Heart disease is the No. 1 killer of Americans, and stroke is the No. 4 killer. An estimated 89,000 people in the SouthWest Affiliate area (Arkansas, Colorado, New Mexico, Oklahoma, Texas and Wyoming) die each year from heart disease or stroke—that’s an average of 244 each day. We can reduce heart disease and stroke by promoting a healthy diet and lifestyle, so the American Heart Association has a new national goal:

By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.
To help build awareness and educate the public, as well as raise funds for heart disease and stroke research, we host several events in your community throughout the year. These might include:

Heart Walk - Build a team of family, friends, co-workers or aquaintences and kick-start a fitness program at a local Heart Walk. These mile to 5K walks help get the whole community moving while building awareness about the positive effects of physical exercise.

Go Red For Women Luncheon - These luncheons help highlight the impact of heart disease and stroke on the female community. These luncheons are attended by distinguished members from the business and philanthropic communities and help raise money for the Go Red For Women movement.

Vestido Rojo - This half day conference focuses on educating Hispanic women about their risks for cardiovascular disease and overall cardiovascular health. Participants receive complimentary health screenings as well as workshops on prevention such as heart-healthy nutrition and salsa aerobics.

Heart Ball - Gala events, ranging from sweetheart balls to wine festivals to traditional heart balls, are held across the Southwest affiliate every year. These events are dedicated to raising awareness and funds for AHA’s research projects.

Heart Chase - Think “The Amazing Race” meets “Minute to Win It”. This community-wide educational urban race encourages teams to complete activities that engage friends and family to finish the race.

Power To End Stroke Gospel Tour - Though we are taught the body is a temple, many of us don’t treat it that way. This affiliate-wide tour featuring national gospel stars uses the power of music to help shed light on how African Americans can change their lives and reduce their risk of cardiovascular disease and stroke.

Simple Cooking With Heart - Americans make their worst nutritional choices when they eat out. These demonstrations provide tips and instructions to enable people to prepare easy heart-healthy recipes in the comfort of their home.

My Life Check - For the first time, the AHA has defined what it means to have ideal cardiovascular health, identifying seven health and behavior factors that impact health and quality of life. We know even simple, small changes can make a big difference in living a better life. Known as “Life’s Simple 7,” these steps can help add years to your life:

- don’t smoke
- maintain a healthy weight
- engage in regular physical activity
- eat a healthy diet
- manage blood pressure
- take charge of cholesterol
- keep blood sugar, or glucose, at healthy levels
- eat a healthy diet

To take the My Life Check, and learn more, visit www.heart.org/mylifecheck.

HeartHub.org - With HeartHub, the AHA’s comprehensive online education portal, you can access the latest heart and stroke information, tips and guidelines. Use the interactive tools to understand your risk, track your blood pressure and get personalized treatment information and find answers and advice from our science experts.

Heart360.org - Want to get heart healthy? Visit Heart360.org for easy and comprehensive health tracking and management — compatible with Microsoft HealthVault™. Here you can set your health goals, track your progress and connect directly with your healthcare provider.

BetterU - This free 12-week online nutrition and fitness program can makeover you heart. Each week focuses on a different area of your health and provides step-by-step guidance. You have access to everything from daily expert tips and an online journal to a downloadable BetterMe coaching tool. www.goredforwomen.org

Heart of Diabetes - Provides tools, recipes and a 12-week online exercise and nutrition program specifically designed for people with Type 2 diabetes and insulin resistance. This tool helps you make lifestyle changes including getting regular physical activity, making healthy food choices and working with a healthcare provider to lead a healthier, happier life. For more information or to enroll, call 1-800-AHA-USA1 or visit heart.org/heartofdiabetes.

Nutrition Center - Our nutrition center has recipes and healthy tips to help you get the most out of your healthy diet or nutrition goals. Head to www.heart.org/nutrition to find grocery store checklists, diet goals, links to our cookbooks and dining out or at home tips.