life is why.

We believe everyone deserves to live a healthier, longer life. That is why we have created many educational booklets and videos to help people make healthier choices to reduce their risk of heart disease and stroke, manage disease, or care for a loved one.
Ordering is Easy!

- VISIT  
  www.kramesstore.com/aha

- CALL  
  800-333-3032
  Monday–Friday, 9 a.m. to 6 p.m.,  
  Eastern Time
  For fastest service, have your credit card  
  or purchase order number ready.

Reach key audiences with targeted health content

Communicating with unique patient segments is easier with titles that speak specifically to the audience. Spanish and Spanish/English bilingual titles are indicated throughout the catalog, as are titles that help you reach women, children, and multicultural populations. Just look for the symbols below:

Save up to 35% with quantity discounts

The more you order, the more you save. Combine titles to determine quantity and discount level.

---

Prices and availability are subject to change. Quantity discounts apply to eligible patient education products only and cannot be combined with any other savings offer. Electronic products, kits, posters, custom products, DVD collections, Active Partnership workbooks and previous purchases, including those not yet received, are not eligible for discount. Minimum order of $25 required (before shipping and imprinting costs, if applicable).
Customize brochures to promote your brand

**OPTION 1: Custom Imprinting**

Add your organization’s name and contact information to the back cover of most brochures and booklets. Choose from two type styles shown below to add up to 5 lines (30 characters/line) of messaging (black ink only).

<table>
<thead>
<tr>
<th>Imprinting Charges</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quantity</strong></td>
<td><strong>Price</strong></td>
</tr>
<tr>
<td>100–500</td>
<td>$60.00</td>
</tr>
<tr>
<td>501–1,000</td>
<td>$70.00</td>
</tr>
<tr>
<td>1,001–2,000</td>
<td>$95.00</td>
</tr>
<tr>
<td>2,001–4,000</td>
<td>$150.00</td>
</tr>
<tr>
<td>4,001–6,000</td>
<td>$225.00</td>
</tr>
<tr>
<td>6,001–8,000</td>
<td>$300.00</td>
</tr>
<tr>
<td>8,001–10,000</td>
<td>$375.00</td>
</tr>
</tbody>
</table>

Please add $40 set-up fee to your total price (one-time fee).

**Want to add your logo?**

To add your logo, call 800-333-3032 or e-mail aha@kramesstaywell.com for special pricing and instructions.

Note: Minimum imprint order 100 copies, 50 of each title. Refunds on imprinted items only if due to Krames StayWell error. Please allow 3 to 4 weeks for delivery. Imprint requests are subject to approval by the American Heart Association and Krames StayWell.

**OPTION 2: Custom Product Development**

- Adjust length or reading level
- Change photographs and artwork to address specific ethnicity, age or other preferences
- Increase text size for easier reading
- Integrate color palettes to reinforce branding
- Translate a title to reach individuals in their native language, customs and healthcare practices; many titles are already available in Spanish/English bilingual editions

Or, work with the American Heart Association and Krames StayWell to create a fully customized piece.

**It’s Easy to Get Started**

For more information or to request a custom quote, e-mail aha@kramesstaywell.com.
Keep it Simple with Life’s Simple 7®

Life’s Simple 7® provides steps for achieving ideal cardiovascular health and is the basis of the American Heart Association’s My Life Check® online assessment. Visitors of mylifecheck.heart.org use data from their health care visits to determine their personal heart score and develop an action plan for a healthier life.

The booklets and videos shown are an integral part of helping patients adopt and maintain healthier behaviors.

### Life’s Simple 7®: Seven Steps to a Healthy Heart

A concise yet thorough explanation of the American Heart Association’s seven steps for achieving ideal cardiovascular health. Encourages the reader to take the AHA My Life Check® assessment and create an action plan for a healthier life.

- **#50-1644 English (12 pages, 4” x 8½”) | $38.50/pkg of 50**
- **#50-1698 Spanish (12-panel brochure) | $39.95/pkg of 50**

### My Personal Health Tracker

Features tracking charts that encourage people to monitor their cholesterol, blood pressure, weight and glucose at each doctor’s visit. Allows tracking of medications and other vital health data. Complements Life’s Simple 7th brochure and My Life Check® assessment. 12 pages, 2½” x 3⅛”.

- **#50-1687 | $16.50/pkg of 25**

### Stop Smoking

#### Quit Smoking for Good

A detailed, step-by-step guide to stop smoking and maintain a nonsmoking lifestyle. Includes a no-smoking contract, advice for family and friends, information on tools to help quit and stay smoke-free, tips to plan for and prevent urges, handling slips, and an action plan for staying a nonsmoker for life. 32 pages, 5½” x 8½”.

- **#50-1657 | $31.25/pkg of 25**

#### Stop Smoking Video

Filled with proven behavior change strategies and personal anecdotes, this video inspires people to quit smoking. Outlines a strategy that includes talking with a health care provider, focusing on rewards, planning for roadblocks and choosing reinforcement.

- **#50-1697 (Run time: 4:13) | $149.00**

### Get Active

#### Just Move! Our Guide to Physical Activity

Provides information on physical activity, with strategies on how “non-athletes” can make physical fitness a regular part of life. Encourages goal setting, and includes an activity checklist, a calorie-use chart, and an exercise diary to track progress.

- **#50-1632 English (16 pages, 4” x 8½”) | $49.50/pkg of 50**
- **#50-1635 Spanish/English (32 pages, 5½” x 8½”) | $44.95/pkg of 25**

#### Get Active Video

The challenges of busy lifestyles are addressed to motivate viewers to devote time to exercise. Covers the benefits of exercise, how much exercise is needed, planning for success, and tips for making exercise enjoyable.

- **#50-1691 (Run time: 4:11) | $149.00**

### Maintain a Healthy Weight

#### Losing Weight the Healthy Way

The basics of weight management in a brief, easy-to-read booklet. Includes information on how to develop a healthy eating plan, select and prepare food, and become more physically active.

- **#50-1680 English (24 pages, 4” x 8½”) | $44.00/pkg of 50**
- **#50-1679 Spanish/English (48 pages, 5½” x 8½”) | $59.95/pkg of 25**

#### Lose Weight Video

Provides information and advice on losing weight by reducing calories and increasing calorie burn. Strategies include recognizing eating habits, dodging food “traps,” planning healthy meals, and getting active.

- **#50-1695 (Run time: 4:31) | $149.00**

### Control Blood Sugar

#### Diabetes, Heart Disease & Stroke

Having diabetes significantly raises the risk for heart attack and stroke. Addresses why diabetes is a risk factor, and how weight management, nutrition, and physical activity can help manage it.

- **#50-1641 English (24 pages, 4” x 8½”) | $48.00/pkg of 50**
- **#50-1683 Spanish/English (48 pages, 5½” x 8½”) | $46.50/pkg of 25**

#### Reduce Blood Sugar Video

A mix of words, action shots and anatomical animations teaches the basics of maintaining healthy blood sugar levels. Explains how the body turns food into energy and the risks of high blood sugar. Overviews food choices, physical activity and maintaining a healthy weight.

- **#50-1696 (Run time: 4:24) | $149.00**
Easy Food Tips for Heart-Healthy Eating

Shows practical ways to get cholesterol and fat out of one’s diet. Recommends healthy food substitutions, tells how to read nutrition labels, and gives daily guidelines for fat intake. A convenient reference everyone should keep… right next to the refrigerator! 4” x 8½”.

#50-1625 English (24 pages) | $46.50/pkg of 50
#50-1620 Spanish/English (48 pages) | $42.50/pkg of 25

Making Healthy Food and Lifestyle Choices

A healthy diet and lifestyle are key weapons in the fight to prevent cardiovascular disease. Overviews how simple changes in lifestyle and diet can improve health. Encouraging tone inspires behavior change and helps assure people that these goals can be achieved. 24 pages, 4” x 8½”.

#50-1689 | $59.90/pkg of 50

Eat Better Video

This healthy eating call to action encourages people to develop a plan for adopting lifelong healthy eating habits. Touches on the benefits of a healthy diet, choosing and preparing healthy foods and staying on track.

#50-1692 (Run time: 4:06) | $149.00

Understanding and Improving Your Cholesterol

Based on new prevention guidelines, this brochure helps patients understand how cholesterol affects the body and what they can do to improve their cholesterol and reduce the risk of heart disease and stroke. Features clear explanations of LDL, HDL, triglycerides and emphasizes four key numbers for patients to know to treat their risk: total cholesterol, blood pressure, blood sugar, and BMI. It encourages patients to discuss their risk with their healthcare providers to determine the best treatment options. Also includes the latest information about improving cholesterol through diet. 20 pages, 4” x 8½”.

#50-1713 English (20 pages) | $49.50/pkg of 50
#50-1714 Spanish/English (40 pages) | $44.75/pkg of 25

Control Cholesterol Video

Motivate people to adopt healthy habits with this upbeat introduction to cholesterol control. Explains cholesterol and tips for keeping levels in check. Includes animation of how cholesterol can block arteries.

#50-1694 (Run time: 4:00) | $149.00

Manage Blood Pressure

Understanding and Controlling Your High Blood Pressure

Help individuals with high blood pressure (HBP) understand their condition and adopt healthy lifestyle changes to manage it. This brochure identifies risk factors for HBP that can be controlled and those that cannot, and emphasizes the importance of increasing physical activity, making healthier food choices and losing weight. A range of medication options, including benefits and possible side effects, is also included. 4” x 8½”.

#50-1639 English (20 pages) | $49.50/pkg of 50
#50-1640 Spanish/English (40 pages) | $44.75/pkg of 25

Manage Blood Pressure Video

Outlines a plan for managing blood pressure, including knowing your numbers, working with your health care provider and adopting a healthy diet and exercise. Animations show the effects of high blood pressure and why it is important. A positive narrative people can relate to helps motivate action.

#50-1694 (Run time: 4:00) | $149.00

Also Available:

Life’s Simple 7® Convenience Pack for Health Care Providers
Includes 50 of each Life’s Simple 7th print title in English. Increase impact at health fairs, wellness screenings and other community events.

#9208 | $417.57

Life’s Simple 7® Sample Pack
Includes one of each Life’s Simple 7th print title in English. Sample packs limited to health care practitioners, hospital staff, employer groups and health plans. Request at aha@kramesstaywell.com or call 800-333-3032.

Life’s Simple 7® Video Collection
The video collection includes all seven Life’s Simple 7™ videos on one DVD.

#50-1690 | $495.00 | Volume discounts do not apply.
Nutrition/Exercise

Tips for Eating Out
_Silver Award • National Health Information Awards_
An excellent tool for heart-healthy dining! Provides ordering ideas for the following food categories: Cajun, Chinese, Family Style, Fast Food, French, Greek/Middle Eastern, Indian, Italian, Japanese, Mexican, Steakhouse, Thai, Vegetarian, Vietnamese, and more. 28 pages, 4” x 8½”.

#50-1631 | $54.50/pkg of 50

Nutritious Nibbles: Our Guide to Healthy Snacking
A snacker’s best friend! Gives recipes for a variety of healthy between-meal energizers that appeal to people of all ages—as well as a list of ready-to-eat snacks that are high in nutrients but low in fat, sodium, and cholesterol. Also suggests ways to “take a break” that don’t involve snacking at all. 16 pages, 4” x 8½”.

#50-1630 | $46.95/pkg of 50

Shaking Your Salt Habit
_Bronze Award • National Health Information Awards_
Provides a checklist for assessing current consumption, identifies high- and low-sodium foods, profiles a wide range of alternative seasonings and the foods they can be used with, gives strategies for dining out, and more. 24 pages, 4” x 8½”.

#50-1627 | $69.95/pkg of 50

Walking for a Healthy Heart
An upbeat brochure on the benefits of walking and the ways people can make physical fitness part of their lives. Stresses that you don’t have to be an athlete to appreciate the benefits of regular physical activity. Includes a 12-step walking program designed to increase cardiovascular health. 16 pages, 4” x 8½”.

#50-1661 | $39.95/pkg of 50

Commit to Be Fit
This booklet explains the impact of physical activity on the heart, as well as the power of regular activity for overall health. It also offers ideas for starting and maintaining a physical activity program that will be both healthful and enjoyable. 32 pages, 5½” x 8½”.

#50-1688 | $72.00/pkg of 25

Healthy Eating Starts Here!

Heart-Healthy Recipes
Offer patients the ultimate heart-healthy cookbook to encourage good eating habits. They’ll find 32 easy-to-use recipes organized by: appetizers, soups and salads; entrees; side dishes; and desserts. Nutritional analyses are provided, along with tips for making good food choices. 48 pages, 5½” x 8½”.

#50-1684 | $3.49

Heart-Healthy Recipes Bilingual Edition
Promote heart-healthy eating to more diverse populations with 22 culturally appropriate recipes presented in English and Spanish. Recipes include snacks, soups, salads, entrées, vegetables and sides, breads and breakfast dishes, and desserts. The booklet provides a nutritional analysis for each recipe, plus tips for making healthy food choices. 48 pages, 5½” x 8½”.

#50-1701 Spanish/English | $3.49

Heart-Healthy Recipes for People with Diabetes
Healthy eating is key to managing diabetes, heart disease and stroke. Our collection of 37 delicious recipes helps people with diabetes establish an eating plan low in saturated and trans fats, sodium and added sugars. Recipes include snacks, soups, salads, entrées, vegetables/sides, breakfasts, and desserts. A nutritional analysis is included for each recipe. 52 pages, 5½” x 8½”.

#50-1718 | $3.49

Low-Salt Recipes
Low-Salt Recipes includes 35 lower-sodium recipes for soups, salads, entrees, vegetarian options, snacks, and more. It also includes information on how to eat a healthy, lower-sodium diet. This affordable recipe booklet is the perfect resource to show how to keep the flavor while lowering the sodium in meals. 48 pages, 5 ¼” x 7 ¾”.

#68573 | $3.49
Controlling Your Risk Factors: Our Guide to Reducing Your Risk of Heart Attack and Stroke
Empower patients to reduce their risk of heart attack and stroke with this complete, easy-to-read resource based on new prevention guidelines. Identifies risk factors that cannot be controlled and provides guidance for managing those that can: cholesterol, physical inactivity, blood pressure, smoking, obesity, diabetes. Also emphasizes four key numbers for patients to know to treat their risk: total cholesterol, blood pressure, blood sugar, and BMI. It encourages patients to discuss their risk with their healthcare providers to determine the best treatment options.

#50-1716 (32 pages, 5½” x 8½“)
$34.50/pkg of 25

#50-1686 Spanish/English (56 pages)
$39.00/pkg of 25

Signs of a Heart Attack
A concise brochure that details the signs of a heart attack and the need for immediate medical attention. The first-person format of this brochure makes it easy to understand for audiences. This brochure is written at a fourth-grade reading level.

#50-1647 English (6 panels, 4” x 8½“)
$39.95/pkg of 50

#50-1626 Spanish (4 panels, 4” x 8½“)
$23.97/pkg of 50

Warning Signs of a Stroke
This easy-read brochure provides basic information about stroke warning signs and what to do if any of them occur. Written at a lower reading level to better address underserved populations, the brochure also introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 911) as an easy way to identify symptoms and take fast action. 6 panels, 4” x 8½“.

#50-1705 English
$34.50/pkg of 50

#50-1712 Spanish
$34.50/pkg of 50

For Your Children: Our Guide to Help You Safeguard Your Children from Heart Disease and Stroke
High blood pressure, high cholesterol, physical inactivity, and smoking . . . yesterday’s “adult” health concerns are today’s child health risk factors. This brochure will help parents recognize—and help their child avoid—unhealthy habits that can lead to heart disease.

#50-1621 English (16 pages, 4” x 8½“)
$44.50/pkg of 50

#50-1668 Spanish/English (32 pages, 5½” x 8½“)
$32.50/pkg of 25

Warning Signs and Actions: Our Guide to Quick Action for Heart Attack, Cardiac Arrest and Stroke Emergencies
This brochure explains symptoms of stroke and heart attack and tells how to respond, stressing the need for immediate action.

#50-1636 English (12 pages, 4” x 8½“)
$36.95/pkg of 50

#50-1633 Spanish/English (24 pages, 5½” x 8½“)
$39.50/pkg of 25

Are You at Risk of Heart Attack or Stroke?
A quick, convenient way to assess one’s risk of heart attack or stroke. A series of questions about age and sex, family and medical history, smoking, cholesterol, blood pressure, obesity, diabetes, and physical exercise helps readers determine where to focus their efforts to reduce their risk. Describes risk factors, and lists warning signs of heart attack and stroke. 12 pages, 4” x 8½“.

#50-1643
$37.95/pkg of 50

#50-1647 English
$39.95/pkg of 50

#50-1626 Spanish
$23.97/pkg of 50

Diabetes, Heart Disease & Stroke
Having diabetes significantly raises the risk for heart attack and stroke. This booklet addresses why diabetes is a risk factor, and how weight management, nutrition, and physical activity can help manage it. Full-color photographic artwork.

#50-1641 English (24 pages, 4” x 8½“)
$48.00/pkg of 50

#50-1663 Spanish/English (48 pages, 5½” x 8½“)
$46.50/pkg of 25
Risk Factors/Warning Signs

Understanding and Improving Your Cholesterol
Based on new prevention guidelines, this brochure helps patients understand how cholesterol affects the body and what they can do to improve their cholesterol and reduce the risk of heart disease and stroke. Features clear explanations of LDL, HDL, triglycerides, and emphasizes four key numbers for patients to know to treat their risk: total cholesterol, blood pressure, blood sugar, and BMI. It encourages patients to discuss their risk with their healthcare providers to determine the best treatment options. Also includes the latest information about improving cholesterol through diet.

#50-1713 English (20 pages)  
$49.50/pkg of 50

#50-1714 Spanish/English (40 pages)  
$44.75/pkg of 25

Your Guide to Lowering Your Cholesterol with TLC — Therapeutic Lifestyle Changes
Developed by the National Heart, Lung, and Blood Institute (NHLBI)
Practical advice on adopting the three elements of TLC: a heart-healthy diet low in saturated fat, trans fat, and cholesterol; physical activity; and weight control. Facilitates healthy changes by offering helpful lists and charts, sample menus, a 10-year heart-attack risk calculator, and tips for success.
80 pages, 6” x 9”.

#06-5235  |  $23.00/pkg of 5

Quit Smoking for Good
Merit Award • National Health Information Awards
Provides a detailed, step-by-step guide to stop smoking and maintain a nonsmoking lifestyle. Includes a no-smoking contract, advice for family and friends, information on the various tools available to help quit and stay smoke-free, tips to plan for and prevent urges, handling slips, and an action plan for staying a nonsmoker for life. Full-color photographic artwork. 32 pages, 5½” x 8½”.

#50-1657  |  $31.25/pkg of 25

Smoking and Your Risk of Heart Disease and Stroke
This brochure details the effect smoking has on the cardiovascular system and specifically how smoke and secondhand smoke can increase the risk of heart attack and stroke. Offers detailed tips for quitting, and includes coping skills. 12 pages, 4” x 8½”.

#50-1642 English  |  $38.95/pkg of 50

#50-1719 Spanish/English (XX pages)

Health Sliders
Health Sliders are handy reference guides that identify risk factors and help with disease management. These two-sided health sliders serve as quick reference tools on important facts, figures, and goals.

Heart Attack/Stroke Risk Factors
#50-1585  |  $52.79/pkg of 25

High Blood Pressure/Smoking
#50-1587  |  $52.79/pkg of 25

Physical Activity/Nutritional Tips
#50-1588  |  $52.79/pkg of 25

Cholesterol/Diabetes
#50-1586  |  $52.79/pkg of 25

Risk Factor Awareness: “Measure Your Risk”

Wallet Card
Includes charts to measure body mass index (BMI) and calorie use for common activities. 2¼” x 3¼” folded, opens to 9” x 3½”.

#50-1598  |  $28.65/pkg of 25

Poster
English/Spanish, 17” x 22”

#50-1595  |  $20.99/pkg of 25

Warning Signs of a Heart Attack: “The Whole Picture”

Bookmark
8½” x 2½”

#50-1592  |  $10.79/pkg of 100

Poster
English/Spanish, 17” x 22”

#50-1591  |  $20.99/pkg of 25

Note Pad
50-sheet pads are 4” x 6”

#50-1594  |  $38.31/pkg of 25
Blood Pressure Control

Understanding and Controlling Your High Blood Pressure
Help individuals with high blood pressure (HBP) understand their condition and adopt healthy lifestyle changes to manage it. This brochure identifies risk factors for HBP that can be controlled and those that cannot, and emphasizes the importance of increasing physical activity, making healthier food choices and losing weight. A range of medication options, including benefits and possible side effects, is also included. 4” x 8 ½”.

#50-1639 English (20 pages) | $49.50/pkg of 50
#50-1640 Spanish/English (40 pages) | $44.75/pkg of 25

Bilingual

High Blood Pressure and Stroke
High blood pressure is a key risk factor for stroke. Spread the word that reducing high blood pressure reduces the risk of stroke and heart disease. This brochure emphasizes why it’s important to get blood pressure checked and how to manage high blood pressure. Also includes how to recognize and reduce the risk of a stroke. 12 pages, 4” x 8½”.

#50-1648 | $42.95/pkg of 50

New Edition

High Blood Pressure
This brochure makes recommendations on how to control high blood pressure, and shares statistics specific to African Americans and heart disease. Use it to support your efforts to teach healthy lifestyle habits, encourage cholesterol and blood pressure screenings, prevent cardiovascular disease and stroke, manage cardiovascular disease by recommending lifestyle modifications, and meet the special needs of underserved and minority markets. 16 pages, 4” x 8½”.

#50-1623 | $29.95/pkg of 25

Also Available:

Shaking Your Salt Habit: Our Guide to Reducing Sodium to Lower Your Blood Pressure
See page 6 for details.

Reach more diverse populations with Spanish or Spanish/English bilingual editions.

50-1698 Life’s Simple 7® ........................................ page 4
50-1679 Losing Weight the Healthy Way ...................... page 4
50-1663 Diabetes, Heart Disease and Stroke .............. page 4
50-1635 Just Move! ................................................. page 4
50-1620 Easy Food Tips .......................................... page 5
50-1640 Understanding and Controlling Your High Blood Pressure ......................... page 5
50-1714 Understanding and Improving Your Cholesterol ...... page 5
50-1701 Heart-Healthy Recipes ............................... page 6
50-1686 Controlling Your Risk Factors ....................... page 7
50-1668 For Your Children: Our Guide to Help You Safeguard Your Children from Heart Disease and Stroke .... page 7
50-1626 Signs of a Heart Attack (Spanish only) ........... page 7
50-1633 Warning Signs and Actions ......................... page 7
50-1719 Smoking and Your Risk of Heart Disease and Stroke ... page 8
50-1706 Living with Atrial Fibrillation ....................... page 11
50-1715 Understanding Stroke: Are You at Risk? ........ page 11
50-1712 Warning Signs of Stroke (Spanish only) .......... page 11
50-1702 After Your Heart Attack ............................. page 13
50-1606 Bacterial Endocarditis Wallet Card (Spanish only) ....... page 13
50-1685 Living with Heart Failure ......................... page 14
Offer post-stroke information and support to survivors and caregivers with *Stroke Connection® Special Editions*

**Living with Disability After Stroke**
Enhanced with relevant information from *Stroke Connection®* magazine, this booklet helps stroke survivors and caregivers with activities of daily living such as personal care, bathing, eating, dressing, and toileting. Also includes home and transfer safety information as well as suggestions for keeping active and physical rehabilitation. 32 pages, 8¼" x 10¼".

#50-1675 | $23.20/pkg of 10

**Communication Challenges After Stroke**
Motivational “how-to” guide provides a roadmap for overcoming communication problems after stroke. Discusses rehabilitation techniques for aphasia, dysarthria, apraxia and non-verbal language problems such as reading and writing. Incorporates information from *Stroke Connection®* magazine. 32 pages, 8¼" x 10¼".

#50-1677 | $23.20/pkg of 10

**Preventing Another Stroke**
Help patients who have had a stroke take action to lower their risk of having another. Enhanced with content from *Stroke Connection®* magazine, this guide shows patients how to identify risk factors and understand which can be managed or changed. Topics include high blood pressure, diabetes, heart disease, diet, physical activity, smoking, and managing medicines. Resources for additional information are also included. 32 pages, 8¼" x 10¼".

#50-1678 | $23.20/pkg of 10

**Caring for Stroke Survivors**
A “best of” collection of articles and information on caring for stroke survivors from the American Stroke Association’s award-winning *Stroke Connection®* magazine. Use to enhance the ShareGivers™ peer visitor program or when talking about caregiving. Great for hospitals, doctors’ offices and rehabilitation centers. 32 pages, 8¼" x 10¼".

#50-1699 | $23.20/pkg of 10

**Changes in Behavior & Emotions After Stroke**
Focuses on some of the most common behavioral, cognitive and emotional challenges faced by stroke survivors. Clearly explains the differences between left- and right-brain strokes. Also acts as a tool for caregivers with practical advice and information from *Stroke Connection®* magazine. 32 pages, 8¼" x 10¼".

#50-1676 | $23.20/pkg of 10

**Caring for Stroke Survivors**
A “best of” collection of articles and information on caring for stroke survivors from the American Stroke Association’s award-winning *Stroke Connection®* magazine. Use to enhance the ShareGivers™ peer visitor program or when talking about caregiving. Great for hospitals, doctors’ offices and rehabilitation centers. 32 pages, 8¼" x 10¼".

#50-1699 | $23.20/pkg of 10

**Preventing Stroke in African Americans**
Primary stroke prevention title raises awareness of this population’s increased risk and what they can do about it. Perfect for individuals who have one or more risk factors; this booklet includes risk-assessment tools and lifestyle management content. Excerpts from *Stroke Connection®* magazine help readers relate to the information in a more personal way. 28 pages, 5½" x 8½".

#50-1608 | $49.79/pkg of 25

**Stroke Connection® Bag**
A handy canvas tote to keep ShareGivers™ or other program materials organized.

50-1566 | $4.77 each
Understanding Stroke: Are You at Risk?
Use this concise overview to help patients understand the types of stroke and identify risk factors, especially those that pertain to them. Patients learn which risk factors can be treated, modified or controlled and which cannot. Key points are provided to help patients recognize and respond immediately to symptoms of stroke. Full-color photographic artwork.

#50-1703 English (16 pages, 4" x 8½")
$49.95/pkg of 50
#50-1656 Spanish/English (24 pages, 5½" x 8½")
$24.75/pkg of 25

High Blood Pressure and Stroke
High blood pressure is a key risk factor for stroke. Spread the word that reducing high blood pressure reduces the risk of stroke and heart disease. This brochure emphasizes why it’s important to get blood pressure checked and how to manage high blood pressure. Also includes how to recognize and reduce the risk of a stroke. 12 pages, 4" x 8½".

#50-1648  |  $42.95/pkg of 50

Sex After Stroke: Our Guide to Intimacy After Stroke
Sexual issues are among the most important in recovery, but they can be the hardest for stroke survivors and their partners to discuss. This booklet gives facts about fears and concerns, timing for resuming sexual activity, special physical challenges, sexual positions, alternatives, and more. Full-color photographic artwork. 16 pages, 4" x 8½".

#50-1653  |  $30.95/pkg of 25

Warning Signs of a Stroke
This easy-read brochure provides basic information about stroke warning signs and what to do if any of them occur. Written at a lower reading level to better address underserved populations, the brochure also introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 911) as an easy way to identify symptoms and take fast action. Full-color photographic artwork. 6 panels, 4" x 8½".

#50-1705 English  |  $34.50/pkg of 50
#50-1712 Spanish  |  $34.50/pkg of 50

Living with Atrial Fibrillation
Bronze Award • National Health Information Awards
Discusses atrial fibrillation as a major risk factor for stroke. Provides information on medications, including the anticoagulant warfarin—one of the most effective methods of treatment and prevention of stroke. Full-color photographic artwork.

#50-1654 English (16 pages, 4" x 8½")
$29.95/pkg of 25
#50-1706 Spanish/English (32 pages, 5½" x 8½")
$38.50/pkg of 25

Need content in a digital format? E-mail aha@kramesstaywell.com to learn more.

Download FREE review samples at www.kramesstore.com/aha
Help recent stroke survivors maximize their recovery with this unique peer-to-peer program

The American Stroke Association’s ShareGivers® Peer Visitor Program connects recent stroke patients and their families with ShareGivers® volunteers—actual stroke survivors and caregivers who are trained peer visitors and are uniquely qualified to share perspectives, encourage progress and lend support.

ShareGivers® Facilitator Kit
This turnkey kit provides instructions to implement a stroke education program in your facility as well as material to support and promote it. You also receive access to the ShareGivers® website for support and updates. Kit includes:
- Program Guide (can also be offered as a stand-alone stroke education course for a general audience)
- DVD
- Facilitator Badge and Lanyard
- ShareGivers® Poster
- ShareGivers® Postcard (four postcards per sheet)
- ShareGivers® Table Tent
- ShareGivers® Badge and Lanyard
- Stroke Connection® Bag
- ShareGivers® Business Cards (one sheet)

#50-1581 | $89.97

*Can be purchased separately.

Also Available:
ShareGivers® Poster
#50-1590 | $11.97/pkg 25
ShareGivers® Postcards
#50-1567 | $35.97/pkg 50
ShareGivers® Badges and Lanyards
#50-1582 | $17.97/pkg 25
Stroke Connection® Bag
50-1566 | $4.77 each

Stroke Warning Signs Awareness Materials

"Stroke Happens" Poster
Clearly identifies stroke warning signs and instructs individuals to call 9-1-1 if they experience any of the warning signs. Two-sided, 17" x 22" poster is printed in English on one side, Spanish on the reverse.

#50-1599 | $20.99 pkg 25

"Stroke Happens" Bookmark
High-visibility bookmarks remind individuals that stroke can happen to anybody, at any time. Bookmarks are 8½" x 2½", and feature stroke warning signs and instructions to call 9-1-1 if individuals experience any of them.

50-1600 | $10.79/pkg 100
### Medications

**Managing Your Medicines**
Contains tips and tools to help readers learn new strategies for medication adherence. Its positive tone encourages readers to become active participants in their health care, and urges them to work closely with their health care provider(s). Features a tear-out card for tracking medications, cholesterol, weight, and blood pressure. Full-color photographic artwork. 16 pages, 4" x 8½".

#50-1664 | $27.00/pkg of 25

**Aspirin, Heart Disease and Stroke**
*Bronze Award • National Health Information Awards*
Presents American Heart Association recommendations on aspirin therapy for the prevention of heart disease and stroke, as well as its use in acute event treatment. Full-color photographic artwork. 12 pages, 4" x 8½".

#50-1634 | $42.95/pkg of 50

**Your Heart and Anticoagulants**
Gives an overview of the benefits of anticoagulant drug therapy, providing appropriate precautions for patients. Includes a medication tracking chart. Full-color photographic artwork. 12 pages, 4" x 8½".

#50-1618 | $44.50/pkg of 50

### Treatments and Procedures

**Living with Your Pacemaker**
Explains how pacemakers work, problems to watch for, and how to ensure that they continue to work properly. Includes a pacemaker ID card for patients. Full-color photographic artwork. 16 pages, 4" x 8½".

#50-1660 | $49.50/pkg of 50

**About Your Bypass Surgery**
*Merit Award • National Health Information Awards*
Offers bypass patients information and reassurance, explaining in positive terms why surgery is performed and how it works. Takes a careful look at pre-op procedures, the healing process, home recovery, and how exercise will help patients regain strength. Full-color photographic artwork. 28 pages, 4" x 8½".

#50-1645 | $54.50/pkg of 50

**Coronary Angioplasty and Stenting**
Provides a complete summary of this very common cardiac procedure. Discusses the advances that have been made, and addresses new devices and medications used during and after the procedure. Includes detailed figures and cross sections to facilitate understanding. Full-color photographic artwork. 16 pages, 4" x 8½".

#50-1674 | $49.50/pkg of 50

**Your Cardiac Catheterization**
*Merit Award • National Health Information Awards*
Describes how this important procedure is used to examine the heart to measure pressure, take pictures of the arteries bringing blood to the heart, and assess heart function. Includes detailed illustrations. Full-color photographic artwork. 20 pages, 4" x 8½".

#50-1659 | $49.50/pkg of 50

**About Heart Transplants**
Discusses the conditions that render a patient in need of a heart transplant, what happens during the procedure, expected survival rates, and the potential complications following surgery. The process of organ donation is also discussed. 28 pages, 4" x 8½".

#50-1616 | $69.95/pkg of 50

**Bacterial Endocarditis Wallet Card**
An ID card for patients with congenital heart disease, acquired heart disease (such as heart dysfunction), prosthetic heart valves, or a history of endocarditis who need protection from bacterial endocarditis. Patients can show the card to providers before undergoing dental or surgical procedures to ensure that proper precautions are taken. Includes anesthesia dosage guidelines. Two-sided wallet card; 4" x 9½", folds to 4" x 2½".

#50-1607 | $75.00/pkg of 50 booklets, 100 wallet cards

Volume discounts do not apply.

Download FREE review samples at [www.kramesstore.com/aha](http://www.kramesstore.com/aha)
Heart Disease

Living with Heart Failure
Explains the causes and symptoms of congestive heart failure. Looks at treatments including diuretics, vasodilators, digitalis, sodium and potassium control, and surgery. Reassures readers that medicine and lifestyle changes can make a full, active life possible. Full-color photographic artwork.
- #50-1628 English (24 pages, 4” x 8½”)
  $51.95/pkg of 50
- #50-1685 Spanish/English (48 pages, 5¼” x 8½”)
  $55.00/pkg of 25

Sex and Heart Disease
A cardiac event doesn’t mean the end of intimacy. Give patients the facts about the possible effects of heart attack or surgery on sexual activity. Expanded content answers questions for those with angina, heart failure, or congenital heart diseases and for those resuming sex after heart attack, heart surgery or ICD implantation.
- #50-1707
  $51.95/pkg of 50

Conditions

If Your Child Has a Congenital Heart Defect
Describes and illustrates a variety of common heart defects, tells how heart defects are diagnosed, and discusses the child’s special needs. Helps prepare parents for the medical and surgical treatments their child may require. Full-color photographic artwork.
- #50-1683
  $29.95/pkg of 10

Innocent Heart Murmurs
Allay parents’ fears about murmurs with this brief but informative brochure. It reassures parents that an innocent murmur doesn’t indicate a disease, require medication, or put any restrictions on a child’s normal activities or development. Full-color photographic artwork.
- #50-1617
  $34.50/pkg of 50

Your Child’s Abnormal Heart Rhythm
Use this reassuring guide to help parents understand how the heart works, the most common heart rhythm problems in children and how they are diagnosed and treated. Topics include heart rhythm abnormalities, common diagnostic tests and treatment options.
- #50-1629
  $39.50/pkg of 25

After Your Heart Attack
Patients recovering from heart attack have countless questions. Use this brochure to provide answers about why heart attacks occur and what to expect during recovery. Also includes information about life after heart attack, reactions from family members, common emotions, depression and reducing risk factors to prevent recurrent events. Full-color photographic artwork.
- #50-1669 English (20 pages, 4” x 8½”)
  $49.50/pkg of 50
- #50-1702 Spanish/English (44 pages, 5¼” x 8½”)
  $42.50/pkg of 25

Understanding Angina
What is angina? What causes it? What’s the difference between angina and a heart attack? This brochure answers these and other questions on diagnosis, treatment, and more. Full-color photographic artwork.
- #50-1646
  $52.95/pkg of 50

Your Mitral Valve Prolapse
In simple terms, this brochure explains mitral valve prolapse, including how it occurs, causes, symptoms, diagnosis, and treatment. Updated with guidelines on the prevention of bacterial endocarditis. Full-color photographic artwork.
- #50-1671
  $34.50/pkg of 50

About Your Peripheral Artery Disease
Patients with PAD have a higher risk for heart attack and stroke, so it’s critical they understand the importance of early diagnosis, treatment and reducing their risks. This brochure explains PAD, including symptoms, diagnostics and treatment options.
- #50-1667
  $47.50/pkg of 50

Also Available:

Living with Atrial Fibrillation
See page 10 for details.

Bacterial Endocarditis Wallet Card
See page 13 for details.
Improve outcomes with Active Partnership, our comprehensive cardiac rehab workbook and DVD set

An Active Partnership for the Health of Your Heart
Based on New Prevention Guidelines

The Active Partnership workbook and DVD set can enhance your cardiac rehab program or be given to patients unable to attend a formal program. The program offers encouragement, knowledge and resources to help participants communicate with their healthcare team, manage medications and make lasting lifestyle changes. Topics include risk factor management, understanding CAD, communication skills, taking medication, diet, physical activity, weight loss, stress management, smoking cessation, and dealing with depression. Set includes 208-page workbook and 90-minute DVD.

Workbook/DVD Set  #50-1711  |  $19.95 each

Workbook and DVD also available separately

Workbook Only  #50-1708  |  $16.95 each

DVD Only  #50-1710  |  $12.95 each

Special quantity discounts available for Active Partnership products; visit www.kramesstore.com/aha for details.

Active Partnership materials can be purchased by patients and caregivers at www.ShopHeart.org.

Caregiver Resources

Caregiver Journal and Planner
An essential tool for every caregiver, this journal helps organize, motivate and inspire caregivers and includes a 12-month calendar and 350 reminder stickers. 52-page booklet, plus 10 sheets of stickers, 5” x 7”, wire-bound.
#50-1570  |  $47.97/pkg of 10

Caregiver Bookmark
This full-color bookmark displays the nine rights of caregivers, making it an excellent reminder for caregivers to take care of themselves. Laminated, 2¼” x 9”.
#50-1571  |  $27.00/pkg of 50

Vitals Magnet
Includes an alert sticker and two medical cards (one to leave in the magnet and one for the patient or caregiver), which record important medical information. Post it on the refrigerator, where EMS professionals are trained to look for vitals in an emergency. Medical cards are 3” x 2”, magnetized holder is 3¼” x 3⅛”.
#50-1589  |  $41.97/pkg of 10

“"We use the set to educate our patients in the hospital, in cardiac rehab and in the community. It addresses therapeutic lifestyle changes and encourages patients to become their own health advocate. Our patients and families love it and so does our staff.”

Kimberly S. Finney, RN, BSN, Cardiac Rehabilitation Specialist, Maui Memorial Medical Center, Wailuku, HI

Also Available:

Caring for Stroke Survivors
See page 10 for details.
Save with Quantity Discounts
The more you order, the more you save.
See page 2…

Have your Priority Key Code ready when ordering.

Leverage the science behind heart disease and stroke to help patients develop the skills and knowledge to live a longer, healthier life.

Be sure to check out these new editions:

- High Blood Pressure – see page 9
- High Blood Pressure and Stroke – see page 9
- Your Heart Valve Surgery – see page 9
- Living with Atrial Fibrillation (bilingual edition) – see page 9
- Preventing Another Stroke – see page 10
- Understanding Stroke – see page 11
- Warning Signs of a Stroke – see page 11
- Sex and Heart Disease – see page 14
- After Your Heart Attack – see page 14
- Active Partnership Workbook – see page 15

Ordering is Easy!

- VISIT www.kramesstore.com/aha
- CALL 800-333-3032 Monday–Friday, 9 a.m. to 6 p.m., Eastern Time

100% Money-Back Guarantee
If you’re not satisfied with any product, for any reason, simply return undamaged, non-customized items within 30 days for a full refund.