

Issue | 2019

Cor Vitae *Society*



American
Heart
Association.

The Pulse

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Letter from our CEO,
Nancy Brown
Cor Vitae Society Member

LETTER FROM THE CEO

We're only a few months into 2019, and it's already an exceptional year — starting with our International Stroke Conference, the world's premier meeting dedicated to the science and treatment of stroke. More than 4,500 professionals from 46 countries convened for our annual meeting on Feb. 6-8 in Honolulu.

The same week in New York City, prominent media, music, movie and sports figures gathered for the 15th annual Go Red for Women Red Dress Collection, the iconic fashion show highlighting philanthropy for women's heart health. To read the moving story of one special Red Dress Collection model, actress Susan Lucci, see pages 4-5.

We also proudly announced **Research Goes Red**, an exciting alliance between Go Red for Women and Project Baseline by Verily that calls on women to participate in clinical research. This collaboration unites AHA heart health experts, patients, loved ones and Verily with its leading tools and technologies, to truly make a difference. **To learn more, visit projectbaseline.com/gored.**

In this issue of *The Pulse*, we're excited to share the top heart disease and stroke research advances of 2018 (page 11). The new knowledge that results from AHA-funded research informs medical guidelines to provide the best evidence-based care. On page 3, you'll also find our federal advocacy priorities for the year — possible because of you and your support.

We're especially honored to profile four members of the President's Circle, which recognizes some of our top annual supporters.

As a Cor Vitae Society member, you have made a meaningful personal commitment. Your generosity and passion for our mission, to be a relentless force for a world of longer, healthier lives, enables us to fund research, advocate for stronger health policies and reach diverse audiences through special events like the Red Dress Collection.

To our new Cor Vitae Society members, welcome to this circle of honor. You've joined a dedicated group of supporters. Through member-only communications like *The Pulse*, we are privileged to share the latest AHA news and, more importantly, your impact.

I know 2019 will be our best year ever, and I look forward to celebrating more exciting advancements with you. Thank you.



Nancy A. Brown
Chief Executive Officer
Cor Vitae Society Member



Nancy A. Brown, CEO
Cor Vitae Society Member

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Our Mission

To be a relentless force for a world of longer, healthier lives.

Researcher wins Sandi Haddock Community Impact Award

Under the red glow of the Dallas Go Red for Women Luncheon, more than 1,200 heart disease survivors, leaders and philanthropists applauded this year's Sandi Haddock Community Impact Award recipient, Helen Hobbs, M.D.

The award recognizes a female leader in Dallas who has made a significant impact in advancing women's health issues. The award's namesake, Sandi Haddock, is a longtime AHA supporter and Heart and Torch Circle member. Sandi and her husband Ron committed \$1 million to the AHA in 2011 and remain strong supporters of the organization's mission.

Hobbs, a faculty member at the University of Texas Southwestern Medical Center, established the Dallas Heart Study, a multi-ethnic, population-based study of heart and metabolic diseases.



Dr. Helen Hobbs, Sandi Haddock, Heart & Torch Circle, and Dr. Ginny Gray

Throughout her career, Hobbs has paid homage to the AHA for supporting her research and that of her colleagues in the continuing quest to cure heart disease. ■

Federal Agenda 2019: What we're working on

Every year brings new opportunities for the American Heart Association to advocate for heart and stroke patients and heart-healthy policies. A few of our federal policy priority areas for 2019 are highlighted below:

Access to Health Care

- Support and defend access to affordable and quality health care coverage.
- Support policies that aid caregivers and improve advanced illness and palliative care.
- Support policies that promote women's health and help reduce health disparities.

Medical Research

- Protect and increase funding for the National Institutes of Health, including funding for heart and stroke research.
- Enhance funding for the Centers for Disease Control and Prevention's Division for Heart Disease and Stroke Prevention, including Million Hearts and the WISEWOMAN program.

Tobacco

- Support the Food and Drug Administration's ability to regulate tobacco.
- Advocate for a flavor ban, including menthol, sales and marketing restrictions to limit youth access, a nicotine standard, and premarket review.

Nutrition

- Protect school foods nutrition standards.
- Shape FDA's Nutrition Innovation Strategy, including health claims, ingredient lists, and sodium reduction.
- Serve as a resource during the development of the 2020-25 Dietary Guidelines for Americans.

To learn more about these and other federal advocacy priorities, visit heart.org and search "Federal Priorities" or yourethecure.org for ways you can get involved. ■

SURVIVOR SPOTLIGHT

Susan Lucci thriving since avoiding heart attack

by AMERICAN HEART ASSOCIATION NEWS

As the saleswoman rung up Susan Lucci's purchases, the actress felt it again — a tightening in her chest that radiated around her ribcage, like "an elephant pressing on my chest."

She'd felt something similar twice in recent weeks. Both had been mild enough to dismiss.

Thanks to her willingness to seek immediate care and her healthy lifestyle, Lucci, 71, avoided a potentially fatal result, leaving the hospital the next day and performing on stage two days later.

And thanks to the fame she accumulated as Erica Kane on "All My Children," Lucci is encouraging everyone to learn the warning signs of a heart attack and understand the importance of taking them seriously.

Researchers in Europe found that women having a heart attack wait about 37 minutes longer than men before calling for medical help.

"Nobody has to die of a heart attack," she said. "You just have to listen to your symptoms and act on them."

The first time Lucci felt the strange sensation, she thought her new bra was latched on the wrong hook. She then chalked it up to stress caused by the combination of the holiday season and an upcoming trip to Bulgaria to film a movie.

About 10 days later, Lucci was running errands when she felt it again.

"Maybe I have to do more of a workout," she thought.

One afternoon, Lucci bought a purse for a friend's birthday. She'd just finished paying when the "elephant" arrived.

The look on her face revealed she was in distress. Two salespeople noticed, but they remained calm and called 911.

Meanwhile, Lucci staggered onto a loveseat. The store manager, who's known Lucci for years and happens to have a nursing degree, listened to her describe the pain and offered to drive her to a hospital five minutes away.

Lucci knew the head of cardiology, Dr. Richard Shlofmitz, who had treated her husband for atrial fibrillation and met her in the ER.

Three months before, results from a physical showed she was in excellent health. New tests revealed she wasn't having a heart attack.

But Shlofmitz found an 86.1 percent blockage in the left anterior descending artery. That's the passageway so vital that a full blockage is the type of heart attack dubbed the "widow maker." He also found a second large blockage.

Susan Lucci walks the runway at the 2019 Red Dress Collection Fashion Show



GO RED FOR WOMEN

The heart muscle was never compromised. The buildup was nothing she could've prevented through diet or exercise. It's genetic.

The trait probably came not from her 101-year-old mom, but her father, who had a heart attack caused by calcium deposits at 49. He lived into his 80s.

"We always thought I had all of my mother's genes," said Lucci, laughing. "Turns out, I have some of my dad's genes, too."

Lucci wants her message to resonate with women, especially since learning that heart disease is their No. 1 killer.

"We're not on our own to-do list," she said. "We are nurturing others. That's what we do, and we have places to go and people to see, and we don't think we can fit (caring for ourselves) into our schedules."

Ten years ago, Lucci walked the runway in the American Heart Association's Go Red for Women Red Dress Collection fashion show as a celebrity model. In February, she walked the runway again — as a survivor.

With a smile stretched wide, she said, "There's so much gratitude in being a survivor." ■



Nancy Brown, CEO of the AHA (center) with the models of the 2019 Red Dress Collection.

The American Heart Association's® Go Red for Women® Red Dress Collection® 2019 is an iconic event where dozens of diverse personalities strut down the catwalk shining a light on heart disease in women. The beauty of this event lies not solely in who these women are or what they're wearing, but the message of empowerment that there's nothing women cannot do, cannot face and cannot overcome when they stand together.

The 15th annual Red Dress Collection was held

on Feb. 7 in the Hammerstein Ballroom at the Manhattan Center in New York City. Emceed by "Top Chef" host and executive producer Padma Lakshmi, more than 25 prominent names in media, music, movies, sports and more walked the runway to champion women's heart health.

This year's show drew more women, millennials and diverse audiences than ever — advancing the Go Red for Women movement's goal of ending heart disease and stroke in women. ■

SOCIETY MEMBER SPOTLIGHT

Adriana Gallardo | Los Angeles, California

PRESIDENT'S CIRCLE



In February, Adriana enjoyed Go Red events in NYC including the exclusive Red Dress Collection Fashion Show.

Adriana Gallardo, a successful entrepreneur as CEO and founder of Adriana's Insurance, was raised in Mexico City and came to the United States in 1988 with a visionary mindset.

Along with her marketing firm that aims to help and inspire Latin entrepreneurs, her RISE Programs Academy provides information and resources to aspiring entrepreneurs.

After surviving her own heart incident, Adriana is now a passionate advocate dedicated to inspiring other Latina women to adopt new

and healthy lifestyles where they put themselves first to be there for their loved ones.

"Two years ago, I attended an AHA event where they were describing the symptoms of heart attacks and how to prevent them," Adriana said. "At that moment, I did not relate them to me. A few weeks later, I found out that I had those symptoms, but decided to ignore them. It is a miracle I am alive today, after eventually discovering that I had a fully blocked artery and another at 80 percent. I put my life at risk."

She started the Adriana Gallardo Legacy Fund, which will give Latina women access to health resources and heart disease information in Spanish. Adriana recently made a generous gift to the AHA that will support Go Red for Women in Los Angeles and the Spanish translation of the National Go Red for Women website.

#GoRedGetFit

Together, the American Heart Association's Go Red for Women movement and national supporter Macy's cultivated #GoRedGetFit, an online community of support, sharing and inspiration to be active and fit. This Facebook community brings together diverse women who are on or looking to start a healthy lifestyle journey and offers a quarterly health and fitness challenge for its 20K+ members.



Real Women (clockwise from top left): Laura Pugh, Latasha Jones, Molly Schroeder and Sofia Montoya.

To read stories about "Real Women" heart disease and stroke survivors, visit goredforwomen.org.

SOCIETY MEMBER SPOTLIGHT

Eileen and Lex Roulston | Fort Meyers, Florida

PRESIDENT'S CIRCLE



Lex Roulston presents Heart walker Deborah Hagen with Healthy for Good™ Lifestyle Award

Lex Roulston's passion for the American Heart Association's Heart Walk is evident.

"I have learned that lifestyle changes are essential to better health," said Lex, who got involved with the association in 2001 soon after having successful bypass surgery.

While in cardiac rehab, his nurse asked if he'd be interested in forming a support group through the local Mended Hearts. He and his Mended Hearts group have participated for the last 18 years in the Lee County Heart Walk in southwest Florida. The group is

one of the largest fundraising Heart Walk teams in southwest Florida. Lex once chaired the walk and for many years was the top fundraiser.

But Lex and his wife Eileen are more than fundraisers — they're fund givers.

In 2017, they generously made a gift to the AHA's Stroke Support Network that allows survivors and caregivers to share their experiences, provide feedback to others and get answers from health care professionals.

"I've always been an organization person, which is why I got involved and why I stay involved," said Lex, who along with his wife are Cor Vitae Society and Circle of Red members.

Recently, the Roulstons committed a second major gift for the American Heart Association's life style program, which provides resources including cooking classes, gym memberships and other wellness initiatives to community members.



American Heart Association.
Healthy for Good™

How to Keep Cool During Warm-Weather Workouts

Healthy for Good is a revolutionary movement to inspire you to create lasting change in your health and your life, one small step at a time. The approach is simple: Eat smart. Add color. Move more. Be well.

TIME IT RIGHT



- Get outside during the coolest parts of the day, like the morning or evening.
- Avoid outdoor activity from Noon-3 p.m., the hottest part of the day.
- Give yourself time to warm up and cool down before each activity.

STAY HYDRATED



- Drink water before, during and after activities, even if you don't feel thirsty.
- Fuel up with hydrating fruits and veggies, smoothies and infused water.
- Carry a water bottle or hydration pack.

DRESS FOR COMFORT



- Wear lightweight, light-colored clothes made with moisture-wicking fabrics.
- Lace up with breathable shoes, lightweight socks and supportive insoles.
- Protect yourself with sunglasses, waterproof sunscreen and a hat or visor.

MAKE IT FUN WITH WARM-WEATHER ACTIVITIES LIKE:



Swimming



Hiking



Outdoor
Yoga

SOCIETY MEMBER SPOTLIGHT

Dr. Bruce and Elizabeth Cohen | Charlotte, North Carolina

PRESIDENT'S CIRCLE



*Elizabeth and Bruce Cohen
President's Circle*

When 16-year-old Billy Cohen collapsed from sudden cardiac arrest while running on a high school track in 2015, an athletic trainer immediately began CPR and used an automated external defibrillator.

It restored his abrupt loss of heart function — and saved his young life.

Since their son's scary experience, Bruce and Elizabeth Cohen have championed CPR education and immediate access to AEDs.

"Getting the word out that CPR saves lives, that Hands-Only CPR™ saves lives, that defibrillators save lives is critical," Elizabeth said.

At birth, Billy's pediatrician diagnosed him with aortic stenosis — a heart murmur — which is common in infants. After his heart incident on the high school track, Billy underwent two open heart surgeries only to find out he needed a third. He later got a permanent implantable defibrillator.

Bruce, an orthopedic surgeon and CEO of OrthoCarolina, and Elizabeth, a nurse at Billy's school, generously committed in January to a four-year gift to support CPR in Schools focused on kit distribution to private schools in the Charlotte, North Carolina area. Bruce also started a project to ensure student-athletes in Charlotte have access to AEDs.

The family is now partnering with the American Heart Association to make sure Charlotte Mecklenburg School staff are trained in using CPR and AEDs. They also speak at many engagements for the AHA.

"Billy might not be with us if he wasn't where people were trained and had access to those lifesaving skills and equipment," Elizabeth said.

Hands-Only CPR

Hands-Only CPR is CPR without mouth-to-mouth breaths, and is recommended for use by people who see a teen or adult suddenly collapse in an out of hospital setting (such as at home, at work or in a park). It consists of two easy steps:

1. **Call 911 (or send someone).**
2. **Push hard and fast in the center of the chest.**

Hands-Only CPR is made even easier if you hum this familiar tune while doing chest compressions:

Ah, ha, ha, ha, stayin' alive, stayin' alive. Ah, ha, ha, ha, stayin' alive.

The song 'Stayin' Alive' has at least 100 beats per minute — the same rate the AHA recommends for CPR chest compressions.



Billy Cohen (kneeling, far right), oversees fellow students learning CPR.

To learn more about Hands-Only CPR, visit heart.org.

SOCIETY MEMBER SPOTLIGHT

Inge Gaiss | Lakewood, New Jersey

PRESIDENT'S CIRCLE AND PAUL DUDLEY WHITE LEGACY SOCIETY



Inge Gaiss, President's Circle and Paul Dudley White Legacy Society

As an only child, Ingeborg "Inge" Gaiss had a special bond with her parents — and heart disease.

Her father passed away from coronary thrombosis, a blood clot inside a blood vessel of the heart. Her mother lived for years with a pacemaker before she died at 93.

"That was when I realized the importance of the American Heart Association and how our gifts make a difference," said Inge, who has been a member of the Paul Dudley White

Legacy Society for many years in honor of her parents.

Before Inge's friend of 60 years, Oscar Richter, passed away from liver cancer in March 2015, he informed her that he was leaving her his estate.

"I asked him to consider giving it to our three favorite charities, one being the American Heart Association," she said.

Oscar agreed, giving comfort to Inge that his legacy of helping others would continue through his estate gift to the association.

Living in a retirement community, Inge has seen many of her friends and their loved ones affected by heart disease and adult cognitive decline.

"These health conditions are taking a devastating toll on lives," she said. "It's up to us to do something about it."

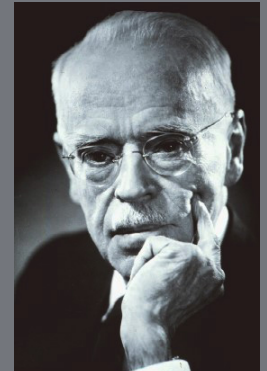
Inge did something about it recently, supporting the AHA's brain health research initiative. And in celebration of Heart Month in February, she collaborated with her local team to share the AHA's mission with other residents of her community.

"I believe in the AHA's research and the power it has to make our lives longer and healthier," Inge said.

Paul Dudley White Legacy Society

The Man Behind the Name:

Dr. Paul Dudley White, widely regarded as the founder of preventive cardiology, was one of six cardiologists who founded the American Heart Association in 1924. He served as AHA president in 1941.



Dr. Paul Dudley White

A highlight in Dr. White's career was his appointment as President Dwight D. Eisenhower's cardiologist following his heart attack in 1955.

To honor Dr. White's memory and legacy, the AHA established the Paul Dudley White Legacy Society to recognize generous donors who include the AHA in their will, trust or other estate plans.

To learn more, visit heart.org/plannedgiving or email plannedgiving@heart.org.

Cor Vitae Society President's Circle members represent our most generous six-figure annual donors. It is with tremendous gratitude that we seek to express appreciation for these distinguished individuals.

EVENTS

CHARLOTTE, NORTH CAROLINA:

Barbara W. Houston Legacy Awards

John R. Houston III, President's Circle, congratulates students from Norfolk State University in Virginia on their participation in the Barbara W. Houston Legacy Awards. Leadership and students from Historically Black Colleges and Universities (HBCU) across the Mid-Atlantic region worked with campus and community partners to develop ideas for overcoming barriers to health on campus and in their community.



NSU students Tyvan Burns and Braxton Harris, General Manager Edith Thorpe and John Houston, President's Circle

PORTLAND, OREGON:

Heart Ball

The Heart Ball, which took place in February at the Sentinel Hotel, raised an historic \$1 million for the community.



Bart Dickson, Jordan Bader and Edgar Aponte, all Champion's Circle

HOUSTON, TEXAS:

Paul Bear Bryant Lifetime Achievement Award Event

The AHA's Paul Bear Bryant Lifetime Achievement Awards offers a unique opportunity for sports enthusiasts to mingle with legendary college football coaches from across the nation while supporting the important cause of fighting heart disease and stroke.



Vicki Hollub and her husband Glenn Vige, President's Circle, with Becky Yanez, AHA Sr. Advisor of Individual Giving, Cor Vitae member

WESTCHESTER, NEW YORK:

Evening of Gratitude

More than 40 Cor Vitae members and leadership volunteers enjoyed an Evening of Gratitude in February. Dr. Keith Churchwell, Champion's Circle, president of the Founders Affiliate board and national board member, shared the vision of AHA national initiatives. Dr. Sophia McIntyre provided highlights of the Community Impact Committee's work.



Kathy Kauffmann, AHA Senior Vice President, Champion's Circle; Dr. Daniel Zedeker, Champion's Circle; Dr. Patrick Thomas, Pacesetter's Circle; Drs. Leslie and Keith Churchwell, and Marc and Jill Altneu, Champion's Circle.

MISSION IN ACTION

AHA Names Heart Disease, Stroke Research Advances

by AMERICAN HEART ASSOCIATION NEWS

Since 1996, the AHA has compiled an annual list of major advances in heart disease and stroke science.

Community-based approaches to lowering blood pressure, using the genome to predict cardiovascular risk and employing advanced brain imaging are among the top heart disease and stroke research advances in 2018, summarized below.

Other top advancements include understanding how racial disparities contribute to high blood pressure, using forearm arteries versus leg arteries for coronary bypass grafts and multiple studies focused on cutting-edge medical devices and specific new drugs.



Churches, barbershops play role in lowering blood pressure

A study reported in the AHA journal *Circulation: Cardiovascular Quality and Outcomes* found that comprehensive lifestyle interventions in 32 black churches in New York helped lower systolic blood pressure among adults.

In another study published in the *New England Journal of Medicine*, systolic blood pressure fell an average 27 mmHg among black men after they received prescriptions and monitoring from pharmacists in 52 black barbershops.

Entire genome may help calculate heart disease risk

In a study published in the AHA journal *Circulation: Genomic and Precision Medicine*, researchers found that developing a risk score that measures 182 variants associated with coronary artery disease may more reliably identify people at risk for early-onset disease who need aggressive preventive treatment.

Another study published in *Nature Genetics* used a polygenic risk score that analyzed multiple genetic variants to more reliably calculate risk for coronary artery disease, atrial fibrillation, Type 2 diabetes, inflammatory bowel disease and breast cancer. Among those tested, 19.8 percent had a three-fold increased risk for at least one of the five diseases.



Expanding time window may benefit some treated for certain strokes

The limit for ischemic stroke patients to have a clot retrieval procedure called mechanical thrombectomy has been six hours. But research published in the *New England Journal of Medicine* showed that some carefully selected patients may benefit from the procedure up to 24 hours after symptoms begin.

For the complete list of the top research advancements of 2018, visit the News section on heart.org/corvitasociety.



American
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THE HEART OF LIFE

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Prior to the Go Red for Women Red Dress Collection in New York City, AHA national volunteer, Star Jones (seated right) hosted a brunch featuring speaker Kathy Richmond, PhD, of the Paul G. Allen Frontiers Group (seated center) and Mary Ann Bauman, MD, national board member (seated left) with society members and AHA volunteer leaders at The Museum of Modern Art, highlighting AHA's most innovative initiatives. To read more about The Red Dress Collection, see page 5.



Join The Conversation



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