AHA Sets New Goal To Focus On Improving Health Factors And Lifestyle Behaviors

For the first time, the American Heart Association has defined "ideal cardiovascular health," identifying seven health factors and lifestyle behaviors that support heart health.

The association created the definition as part of its effort to achieve its new national goal: By 2020, improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent. The novel focus of the new goal will be preventing heart disease and stroke, most notably by helping people identify and adopt healthier lifestyle choices.

In a recent survey of adult Americans, the association found 39 percent said they thought they had ideal heart health; however, 54 percent of those (and 70 percent of all respondents) said a health professional had told them they had a risk factor for heart disease and/or needed to make a lifestyle change to improve their heart health. These findings indicate most people don’t associate important risk factors, such as poor diet and physical inactivity, with cardiovascular disease.

"To date, there has been great success in reducing disability and death from heart disease and stroke in part through aggressive improvements in the diagnosis and treatment of these diseases and in limited uptake of measures to prevent heart disease and stroke," says Clyde W. Yancy, M.D., American Heart Association national president. "We achieved our 2010 goal of reducing death by heart disease and stroke by 25 percent — earlier and by a wider margin than we had targeted. However, too many people continue to have unrelenting exposure to known important risk factors for heart disease and stroke to the point that we are likely to begin seeing an increase in these diseases — and at an earlier age. That is a cause for alarm and a trend we need to stop now."

The AHA has identified seven health factors and lifestyle behaviors that can affect optimal cardiovascular health. Improvements in these areas can greatly impact quality of life and life span, as well as dramatically reduce the financial burden of the Medicare-eligible population.

For the 2020 impact goal, the AHA categorizes cardiovascular health as poor, intermediate or ideal — depending on where people are in each of the seven areas. While the metrics for children vary based on pediatric recommendations and guidelines, ideal cardiovascular health for adults is defined by the presence of these seven health measures, known as Life’s Simple 7:

- Never smoked or quit more than one year ago;
- Body mass index less than 25 kg/m2;
- Physical activity of at least 150 minutes (moderate intensity) or 75 minutes (vigorous intensity) each week;
- Four to five of the key components of a healthy diet consistent with current American Heart Association guideline recommendations;
- Total cholesterol of less than 200 mg/dL;
- Blood pressure below 120/80 mm Hg;
- Fasting blood glucose less than 100 mg/dL.

To help people improve their heart health, the AHA has developed a new online resource – My Life Check (www.heart.org/MyLifeCheck). The short assessment identifies the seven goals for ideal health and notes where a person is on the spectrum, while additional tools and information offer specific action steps to improve the measurements and track personal progress toward better health.

Noting the goals are aggressive, Yancy said the AHA will partner with healthcare and government agencies and those in other arenas to make policy and environmental changes to help move Americans toward ideal cardiovascular health.

"It’s simple. Of all the treatment strategies that work for heart disease and stroke, the best treatment is to avoid disease altogether," he says. "Prevention should be a cornerstone of healthcare reform, a priority of our state and local legislatures, incorporated into our workplace policies, in our schools and our community environments, and a big part of our everyday lives. The American Heart Association is clearly focusing not only on reducing the burden of disease but, importantly, on prevention of disease. That should matter to everyone."
University of Hawaii researcher Vivian Tuei has traveled almost half-way around the world from her native Kenya to pursue her Ph.D. in molecular biosciences and bioengineering at the University of Hawaii, and she credits the American Heart Association for helping give her that opportunity.

Tuei, whose home is in the small town of Kapsabet, in western Kenya, heard about the University of Hawaii science program from a Kenyan friend who was pursuing a Ph.D. at U.H. in the same department where she now works. Having completed her undergraduate studies in chemistry and biochemistry at the University of Nairobi, she took the friend’s advice and applied and was accepted in 2005 to work on her master’s degree at U.H. She completed that degree in 2007 and, receiving a tuition waiver, decided to continue her Ph.D. studies at U.H. She received a two-year (2009-2010), $49,544, pre-doctoral fellowship grant from the AHA’s Pacific/Mountain Affiliate which provides a stipend for her living expenses and also covers part of her research expenses.

“The AHA grant was the first award that I’ve received,” says Tuei. “I see it as an achievement, and something that is important in helping me start my research career. As a foreign student I can’t work while I’m here studying, so receiving the stipend eases my financial worries so I can focus my time on my studies.”

Tuei is studying the role of a protein called albumin in transporting excess cholesterol from tissues in the body.

“Albumin is the most abundant protein in the blood,” she explains. “It binds to fatty acid and cholesterol as well as a number of drugs and carries them to the liver where they can be processed for excretion. What I have found is that both fatty acids and cholesterol compete to attach to albumin. I have also identified that higher levels of fatty acids and cholesterol exist in individuals who are obese and also in those with diabetes. It’s also known that a high level of albumin is protective against coronary heart disease, but we don’t yet specifically know why. My work aims to explain that. By better understanding how albumin binds to fatty acids and cholesterol, and to possibly identify variants of albumin that might significantly alter the transport of fatty acids and cholesterol, it could explain why some ethnic populations are more prone to these disease risks. It also could contribute to the development of therapeutic applications.”

Tuei presented her initial data at the American Society for Biochemistry and Molecular Biology annual conference held in Anaheim, CA in April, and she hopes to publish her findings later this summer in conjunction with the completion of her Ph.D.

She was drawn to science at an early age, but her specific focus was prompted partially by the loss of her father to a stroke at age 55. “My father, who was a retired assistant police commissioner in Kenya, died when I was 14 years old,” Tuei explains. “After my dad’s death, and as I began my studies in science, I took an interest in learning more about cardiovascular diseases and finding ways to prevent them.”

“As people in Africa are becoming more influenced by Western lifestyles, more are starting to develop cardiovascular disease-related risk factors,” Tuei says. “I hope to return to Kenya after completing my Ph.D., secure a lecture position at the University there, and continue my research with a focus on lifestyle/nutrition-related diseases at the community level. Hopefully I can play a part in helping to reduce the impact that cardiovascular disease has on people there, and contribute to the overall knowledge that will help reduce those diseases internationally.”
Programs

AHA Donates CPR Training Kits To Junior Lifeguard Program

The American Heart Association of Hawaii provided 40 Family and Friends CPR Anytime kits to the North Shore Lifeguard Association to help present the Junior Lifeguard summer program at Ehukai Beach. That program’s continuation had been threatened by city staffing shortages until musician Jack Johnson, along with restaurants Haleiwa Joe’s and Cholo’s stepped forward to provide funding, and members of the North Shore Lifeguards Association agreed to donate their instructional time to continue providing the service to youths.

The program teaches water and watercraft rescue procedures, CPR and life skills to youths ages 13 to 17. The program will operate during eight one-week classes, from June 7 to July 30. There are approximately 20 participants in each of the week-long sessions.

“The American Heart Association is pleased to offer the kits to this important program as a way to expand the community’s knowledge of CPR,” says AHA Metro Oahu Board President Ralph Shohet, M.D. “The AHA had remaining kits from another community event through which it had received a funding grant. This seemed like a great opportunity to put those remaining supplies to good use.”

Family & Friends CPR Anytime is an all-in-one, personal CPR training kit that makes learning the core skills of CPR easy, convenient, affordable and fun for the whole family. It takes just 22 minutes to learn anytime, anywhere. CPR Anytime uses the research-proven Practice-While-Watching method that helps improve learning and retention.

A key feature of the CPR Anytime program is that family and friends each use their own kits to share training with their loved ones and refresh skills as often as needed. Participants in the Junior Lifeguard Program will be challenged to share their kits with family members and friends so as to train many more in the community in the lifesaving skills. The kits normally retail for $34.95 through the Association’s Web site.

Hawaii’s Young Professionals To Party For The AHA At Black Tie & Blue Jeans Gala

The American Heart Association’s Black Tie & Blue Jeans gala on July 24 will offer its guests all of the fun of “Sin City” without the sin.

Following the theme “Heart Rock”, the event will feature casino games (with no money changing hands), hot dancing, fine dining, outstanding silent auction shopping, and a chance to support health improvement in Hawaii’s communities. The 13th annual Black Tie & Blue Jeans will be held at the Waialae Country Club from 6 p.m. to midnight.

As part of the tradition that gives the event its name, male guests will wear formal, black tie attire from the waist up, coupled with blue jeans. Ladies wear their fanciest cocktail dresses. Beyond those guidelines, the only other expectation is that guests will have the time of their lives.

Event co-chairs Billy Pieper and Kamani Kualaa’au, both first time attendees of the event, base their expectations on feedback that they’ve received from friends who have made the event a staple of their social calendar. “We expect Black Tie & Blue Jeans to provide a great time for young professionals to get together and have fun for a worthy cause,” says Kualaa’au, vice president and senior trust officer of Institutional Client Services at Bank of Hawaii. “It’s also become very personal for me since I’ve become involved. My grandmother recently suffered from an arrhythmia event and had to be resuscitated with CPR and a defibrillator. The work that the AHA has done helped provide the treatments that kept her alive, so the AHAs work is important to me and my family.”

“This cause is worth the investment of time,” adds Pieper, vice president and manager of Retirement Plan Services at Bank of Hawaii. “When I was approached about serving as co-chair of this year’s gala I did some research about the cause that it supports. When I found out that so many people in Hawaii are affected by heart disease Continued on page 4.
The Heart Ball That Many Won’t Forget Exceeds Expectations

Despite the daunting challenges of an impending tsunami and an historic economic downturn, the 2010 Honolulu Heart Ball overcame them all.

While Waikiki remained closed to visitors until 2:30 p.m. that afternoon because of the tsunami threat caused by a massive earthquake in Chile, 750 guests made their way to the Sheraton Waikiki Ballroom on the evening of Feb. 27 to help the AHA net $545,000 to aid its mission. That marked a 30 percent increase over the 2009 Heart Ball’s net income.

“I live near the beach in Kailua and for much of the day I had been evacuated from my home,” says Kitty Lagareta, co-chair of the 2010 Heart Ball. “We weren’t sure even after the all clear came at 2:30 p.m. whether we could, or whether it would be appropriate, to still hold the Ball.”

The Heart Ball, considered by many to be the premier social event of the year in Honolulu, requires almost a full year of planning and work by over 200 volunteers, hotel and AHA staff members.

“When we finally decided that we would go on with the event, we still had to worry about all of the guests showing up after what had been a very trying day for many,” says Lagareta. “I can’t describe the joy I felt standing at the top of the escalator beginning at 6 p.m. to greet guests and to see people actually start to arrive. Then they kept coming and coming for the next 1½ hours. I think everyone was a little bit relieved that we had been spared from what could have been a great disaster. They were in a celebratory mood.”

“We really have to credit the Starwood Hawaii Senior Vice President of Operations Keith Vieira and his staff for being so flexible and responsive in working with the Heart Ball volunteers and the AHA staff to make sure that we could still complete the final preparations to hold the Ball,” adds Allen Uyeda, 2010 Heart Ball co-chair. “Also, Deena Nichols of Macy’s and her staff, who were responsible for the ballroom décor, did an amazing job pulling it all together under extremely challenging conditions.”

“We couldn’t have had a finer team of people to work with,’’ adds Lagareta, “it made us feel really good about what we were doing to see such commitment to the cause.”

Guests did seem especially grateful to be safe, to be able to share the evening with friends, and to help support the AHA. Every live auction item sold, including a portrait to be painted by world-renowned Honolulu painters Americo and Eva Makk; a “man cave” designed and constructed under the direction of Archipelago Hawaii; and an exclusive Macy’s New York City adventure.

The evening also featured recognition of the Heart Ball’s first honorees, Alfred and Patricia Kwiecinski, for their long-time and outstanding support of the AHA’s mission.

“It was heart-warming to see all of the support that we received from companies in Hawaii, especially in times like this when there’s a lot of competing demands on people’s time and money,” says Uyeda. “It was our goal early on to keep the focus of the event on the AHA’s mission and the benefits that we’ve all experienced from the AHA’s work. Kitty and I are really grateful that people recognize the important contribution that the American Heart Association makes in improving all of our lives. The commitment to the AHA’s work and mission was very apparent by all who attended and supported the Heart Ball.”

Black Tie & Blue Jeans Gala

Continued from page 3.

or stroke, and that every 30 seconds someone in the U.S. dies of cardiovascular disease, it was eye opening. The work that the AHA is doing to help control heart disease is vital to improving the quality of life for all of us. As business leaders, preventing or reducing cardiovascular diseases is one way that we can help to improve both our communities and our bottom line through controlled healthcare costs. Attending or being involved with Black Tie and Blue Jeans also offers a great relationship building opportunity for young professionals. And in our small town, relationships are everything. Almost all of us have relatives or friends who have suffered losses due to these diseases. I lost both of my grandfathers to cardiovascular diseases before I was born. They both died before my parents were five years old. I want to be part of the effort to insure that others have the opportunity to know and enjoy their grandparents. I want people to know more about this cause and to rally to help the AHA meet its goals to improve health in Hawaii.”

RMY Construction is the Presenting Sponsor of the 2010 Black Tie & Blue Jeans providing $10,000 in support. Sponsors at the $7,500 level and above receive a formal dinner, while other guests and sponsors will dine at a sumptuous buffet. Table sponsorships begin at the $2,500 level for tables for 10 guests. Individual, non-seating tickets are available for $100.

In addition to the gaming tables, guests will be entertained by Sunway and the Band during dinner, and by Deejay Jimmy Taco spinning dance floor favorites after dinner.

Among the silent auction offerings are two five-night stay trips for two to Las Vegas provided by Vacations Hawaii. The travel packages include accommodations at the California Hotel and round-trip air fare provided by Omni International.

To be part of one of the hottest nights on Oahu’s social scene, call 457-4971, or log onto btbjhawaii.org for more information.
33rd Annual Hawaii Heart Ball Sponsors

(Received after December 18)

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2010 Heart Ball Silent Auction Donors

The following organizations and individuals donated items for the 2010 Heart Ball Silent Auction (donations listed were received following Dec. 4)

AED Institute of America, Inc.
Alan Wong’s Restaurant
Aloha Air Cargo
Aloha Petroleum, Ltd.
Aloha State Sales
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Marriott Waikoloa Beach
Marston Navigation Company
Chef George Mavrothalassitis
Dr. Gerald Mayfield
Frank Mazepa
Mid Pac Petroleum
MINI of Hawaii
Mokulua Woodworking Ltd.

Below left: 2010 Heart Ball Chairmen Kitty Lagareta (left) and Allen Uyeda (right) pose with Heart Ball Honorees Alfred and Patricia Kwicinski after presenting them with a gift in recognition of their outstanding support of the Heart Ball and the AHA.

Below right: Robert Cazimero, Kalani Brady, M.D., and Danny Kaleikini provided a chicken skin moment by performing Hawaii Pono’i together on the Heart Ball stage.
New AHA Metro Oahu Chairman Plans Expanded Volunteer Involved to Pursue AHA’s 2020 Goals

Motivated by a recent personal family experience with heart disease, and well aware of the economic challenges that still face both the business and non-profit communities, new American Heart Association Oahu Metro Board Chairman Mike Malik is approaching his newest challenge with his trademark enthusiasm and a business plan that focuses on increasing volunteer involvement and leadership.

“I feel lucky to be beginning my term as chairman at the same time that the American Heart Association is launching its 2020 goal to improve cardiovascular health,” says Malik, a management consultant. “The AHA, like most businesses, has streamlined its staff size in recent years in response to the economic downturn. These new ambitious goals to improve Americans’ cardiovascular health and reduce deaths from heart disease and stroke by 20 percent are going to require a lot of community involvement and manpower. With less personnel resources that’s going to mean a greater need for volunteer support to accomplish those goals. I feel that I’m in a good position to leverage my management capabilities and use my connections in the business community to attract the volunteers we’ll need to hope fully not just meet, but surpass the exciting goals that the AHA has established.”

Raised in England, he remembers at 5-years-old falling in love with airplanes, a love that would guide his career. After getting his bachelor degree in aeronautical engineering and design from Loughborough University in the United Kingdom, Malik earned an M.S. in air transport engineering from Cranfield University in the U.K. From there he pursued his airline career by working his way up, moving to New York City and starting as a flight attendant with People’s Express Airline. He left that airline to become a vice president for Sabre, and then president and CEO of Shepherd Systems, both information technology companies that provided services to airlines around the world. He moved back into the front line of the airline industry as the founding member and chief marketing officer for MAXjet Airways, a $100 million start-up airline which provided business class international service. In 2006 he moved to Hawaii to become the chief information officer for Aloha Air Group. After that company’s bankruptcy, Malik was named president of Aloha Air Cargo. He started Aloha Tech Ops as subsidiary to provide maintenance and engineering services to other airlines and expand Aloha’s footprint. He is credited with Aloha Air Cargo’s remarkable success and return to profitability. The company has become a poster child for Hawaii’s new generation companies with a distinctly vibrant, modern yet local brand. Aloha was named the cargo airline of the year for 2008 by the air cargo association of Hawaii and won the American Marketing Association – Hawaii’s 2009 award for launch of a new product or service. He left that company in May to spend more time with his family (he and his wife, Uzma, have a 15-year-old daughter and a 12-year-old son) and to begin a consulting practice.

“I hope to bring the AHA’s Oahu Metro Board members closer and to focus them on achieving the AHA’s 2020 goals,” Malik explains. “The biggest challenge for volunteers these days is time. The economy is still a challenge and companies are still struggling. People tend to understandably be more inwardly focused. However, I think the AHA is in a good position to engage companies because of the continued focus on trying to control healthcare expenses. The new AHA goals’ focus on prevention is a good fit for companies and should help us to gain their support. Our volunteers and staff can help companies help their employees to live healthier lifestyles.”

Since becoming an AHA volunteer last year Malik has taken that message to heart personally. “I was attracted to the AHA because of its focus on addressing childhood obesity, and by the fact that it is working to reduce the biggest killer in our community—heart disease.”

“I was attracted to the AHA because of its focus on addressing childhood obesity, and by the fact that it is working to reduce the biggest killer in our community—heart disease,” he says. “I wanted to do something different from work, intellectually challenging, and something that would help the community. The AHA’s work fit those criteria. Also, the AHA’s mission became personal for me recently when my dad, who is 75, was diagnosed as needing coronary bypass surgery. As a result of all those factors, I’ve started to run more, eat more fruit, and generally taken more time to pay attention to my own health.”

“In a few years from now when I’ve completed my term as the AHA’s chairman I would hope that in Hawaii we will be ahead of the goals being set by the AHA nationally,” Malik adds. “One of my business strengths is in marketing. I think that we can convince people to make the lifestyle changes that the AHA is promoting by sharing the personal stories of the people whose lives we’ve improved, and not just rely on sharing facts and figures. I think that would help both our supporters and the people who we are helping to feel that the AHA is an important part of their lives.”

“If I’m successful, when my term is complete, I hope that people will say ‘he really helped and he really cared.’
AHA Golf Classic Sends Three To BMW Nationals At Pinehurst

Golfers were treated to perfect weather and even better accommodations at the Mid-Pacific Country Club for the AHA's Golf Classic held on April 26.

One hundred and forty-six duffers teed off in a shotgun format after receiving their box lunches and participating in putting contests. On the course players from a men’s A flight, men’s B flight and a women’s flight vied to qualify for a spot in BMW’s National Championship at Pinehurst Country Club, North Carolina on Oct. 7-10. BMW is the presenting sponsor of the AHA Golf Classic. The talented trio that earned the trip was Tim Goshi (A flight), Paul Adachi (B flight) and Royce Sonnenberg (women’s flight). They will enjoy BMW’s first class accommodations at one of golf’s hallowed courses and vie for a spot in BMW’s International Tournament, being held in Thailand.

For those who didn’t qualify for the BMW tournament, there were still plenty of rewards. Every participant was entitled to receive BMW Titleist golf equipment upon visiting BMW of Honolulu to test drive a vehicle. In addition, during the post tournament dinner, golfers participated in a number of drawings for prizes. Also offered was a trip for two to the Four Seasons Resort at Wailea on Maui, including roundtrip Go Airlines tickets, an Enterprise car rental, and a round of golf at the Wailea Golf Club. Another guest scored a two-night stay for two at the Hilton Waikoloa Village, roundtrip Go Airlines tickets, and a round of golf at the Waikoloa Beach Resort. Other prizes included stays at Castle Resorts throughout the state.

A number of cash prizes were also offered, but in each case the lucky winners donated their new found treasure back to the American Heart Association helping it to raise a net total of $90,000 on the day.

The 2011 AHA Golf Classic will again be held in partnership with BMW of Honolulu as a qualifying tournament for its national tournament. It will again be chaired by John Cogan, M.D., and Honolulu Star Advertiser President and Publisher Dennis Francis. The tentative date and location is April 25 at Mid-Pacific Country Club.

For information, or to sponsor a team in the 2011 AHA Golf Classic, call 457-4971.

Maui Walkers No Ka Oi

Above: Members of the Macy’s team have fun warming up to participate in Maui’s Start! Heart Walk held on March 27. They were part of the 500 Maui residents who came out for the event to help the AHA net over $67,000. Maui Electric Company served as the Platinum Sponsor for the Walk, and the County of Maui was the leading earning team raising $14,153. Bradley Weeks, of Hawaii Life Flight, led all individual walkers by raising $1,250.

Hilo Steps Out To Support AHA

East Hawaii residents showed they have heart by helping the AHA net $132,000 at the Hilo Start! Heart Walk held on Feb. 20. Approximately 2,000 walkers participated, led by top walker Sandi Anthony of the Hawaii Police Department who raised $1,500, and top team The County of Hawaii, whose members raised over $15,000. Oceanic Time Warner Cable and the Hawaii Electric Company served as presenting sponsors of the event.

Maui’s First Go Red For Women Luncheon in November

For many years heart disease had been promoted as, and was considered, primarily a man’s disease. Even after women surpassed men nationally in the 1990s as being the most at risk for dying of heart disease, many women failed to recognize their risk.

To educate women about that risk, and to motivate women to take control of improving their cardiovascular health, the AHA launched its Go Red For Women cause initiative. The AHA’s Maui office will hold the first Go Red For Women luncheon in Hawaii on Nov. 12, 9:30 a.m.-1 p.m., at the Fairmont Kea Lani in Wailea.

The conference’s aim is to empower women to make healthy changes in their personal lives, and to lend their voice to the Go Red For Women cause by educating others about the risk of cardiovascular disease among women.

“Women play a critical role in our community including caregiver and nurturer to their families and loved ones,” says Susan Stewart, M.D., medical chair of the luncheon and an internal medicine specialist. "Yet because women are often busy caring for others they can easily neglect their own health. Women need to be empowered and given the tools and education to take charge of their health."

The conference will feature a morning health expo with free glucose, cholesterol and blood pressure screenings. Breakout sessions will feature experts speaking on women’s lifestyle issues.

The luncheon will feature a healthy lunch and a fashion show featuring six heart disease and stroke survivors sharing their inspiring stories and modeling holiday-inspired clothing from Macy’s, a national sponsor of the Go Red For Women cause. A silent auction will also be offered.

Sponsorship packages for tables of 10 are available beginning at $1,000. Individual seats are available for $100.

For additional information, log onto www.mauigoredluncheon.org. To purchase a sponsorship package, or reserve a seat, call the AHA Maui office at 244-7185.

Around the State
Start! HeartWalk Gets Employees On The Track Toward Better Health

With controlling healthcare costs still a front and center issue for many businesses, the AHA’s Honolulu Start! Heart Walk offers the perfect opportunity for businesses to provide a great outing to build camaraderie and to start their employees on the path toward better health.

Scheduled for Aug. 14 at Kapiolani Park, over 2,500 walkers representing companies from throughout Oahu are expected to participate. Walkers will have the option of a 1 mile walk around the Park, or a scenic 4.5 mile walk around Diamond Head.

“One of the greatest benefits of participating in the Start! Heart Walk is that people get alerted to, or reminded of, good healthy lifestyle habits,” says the Walk’s Chairman Mike Malik. “Companies have a chance to show their employees that they care about them, and at the same time by encouraging employees to live healthier they can help to control healthcare expenses. The Walk is a big family event and offers lots of educational opportunities in addition to the exercise in a world-renowned environment.”

After completing the Walk, participants returning to the park will enjoy sandwiches provided by national Start! Heart Walk sponsor Subway, as well as other healthy snacks. They will also be treated to outstanding local entertainment at the Kapiolani Bandstand, and have opportunities to have free health screenings and gather health information at a health fair tent. Kids will be entertained by activities at the Keiki Fun Fair. Kalaeloa Partners is the signature sponsor of the Honolulu Start! Heart Walk.

The event kicks off at 7:30 a.m. and festivities continue through 11 a.m. Companies’ representatives and individuals can call 457-4957 to register, or get more information at oahuheartwalk.org. The event is free to registered participants, but walkers are encouraged to collect sponsorships to support AHA’s mission.