

FOR HEALTHCARE PROVIDERS

- PowerPoint presentation with script

FOR THE PUBLIC

RESOURCES COMING SOON!

- Five warning signs of stroke and what to do if you think you may be having a stroke
- Five warning signs of heart attack and what to do if you think you may be having a heart attack
- "Are You at Risk?" handout with questions for women to ask their healthcare provider about heart disease
- Simple lifestyle changes and how they help reduce the risk of heart disease

CAMPAIGN RESOURCES

National Heart Lung & Blood Institute • www.nhlbi.nih.gov

WomenHeart: The National Coalition for Women with Heart Disease • www.womenheart.org

Heart Truth Campaign • www.nhlbi.nih.gov/health/hearttruth

AHA Go Red for Women • www.goredforwomen.org

Small Step • www.smallstep.gov

PREVENTIVE CARDIOVASCULAR NURSES ASSOCIATION

For additional information about the "Tell a Friend" Campaign, visit www.pcna.net

WE VALUE YOUR FEEDBACK!

Let us know what you have done! Please return to www.pcna.net after your presentation and complete the Tell a Friend About Women & Heart Disease program evaluation so we can show the world what a difference we made! Your creative ideas may help inspire others to "Tell a Friend About Women and Heart Disease!"

RESOURCES AVAILABLE AT WWW.PCNA.NET

PCNA

PCNA is the leading nursing organization dedicated to preventing cardiovascular disease through assessing risk, facilitating lifestyle changes, and guiding individuals to achieve treatment goals. Our mission is to promote nurses as leaders in cardiovascular risk reduction and disease management. This is accomplished through the integration of public and professional education and advocacy.

BECOME A MEMBER!

Membership Benefits Include:

- Bi-monthly journal subscription and online access to the *Journal of Cardiovascular Nursing* and the *American Journal of Lifestyle Medicine*
- Monthly e-newsletter with late-breaking news
- Access to the online membership directory
- Evidence-based clinical tools for professionals and patients
- Over 30 free online CE credits
- Membership in a local chapter
- Access to resources to support community-based education programs
- Valuable discounts
 - A Guide to Developing a Successful Cardiovascular Risk Reduction Program
 - Reduced registration fees to the PCNA Annual Symposium
 - 5% discount on products found at Nursing Knowledge International
 - Discount on the ANCC Cardiac/Vascular Nurse Certification exam and review manual

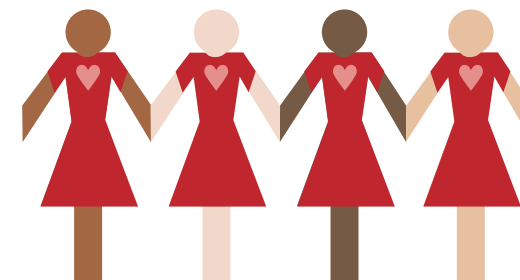
To find out more about becoming a PCNA member or to learn more about our tools and resources, visit www.pcna.net.

PREVENTIVE CARDIOVASCULAR NURSES ASSOCIATION

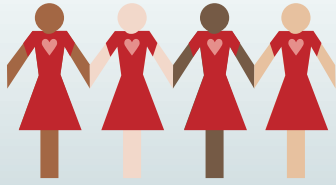
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PCNA
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Nurses Association
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... tell a friend ...
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A PCNA CAMPAIGN



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WE INVITE YOU TO JOIN US IN RAISING
AWARENESS ABOUT WOMEN AND HEART DISEASE.

The Preventive Cardiovascular Nurses Association is expanding the campaigns originally started by the National Heart, Lung, and Blood Institute, WomenHeart, and the American Heart Association. PCNA nursing professionals have a unique perspective in addressing women's cardiovascular health.

Women make up 94.3% of the nursing profession and can well identify with the population targeted by this campaign. We

have a significant personal, as well as professional, stake in this initiative.

We hope you will join us in this effort.



WE WANT TO MAKE A DIFFERENCE!

As nurses, we have a gift for teaching and influencing others. If we were able to take an audience of 1,000 and expand the efforts by reaching out to ten women, we would have delivered our message to 10,000 women. You have an opportunity to help us achieve this goal and to influence many others.

Remember the staggering facts:

- Heart disease is the leading cause of death in women, claiming more than 500,000 women annually (43% of all deaths in women).
- Eight million women are living with heart disease.
- Risk factors such as diabetes, obesity, high blood pressure, family history, smoking, and physical inactivity all increase a woman's risk throughout her lifetime.
- Although often viewed as a man's problem, heart disease actually kills more women than men annually.

WHAT DO WE WANT YOU TO DO?

We want you to find an audience with whom to speak about women and heart disease. On our website you will find a slide presentation with a script that has been prepared for you. After you have given your presentation, please complete the short feedback form at www.pcna.net. This will help us improve the program and determine the number of women we have reached with our message.

HOW DO I MAKE THIS WORK WITH MY BUSY SCHEDULE?

Suggestions on ways to get involved:

- Gather women at work and offer a brown bag lunch. You may consider ordering a healthy lunch for the group – turkey sandwiches or salads.
- Plan a session at your place of worship after services or during the week.
- Have a potluck dinner party where everyone is required to bring a healthy dish to share. Share this information and recipes, too.
- Reach out to your schools. Does one of the teachers want you to speak to the faculty over lunch? This is a great way to have teachers influence kids.
- Consider contacting the school nurse and ask to speak to the school nursing group. Train them to deliver your message.
- Plan a picnic. Remember, you can print and speak from the slides. Informality may work better in certain situations.
- Sign up for a class at your local YMCA/YWCA or another community center. Senior centers would love to have you, especially for a program about women!
- While you may work on the cardiovascular unit, don't forget the other women in your hospital. Offer to give a talk in the admitting department, medical records, or on another unit. A 15-minute break could make a huge difference in the lives of five women.
- Don't forget your health club or gymnasium. Gather the girls after a class for a conversation and water break. They may not know all of the facts.
- Offer to spend the first 15-20 minutes of book club to convey your message.

Be creative, and let us know how you've done. We hope you will share in our passion and find a way to influence others whose lives may be saved through YOU!