

American Heart Association/American Stroke Association

2017 - 2018 Patient Education Catalog

a healthier world is why

Our patient education 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.



American
Heart
Association

American
Stroke
Association®

life is why®

Featuring Life's Simple 7® brochures and videos. See pages 4-5 for details.

Published and distributed by
The StayWell Company, LLC.



Contents

Healthy Living	4
Life's Simple 7®	4-5
Nutrition/Exercise	6
Risk Factors/Warning Signs	7-8
High Blood Pressure	9
Stroke	10
Treatments and Tests	13
Cardiovascular Conditions	14
Recovery and Caregiving	15
Spanish Editions	9

Committed to building healthier lives, free of cardiovascular diseases and stroke.

Helping healthcare providers reach patients, caregivers and at-risk groups to promote ideal cardiovascular health is at the core of the **American Heart Association/American Stroke Association** mission. Built on an extensive foundation of research and science, our patient education resources reinforce disease management and prevention, create awareness, and inspire change.

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 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.

Individual Titles	
Total Quantity	Discount
200–299	10%
300–499	15%
500–999	20%
1,000–1,999	30%
2,000+	Call for pricing

Packs/Pads	
Total Quantity	Discount
10–29 packs/pads	15%
30–99 packs/pads	25%
100–199 packs/pads	35%
200+ packs/pads	Call for pricing

Individual DVD Titles	
Total Quantity	Unit Price
1 DVD	\$149
2–5 DVDs	\$129 each
6–9 DVDs	\$119 each
10–19 DVDs	\$109 each
20+ DVDs	\$99 each

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 products 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).

Customization options help your customers promote their brands.



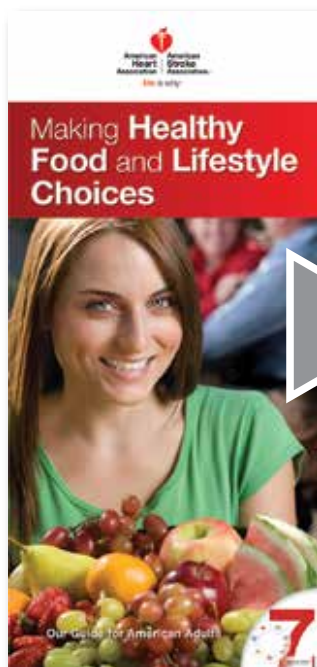
**Add your
contact information
or your logo here**

Style 1

**Your Organization
123 Main Street
Anytown, US 94006-3030
1-650-555-2422**

Style 2

**Your Organization
123 Main Street
Anytown, US 94006-3030
1-650-555-2422**



**Making Healthy Food
and Lifestyle Choices**

Your **Logo** or Contact
Information Here

OPTION 1: Custom Imprinting

Customers can add 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).

Imprinting Charges	
Quantity	Price
100–500	\$60.00
501–1,000	\$70.00
1,001–2,000	\$95.00
2,001–4,000	\$150.00
4,001–6,000	\$225.00
6,001–8,000	\$300.00
8,001–10,000	\$375.00

Add \$40 set-up fee to total price (one-time fee).

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

Add a logo

Customers can add a logo by calling 800-617-8194 or e-mailing gethelp@kramestaywell.com for special pricing and instructions.

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

Customers can also work with the American Heart Association and StayWell to create a fully customized piece.

It's Easy to Get Started

Customers can learn more or receive a custom quote by e-mailing gethelp@kramestaywell.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

Merit Award • National Health Information Awards

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) | \$40.45/pkg of 50
#50-1698 Spanish (12 panels) | \$41.95/pkg of 50

Spanish



My Personal Health Tracker

Our redesigned wallet card provides more space to record personal health information, track medications and monitor cholesterol, blood pressure, weight, and glucose at each doctor's visit. It also identifies risk factors and emphasizes four key numbers for patients to know to manage them. This affordable tool complements our Life's Simple 7® brochure and My Life Check® assessment.

#50-1722 (16 panels) | \$19.75/pkg of 25

Stop Smoking



Quit Smoking for Good

Merit Award • National Health Information Awards

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.

#50-1657 (32 pages) | \$38.75/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) | \$49.50/pkg of 50
#50-1635 Spanish/English (32 pages) | \$44.95/pkg of 25

Bilingual

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

Merit Award • National Health Information Awards

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) | \$51.95/pkg of 50
#50-1679 Spanish/English (48 pages) | \$59.95/pkg of 25

Bilingual

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

This helpful guide explains diabetes (what it is, how it is diagnosed, types) and offers practical advice for reducing risk by managing diabetes and controlling blood glucose, blood pressure, and cholesterol, quitting smoking, eating healthfully, increasing physical activity. It also addresses additional stroke risk factors.

#50-1725 English (24 pages) | \$51.95/pkg of 50
#50-1726 Spanish/English (48 pages) | \$51.20/pkg of 25

Bilingual

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



Eat Better



Easy Food Tips for Heart-Healthy Eating

Merit Award • National Health Information Awards

Shows practical ways to reduce saturated and trans fats, added sugars, and sodium from one's diet. Recommends healthy food choices, tells how to read nutrition labels, and provides guidelines for a heart-healthy diet. A convenient reference everyone should keep...right next to the refrigerator!

Bilingual

#50-1625 English (24 pages) | \$51.95/pkg of 50

#50-1620 Spanish/English (48 pages) | \$51.00/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.

#50-1689 (24 pages) | \$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.

#50-1693 (Run time: 5:06) | \$149.00

Also Available:

Life's Simple 7® Convenience Pack for Health Care Providers

Includes 50 of each Life's Simple 7® print title in English. Increase impact at health fairs, wellness screenings and other community events.

#9208 | \$490.50

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.

Control Cholesterol



Understanding and Improving Your Cholesterol

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.

Bilingual

#50-1713 English (20 pages) | \$51.98/pkg of 50

#50-1714 Spanish/English (40 pages) | \$46.99/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.

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

Bilingual

#50-1639 English (20 pages) | \$51.98/pkg of 50

#50-1640 Spanish/English (40 pages) | \$46.99/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

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

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.

#50-1631 (28 pages) | \$57.25/pkg of 50



Heart-Healthy Snacks

Take the guilt out of snacking with simple tips that help people of all ages avoid empty calories and make smart snack choices. Promote heart-healthy eating and weight management with suggestions that satisfy cravings for crunchies, munchies, sweets and more. Five popular American Heart Association snack recipes are featured.

#50-1721 (16 pages) | \$49.50/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.

#50-1627 (24 pages) | \$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.

#50-1661 (16 pages) | \$49.50/pkg of 50



Commit to Be Fit

Find out about the importance of physical activity in reducing heart disease risk, and how to begin or maintain an activity program. 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 plenty of ideas on starting a physical activity program that will be both healthful and enjoyable. So use this booklet often for information, ideas, and to keep you motivated.

#50-1688 (32 pages) | \$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.

#50-1684 (48 pages) | \$3.49



Heart-Healthy Recipes Bilingual Edition

Bronze Award • National Health Information Awards

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.

#50-1701 Spanish/English (48 pages) | \$3.49

Bilingual



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.

#50-1718 (52 pages) | \$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 1/4" x 7 3/4".

#68573 | \$3.49

Risk Factors/Warning Signs



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. 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)
\$37.95/pkg of 25

#50-1717 Spanish/English (64 pages)
\$31.45/pkg of 10

Bilingual



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) | \$40.35/pkg of 50

#50-1626 Spanish (4 panels) | \$25.20/pkg of 50

Spanish



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.

#50-1705 English (6 panels) | \$34.50/pkg of 50

#50-1712 Spanish (6 panels) | \$34.50/pkg of 50

Spanish



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)
\$49.50/pkg of 50

#50-1668 Spanish/English (32 pages)
\$39.00/pkg of 25

Children

Bilingual



My Personal Health Tracker

Our redesigned wallet card provides more space to record personal health information, track medications and monitor cholesterol, blood pressure, weight, and glucose at each doctor's visit. It also identifies risk factors and emphasizes four key numbers for patients to know to manage them. This affordable tool complements our Life's Simple 7[®] brochure and My Life Check[®] assessment.

#50-1722 (12 panels) | \$19.75/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, heart attack, and cardiac arrest and tells how to respond, stressing the need for immediate action.

#50-1636 English (12 pages)

\$38.95/pkg of 50

#50-1633 Spanish/English (24 pages)

\$42.50/pkg of 25

Bilingual



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.

#50-1643 (12 pages) | \$39.95/pkg of 50



Women, Heart Disease and Stroke

Supports the Go Red For Women program!

This brochure provides women of all ages with information that raises awareness of heart disease and stroke, related risk factors (family history, diabetes, cholesterol, and high blood pressure), warning signs, and what to do in an acute event. Women are urged to work with their healthcare provider to make a plan for achieving ideal cardiovascular health.

#50-1720 (32 pages) | \$39.70/pkg of 25

Women

Risk Factors/Warning Signs



Understanding and Improving Your Cholesterol

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)
\$51.98/pkg of 50

Bilingual

#50-1714 Spanish/English (40 pages)
\$46.99/pkg of 25



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.

#50-1657 (32 pages) | \$38.75/pkg of 25



Smoking and Your Risk of Heart Disease and Stroke

This booklet 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.

#50-1642 English (12 pages)
\$40.90/pkg of 50

Bilingual

#50-1719 Spanish/English (42 pages)
\$42.50/pkg of 25



Diabetes, Heart Disease & Stroke

Millions of Americans have diabetes or prediabetes, putting them at higher risk for cardiovascular diseases and stroke. This helpful guide explains diabetes (what it is, how it is diagnosed, types) and offers practical advice for reducing risk by managing diabetes and controlling blood glucose, blood pressure, and cholesterol, quitting smoking, eating healthfully, increasing physical activity. It also addresses additional stroke risk factors.

#50-1725 English (24 pages)
\$51.95/pkg of 50

Bilingual

#50-1663 Spanish/English (48 pages)
\$51.20/pkg of 25



Heart Attack & Stroke: Every Second Counts Wallet Card

Because every second counts...our affordable wallet card is a fast, easy way to help people recognize the warning signs of heart attack and stroke. It's ideal for distributing to patients, employees, and in any community setting. Compact size fits in wallets, purses, and pockets.

#50-1723 (8 panels) | \$14.75 pkg of 25



Spot a Stroke F.A.S.T. Poster

Affordable poster provides basic information in English and Spanish about stroke warning signs and what to do if any of them occur. The poster introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1) as an easy way to identify symptoms and take fast action. It's ideal for waiting rooms, exam rooms, break rooms, and anywhere else this vital lifesaving information should be available. Posters are 11" x 17" and are sold in packs of 3 posters.

Bilingual

#50-1724 | \$9.95 each

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.

Bilingual

#50-1639 English (20 pages) | \$51.98/pkg of 50
 #50-1640 Spanish/English (40 pages) | \$46.99/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.

#50-1648 (12 pages) | \$45.25/pkg of 50



High Blood Pressure in African Americans

Bronze Award • National Health Information Awards

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 the African American community.

Multicultural

#50-1623 (16 pages) | \$31.45/pkg of 25



High Blood Pressure

Provide "blood pressure basics" with this concise, reader-friendly brochure that defines blood pressure and why it's important to keep it in a healthy range. Explains how blood pressure is measured, including a helpful chart of blood pressure categories by the numbers. Describes the impact of high blood pressure on the body and offers treatment options and tips.

#50-1624 (8 pages) | \$39.90/pkg of 50

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	50-1626 Signs of a Heart Attack (Spanish only)	page 7
50-1679 Losing Weight the Healthy Way	page 4	50-1633 Warning Signs and Actions	page 7
50-1663 Diabetes, Heart Disease and Stroke	page 4	50-1719 Smoking and Your Risk of Heart Disease and Stroke . .	page 8
50-1635 Just Move!	page 4	50-1724 Spot a Stroke F.A.S.T. Poster	page 11
50-1620 Easy Food Tips	page 5	50-1706 Living with Atrial Fibrillation	page 11
50-1640 Understanding and Controlling Your High Blood Pressure	page 5	50-1715 Understanding Stroke: Are You at Risk?	page 11
50-1714 Understanding and Improving Your Cholesterol	page 5	50-1712 Warning Signs of Stroke (Spanish only)	page 11
50-1701 Heart-Healthy Recipes	page 6	50-1606 Bacterial Endocarditis Wallet Card (Spanish only) . . .	page 13
50-1717 Controlling Your Risk Factors	page 7	50-1702 After Your Heart Attack	page 14
50-1668 For Your Children: Our Guide to Help You Safeguard Your Children from Heart Disease and Stroke	page 7	50-1685 Living with Heart Failure	page 14

Offer post-stroke information and support to survivors and caregivers with **Stroke Connection® Special Editions**



Silver Award • National Health Information Awards

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.

#50-1675 (32 pages) | \$24.40/pkg of 10



Gold Award • National Health Information Awards

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.

#50-1699 (32 pages) | \$24.40/pkg of 10



Gold Award • National Health Information Awards

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.

#50-1677 (32 pages) | \$24.40/pkg of 10



Gold Award • National Health Information Awards

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.

#50-1676 (32 pages) | \$24.40/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.

#50-1678 (32 pages) | \$24.40/pkg of 10

Also Available:



Stroke Connection® Special Editions Discharge Pack

Our convenient Discharge Pack makes it easy to ensure stroke survivors and caregivers have the information they need to overcome the challenges of recovery and prevent future problems. The pack includes one of each title shown above and an encouraging letter from the American Stroke Association all conveniently packaged in sets of 10 for easy distribution.

#9210 | \$121.99/pkg of 10



Stroke Connection® Bag

A handy canvas tote to keep ShareGivers® or other program materials organized.

#50-1566 | \$4.95 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.

#50-1703 English (16 pages)
\$49.95/pkg of 50

Bilingual

#50-1715 Spanish/English (32 pages)
\$39.70/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.

#50-1648 (12 pages) | \$45.25/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.

#50-1653 (16 pages) | \$32.50/pkg of 25



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.

#50-1654 English (16 pages)
\$31.45/pkg of 25

Bilingual

#50-1706 Spanish/English (32 pages)
\$39.70/pkg of 25



Warning Signs of a Stroke

This easy-read brochure provides basic information about stroke warning signs and what 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.

#50-1705 English (6 pages) | \$34.50/pkg of 50

Spanish

#50-1712 Spanish (6 pages) | \$34.50/pkg of 50



**Heart Attack & Stroke:
Every Second Counts Wallet Card**

Because every second counts...our affordable wallet card is a fast, easy way to help people recognize the warning signs of heart attack and stroke. It's ideal for distributing to patients, employees, and in any community setting. Compact size fits in wallets, purses, and pockets.

#50-1723 (8 panels) | \$14.75/pkg of 25



Spot a Stroke F.A.S.T. Poster

Affordable poster provides basic information in English and Spanish about stroke warning signs and what do if any of them occur. The poster introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1) as an easy way to identify symptoms and take fast action. It's ideal for waiting rooms, exam rooms, break rooms, and anywhere else this vital lifesaving information should be available. Posters are 11" x 17" and are sold in packs of 3 posters.

#50-1724 | \$9.95 each

Bilingual

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.



sharegivers®

a peer visitor program

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 | \$4.95 each

Also Available:

“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 | \$6.47/pkg 100 **Bilingual**



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.

#50-1664 (16 pages) | \$31.45/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.

#50-1634 (12 pages) | \$45.25/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.

#50-1618 (12 pages) | \$46.75/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.

#50-1660 (16 pages) | \$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.

#50-1645 (28 pages) | \$57.25/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.

#50-1674 (16 pages) | \$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.

#50-1659 (20 pages) | \$51.98/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.

#50-1616 (28 pages) | \$69.95/pkg of 50

Available separately or together as a kit ...



Your Heart Valve Surgery

Give patients this helpful overview of heart valve surgery so they can understand and discuss options with their healthcare provider. Explains how heart valves work, disorders, repairs (TAVR, Ross Procedure) and mechanical and biological replacement options. Also describes pre- and post-op procedures, in-hospital and at-home recovery, living with a new heart valve, and more.

#50-1704 (28 pages) | \$68.95/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 9 1/2", folds to 4" x 2 1/2".

#50-1605 | \$13.65/pkg of 100

#50-1606 Spanish | \$13.65/pkg of 100



Your Heart Valve Surgery and Bacterial Endocarditis Wallet Card Kit

This all-in-one kit comes complete with 50 booklets and 100 wallet cards. Volume discounts do not apply.

#50-1607 | \$78.75/pkg of 50 booklets, 100 wallet cards

Volume discounts do not apply.

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.

#50-1628 English (24 pages)

\$51.95/pkg of 50

Bilingual

#50-1685 Spanish/English (48 pages)

\$59.95/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 (24 pages) | \$51.95/pkg of 50



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.

#50-1669 English (20 pages)

\$51.98/pkg of 50

Bilingual

#50-1702 Spanish/English (44 pages)

\$44.65/pkg of 25



Understanding Angina

Merit Award • National Health Information Awards

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.

#50-1646 (16 pages) | \$52.95/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.

#50-1683 (64 pages) | \$31.45/pkg of 10

Children



Your Mitral Valve Prolapse

Merit Award • National Health Information Awards

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.

#50-1671 (12 pages) | \$36.25/pkg of 50



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.

#50-1617 (6 panels) | \$36.25/pkg of 50

Children



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 (12 pages) | \$47.50/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 (24 pages) | \$42.50/pkg of 25

Children

Also Available:

Living with Atrial Fibrillation

See page 11 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 WINNER: Silver Award, National Health Information Awards

The Active Partnership workbook and DVD set can enhance your cardiac rehab program or can 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 Only #50-1708 | \$16.95 each

Workbook/DVD Set #50-1711

- 1–19 copies \$19.95 each
- 20–39 copies \$16.96 each
- 40–99 copies \$14.96 each
- 100–199 copies \$12.97 each
- 200+ Call for details

DVD Only #50-1710

- 1–19 copies \$12.95 each
- 20–39 copies \$11.00 each
- 40–99 copies \$9.71 each
- 100–199 copies \$8.42 each
- 200+ Call for details



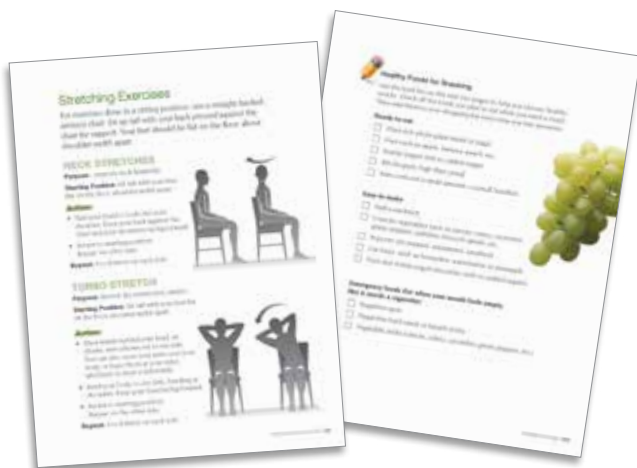
Active Partnership materials can be purchased by patients and caregivers at www.ShopHeart.org.

"We use the set to educate our patients in the hospital, in cardiac rehab and in the community. 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

"(Our patients) have found it informative without being too technical. It's been a valuable contribution to our program."

Jan Bennett, RN, PeaceHealth Southwest Medical Center, Vancouver, WA





Improve heart health with Life's Simple 7[®]

Life's Simple 7[®] is a program that focuses on the seven steps everyone should take to achieve ideal cardiovascular health.

See pages 2-3 to learn more about:

- Managing blood pressure
- Improving cholesterol
- Reducing blood sugar
- Getting active
- Eating better
- Losing weight
- Quitting smoking



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.

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.