protocols for proper triage. As a result, more than 80% of Minnesotans now live within 30 minutes of proper stroke care, up from 58%.



Quality Health Care

We joined forces with St. Jude Medical Foundation to create a pilot initiative that brings "Get With The Guidelines - Heart Failure" to 14 hospitals in Minnesota.



Funding Our Mission

Development activities including Jump Rope For Heart and Hoops For Heart, Heart Walk, Heart Ball, Go Red For Women Luncheon, workplace giving and planned giving raised more than \$7.7 million statewide last year.

Research studies funded in the past 5 years (2011-2015) by the American Heart Association

Mayo Clinic, Rochester

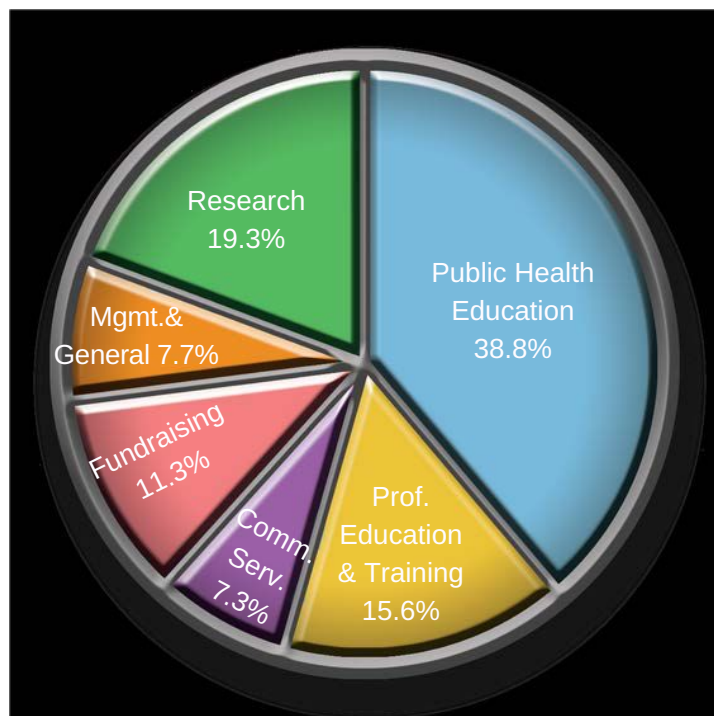
36 Studies - \$5,071,553

University of Minnesota, Minneapolis

50 studies - \$5,849,346

Total: 86 studies - \$10,920,899

How Your Donations Save Lives



Nationwide, fiscal year 2014-2015 (latest figures available)

GO RED FOR WOMEN®

Our Top Ten Accomplishments...

10 MORE GENDER-SPECIFIC INEQUALITIES HAVE BEEN IDENTIFIED.

In 2010, about **67%** of coronary angioplasties (PCI procedures) were performed on **MEN**. Women are **LESS LIKELY** than men to receive aggressive diagnoses and treatments for cardiovascular diseases. **BUT THIS IS CHANGING!**

9 MORE MEDICAL RESEARCH HAS BECOME GENDER-SPECIFIC.

The FDA is now required to report on the extent to which clinical trial results are reported by gender, so it's easier to draw conclusions about the disease's effects on **WOMEN**.

More physicians **RECOGNIZE** that women's symptoms and responses to medication **DIFFER** from men's.

8 MORE ADVOCACY EFFORTS PAVED THE WAY.

Women **NO LONGER** pay higher premiums than men for the same health insurance coverage. The CDC's **WISEWOMAN HEART DISEASE AND STROKE SCREENING PROGRAM** for low-income women now exists in 20 states.

1 MORE LIVES ARE BEING SAVED.

More than **670,000** women's lives have been saved.

2 MORE WOMEN ARE TAKING OWNERSHIP.

Nearly **90%** of Go Red participants have made healthy lifestyle changes. Almost **HALF** have lost weight. More than **40%** have checked their cholesterol. More than **HALF** now exercise regularly. **6 in 10** have changed their diets. **1/3** have talked with their doctor about developing a heart health plan.

3 AMERICA IS BECOMING MORE AWARE.

The rate of awareness that cardiovascular disease is the #1 killer in women has increased nearly **30%** since 1997.

4 MORE WOMEN ARE AWARE.

Among women surveyed in 2014, **ONE-HALF (50%)** were familiar with the Go Red For Women campaign or had seen the logo.

5 MORE WOMEN MINIMIZED THEIR RISK.

Among American women (2003-2012), smoking has **DECREASED BY 18%** and the number of women meeting physical activity requirements has **INCREASED BY 20%**.

6 MORE COMMUNITIES HAVE JOINED OUR FIGHT.

Go Red For Women registration has exceeded **1.1 MILLION**. There have been **1.9+ MILLION** Go Red Heart CheckUps. More than **25 MILLION** Red Dress pins have been worn. More than **185 CITIES** host Go Red For Women luncheons and events. More than **2,000 LANDMARKS** light up in red on National Wear Red Day.

For more than a decade Go Red For Women has fought for equal health opportunity for women – we proudly wear red, share our stories of survival and advocate for more research and swifter action for women's heart and brain health. Our future is focused on changing the culture to make it easier for women and their families to live healthier lives.

Go Red and Go Red For Women are trademarks of the AHA. The Red Dress Design is a trademark of the U.S. DHHS.



Upcoming Events

January 13th

Go Red For Women Luncheon
at the Minneapolis Convention
Center

February 3rd

National Wear Red Day

February 11th

Mall of America Goes Red

June 17th

Grandma's Marathon in Duluth,
MN

October 1st

Twin Cities Marathon

Find us on social media

Web:

www.heart.org/twincitiesgored

Email:

heather.grieger@heart.org

@HeartAssocMN



Run With Heart

Cindy Sorensen, Run with Heart Champion

"I chose the American Heart Association for this year's charity race because of the sudden onset of end-stage heart failure that my sweetie, Mark, endured this year. As a result of research done through organizations like AHA, he is alive today through the implantation of an LVAD heart pump. On March 3, of this year, my longtime Sweetie, Mark, was struck with sudden, end stage heart failure at the age of 48! The doctors believe that a virus attacked his heart sometime within the last year. It slowly damaged his heart and along the way his body adapted to the reduced oxygen flow in a way that was undetectable to us. Basically, he was at the brink of organ failure and fighting for his life. Emergency surgery was scheduled and on March 8 he had an LVAD heart pump implanted. An LVAD is a Left Ventricle Assisted Device which basically pumps for the heart so that the heart can rest and hopefully heal or at least be a bridge until a heart becomes available for transplant. Due to an incompatibility with the first pump, he had to have replacement surgery on July 12. We still have a long road in front of us, but Mark is back to work, traveling and enjoying most everything he did before he was hit by heart failure. Today we wait to see if the pump will allow his own heart to rest and "remodel" itself, which could lead to the pump being removed. But at the same time, he is also on the heart transplant list, in the event that his own heart can't heal while the pump is doing the heavy lifting."



Cindy Sorensen with her sweetie, Mark Pitzele after running the Twin Cities Marathon.

For more information on Run with Heart, please contact Heather Grieger at heather.grieger@heart.org.

Check out the website at www.runwithhearttwincities.org

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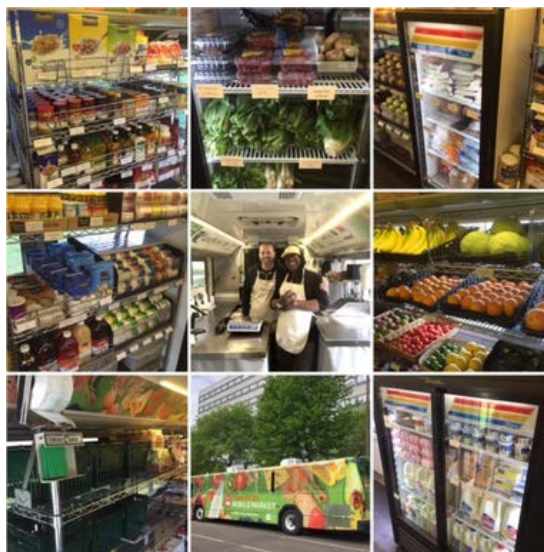
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What Advocacy has done in Minnesota

STEMI System of Care: A system of care has been built for the most time sensitive type of heart attack, a STEMI. The new legislation authorizes the MN Department of Health to designate STEMI Receiving Centers and requires all EMS services in the state to have current triage and transport protocols for STEMI Patients. As a result of this success the state's 5.4+ million residents, including those 8,000+ individuals who suffer a STEMI each year, will now be more likely to receive the right care, at the right time, in the right place, regardless of where they live in the state.

Physical Education: We strengthened physical education this year by requiring new/updated PE standards and grade-specific benchmarks. These standards and benchmarks had not been updated since 2004! Much has changed since then to focus PE on physical fitness rather than competitive sports. This is a great win for Minnesota's kids—stronger PE=healthier, happier, academically successful kids!

Good Food Access Fund: When we launched this campaign last fall, we hoped to build awareness about healthy food access with legislators this session, but ended up striking a serious chord for policymakers and stakeholders who want to see healthy food access addressed ASAP! The Senate language establishing the program, with \$250,000 in one-time funding. This small infusion of funds and establishment of the program in state statute will provide significant momentum to fully fund the Good Food Access Fund in 2017. The new Good Food Access Fund is a first step toward bringing healthy eating options closer to home in communities across Minnesota!



This spring, the Twin Cities Mobile Market parked outside of the Capitol to show lawmakers, staff and the public one of the many solutions the Good Food Access Fund can support to help Minnesota communities obtain access to healthy, affordable food.

Go Red For Women Kick Off Event

The Twin Cities Go Red For Women Kickoff Event was held on October 13, 2016 at the Minneapolis Food Building.



Check out Elizabeth Banks Go Red for Women video [Here](#)



Great speakers, great supporters, all to support our 2017 Twin Cities Go Red for Women Luncheon!

To get further engaged, there are so many different ways, including joining:

- o The Executive Leadership Team who are bringing in company sponsorships as well as personal donations.
- o The Ambassadors who are turning the Twin Cities red.
- o The auction committee who are gathering items for the Luncheon auction.
- o Men Go Red for the women in your lives.
- o Our new initiative, Young at Heart for young professionals.



You're helping countless people live longer, healthier lives. Why?... Life, life is why! You are inspiring each of us every day to work towards a world free of cardiovascular disease and stroke.