

 American Heart Association
 My Heart. My Life. | Heart Walk.

2012 American Heart Association My Heart. My Life | Heart Walk

Team Captain Kick Off Meeting
 Tuesday, February 14, 2012
 Noon-1:00 p.m.


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2012 AHA Heart Walk

DATE: May 12, 2012

LOCATION: Ford Field

WAYNE STATE UNIVERSITY GOALS

- Increase the # of Teams/Team Captains by engaging more departments/groups at the University
- Spread the word and recruit fundraising walkers to join your team
- \$12,500+/ 30+ Teams


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The Reality...

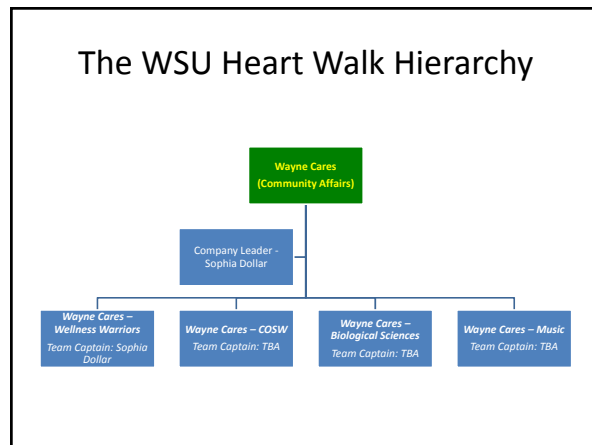
- **One in three** Americans has some form of cardiovascular disease
- Of the estimated **80 million** adults with cardiovascular disease, **42 million** are under age **60**
- **More women than men** die from cardiovascular disease each year; 41 million American women have this disease


The American Heart Association's Strategic Impact Goal...

By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases & stroke by 20%.

How Heart Walk Donations Help in your Community...

For every \$1 raised through the Heart Walk, \$3 comes back to the Southeast Michigan community




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Role of a Team Captain

Charge yourself with being a top walker - raising \$1,000 or more

Recruitment

- Recruit 10-15 friends, family members and coworkers

Communication


- Point person for team
- Promote online fundraising tool
- Answer your team's questions
- Collect money envelopes from your walkers

Motivation

- Establish team goals
- Encourage each team member to make a personal donation
- Encourage emails to their family and friends, and businesses that you patronize frequently

Benchmarks

- Local 2011 average of Team Captains: **\$1145**


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Role of a Walker

Raise at least \$100

- Ask family, friends and coworkers for donations
- Ask for donations face-to-face
- Write a letter and include a self-addressed, stamped envelope
- Provide receipts to each donor for tax purposes

Set up a walker website

- www.miheartwalk.org and send emails

 Heart Walk

Timeline

- February 3rd – National Wear **Red** Day
- February 14th – WSU Team Captain Kick Off #1
- February 29th – Team Captain Deadline
- February-April – Build your Team
- April 2nd – Walker Deadline goal
- April 4th – National Start Walking Day

May Heart Walk Events

- Metro Detroit Heart Walk at Ford Field – Saturday, May 12th, 2012
- Ann Arbor Heart Walk at Washtenaw Comm. College – Sat, May 19th, 2012
- Genesee County Heart Walk at U of M Flint – Saturday, May 19th, 2012

 Heart Walk

Next Steps

- Sign up to be a Team Captain of your Department or Help recruit one from your department
- Join a team if not a team captain
- Recruit people to join you!!!



 Heart Walk

Thank you for your support!

www.miheartwalk.org

THANK YOU!

Our Mission

in communities throughout Michigan

Building healthier lives, free of cardiovascular diseases and stroke.



Before her heart attack at age 53,

Susie Dubin, of West Bloomfield, had plenty of experience with cardiovascular disease. Her father died of a heart attack at age 46, her mother had two strokes in her 40s, and her brother had heart surgery at age 54.

Because of her family history, Susie ate well and was physically active. She didn't expect to be the next in her family to suffer from cardiovascular disease.

But on Dec. 29, 1999, Susie had a heart attack on her way home from work and wasn't expected to survive the night.

Since then, Susie received two implantable defibrillators, had three other surgeries and was put on the waiting list for a heart transplant. "People with my condition usually live five years, but I've survived 12 years," she says.

While she awaits her transplant, Susie, a longtime American Heart Association volunteer, stays current on research advances, participates in local AHA events and advocates for public policies to promote cardiovascular health.

"Working with the American Heart Association has been a most enlightening experience. They've allowed me to reach goals I'd just thought were dreams. They've become my extended family."

The American Heart Association is working to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular disease and stroke by 20% by the year 2020.

MAKING MY COMMUNITY HEALTHY

Our My Heart. My Life.™ prevention platform includes:

Teaching Gardens to encourage school children to eat more fruits and vegetables

Cooking Classes to help parents prepare healthy meals for their families

Walking Clubs and **Walking Paths** to promote exercise and safe places to walk

Fit-Friendly Company Program to recognize employee wellness initiatives

and **Heart Walks** to celebrate healthy lifestyles and fund research and health initiatives.

IMPROVING MY FAMILY'S HEALTH

- **Go Red For Women**® movement to fight women's #1 health threat
- **Power To End Stroke**® initiative to reduce African Americans' high risk for stroke
- Training in CPR, advanced life support, AED (defibrillator) use and first aid
- **Jump Rope For Heart** and **Hoops For Heart** programs for schools
- **Heart-Check Food Certification Program** to help shoppers select healthy foods

CREATING HEALTHY ENVIRONMENTS

Through federal, state and local advocacy efforts, we are fighting for clean indoor air, tobacco regulation, access to quality health care, restaurant menu labeling, healthy school meals, sodium and trans-fat reduction, and phy ed and CPR training in schools.

ENSURING QUALITY HEALTH CARE

Our **Get With The Guidelines**® and **The Guideline Advantage** programs help ensure that heart disease and stroke patients are treated according to proven guidelines.

Our **Mission: Lifeline** initiative is improving emergency care for heart attack victims.

DELIVERING EMOTIONAL SUPPORT TO PATIENTS

- **ShareGivers Peer Visitor Program** for new stroke survivors and caregivers
- **Go Red For Women Heart Match Program** to give or receive online support

WORKING TO END HEART DISEASE AND STROKE

Heart Walks, Heart Balls, Go Red luncheons, planned gifts, memorial gifts, workplace giving and other fund-raising efforts allow us to invest more than \$110 million a year in research nationwide (nearly 20% of total expenses).

We also advocate for increased government funding for cardiovascular research.

We use research findings to develop medical guidelines that are disseminated through scientific journals, conferences and online courses.

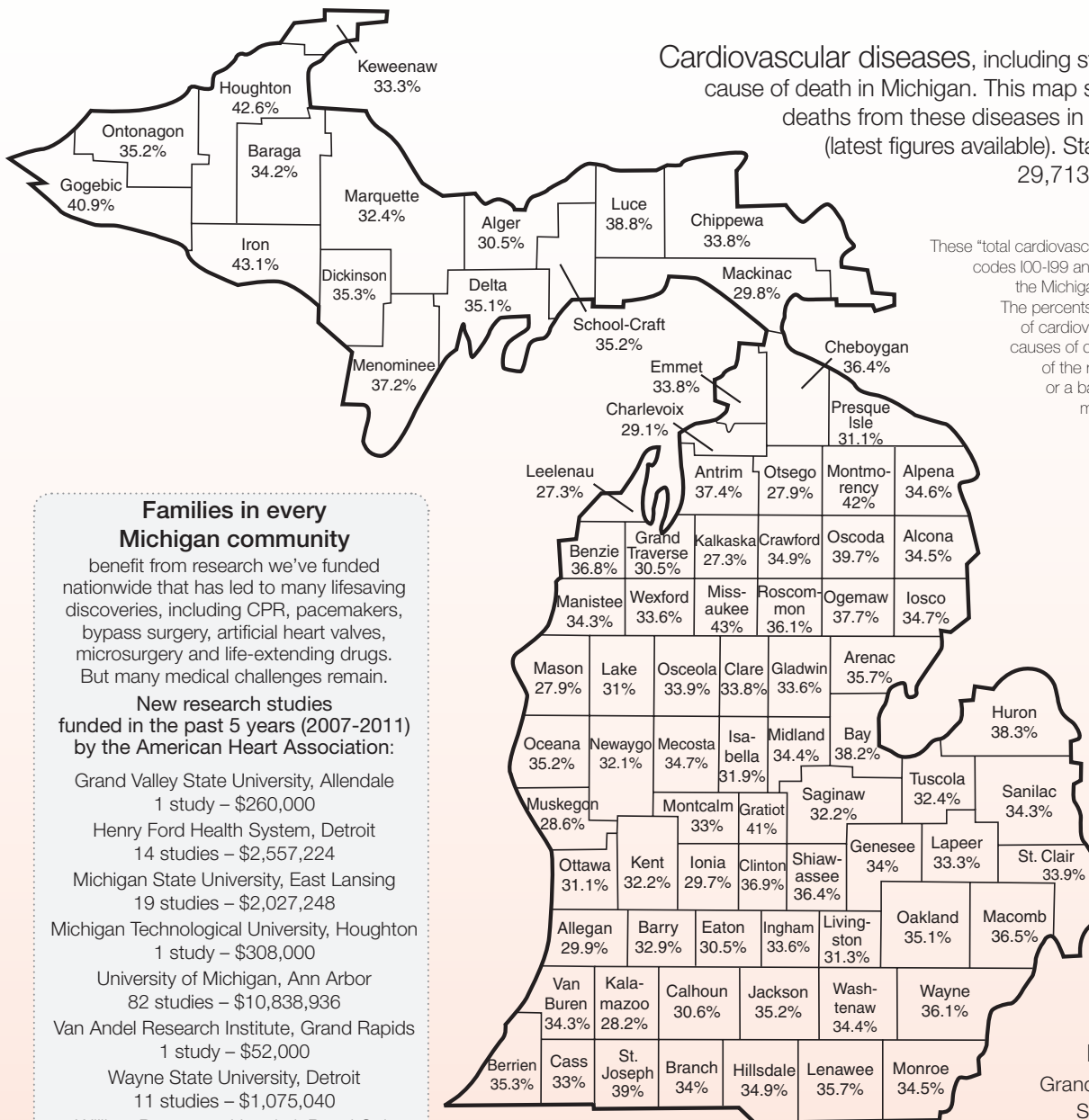
The \$3.3 billion we've invested in research since 1949 has led to breakthroughs such as CPR; pacemakers; bypass surgery; heart defect repair; and blood pressure, cholesterol and clot-busting drugs. Eight researchers have won Nobel Prizes for work we've helped fund.

YOU CAN SAVE LIVES...

by making healthy lifestyle choices, learning CPR, donating to support research and education, and volunteering for the American Heart Association. You can help build healthier lives, free of cardiovascular diseases and stroke!

Heart Disease and Stroke in Michigan

Cardiovascular diseases, including stroke, are the leading cause of death in Michigan. This map shows the percent of deaths from these diseases in each county in 2009 (latest figures available). Statewide, they caused 29,713 deaths (34.4% of all deaths) that year.



These "total cardiovascular disease" statistics [ICD/10 codes I00-I99 and Q20-Q28] were provided by the Michigan Dept. of Community Health. The percents show the relative importance of cardiovascular disease and stroke as causes of death. They are not a measure of the risk of dying of these diseases or a basis for comparing counties or measuring progress in lowering death rates.

Families in every Michigan community

benefit from research we've funded nationwide that has led to many lifesaving discoveries, including CPR, pacemakers, bypass surgery, artificial heart valves, microsurgery and life-extending drugs. But many medical challenges remain.

New research studies funded in the past 5 years (2007-2011) by the American Heart Association:

- Grand Valley State University, Allendale
1 study - \$260,000
- Henry Ford Health System, Detroit
14 studies - \$2,557,224
- Michigan State University, East Lansing
19 studies - \$2,027,248
- Michigan Technological University, Houghton
1 study - \$308,000
- University of Michigan, Ann Arbor
82 studies - \$10,838,936
- Van Andel Research Institute, Grand Rapids
1 study - \$52,000
- Wayne State University, Detroit
11 studies - \$1,075,040
- William Beaumont Hospital, Royal Oak
1 study - \$84,822

Total: 130 studies - \$17,203,270

REGIONAL OFFICES

Grand Rapids (616-285-1888)
Southfield (248-827-4214)
Okemos (517-349-3102)

- Call us to reach the staff who serve your area of Michigan.
- Visit heart.org and click on "Your Local Branch" for programs and activities near you.
- Visit heart.org or call 800-AHA-USA1 for tools for heart disease and stroke prevention and treatment.

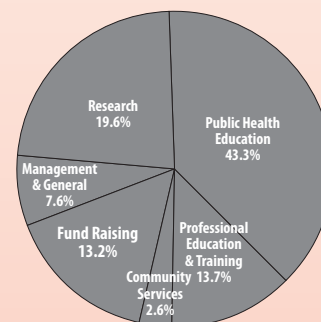
Leading Causes of Death in Michigan

Total Cardiovascular Diseases
including stroke & congenital heart defects **29,713 (34.4%)**

Cancer	20,174 (23.4%)
Chronic Lower Respiratory Diseases	4,941 (5.7%)
Accidents	3,671 (4.3%)
Diabetes	2,689 (3.1%)
Alzheimer's Disease	2,552 (3%)

2009 (latest available)

How Your Donations Save Lives



Nationwide, fiscal year 2010-11 (latest figures available)