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PINELLAS COUNTY HEALTH DEPARTMENT

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FOR IMMEDIATE RELEASE

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***The Heart Truth* campaign and its Red Dress Project
Coming to Pinellas County**

Heart Disease is the #1 Killer of Women. Yet only about one-third of women know that heart disease is their biggest health threat, and most fail to make the connection between its risk factors—such as high blood pressure and high cholesterol—and their personal risk of developing heart disease. In fact, heart disease kills one out of every three American women. A nationwide campaign—*The Heart Truth*—is underway to raise awareness that women need to protect their heart.

The Heart Truth features a Red Dress as the national symbol for women and heart disease awareness. This symbol links a woman's focus on her "outer self" to the need to also focus on her "inner self" and her heart. What does a Red Dress have to do with it? A simple Red Dress works as a visual red alert to get the message heard loud and clear: "Heart Disease Doesn't Care What You Wear. It's the #1 Killer of Women."

While heart disease risk begins to rise in middle age, heart disease develops over time and can start at a young age—even in the teen years. It's never too early—or too late—to take action to prevent and control the risk factors for heart disease. This national campaign is building awareness of women's heart disease and empowering women to reduce and prevent their risk. It is reaching women with important heart health messages in community settings through a diverse network of national and grassroots partner organizations.

Community organizations across the country are joining *The Heart Truth* campaign and using its Red Dress symbol to raise awareness about women and heart disease. Educational materials are being distributed at local events and presentations emphasizing women's health issues. Locally, **Project Strong Heart of the Pinellas County Health Department** is offering "*The Heart Truth For Women*", a one-hour program aimed at motivating women age 40-60 to take heart health seriously and to engage in actions to reduce their risk of heart disease. **To have this program conducted for your community group contact Project Strong Heart at (727) 820-4114.**

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The mission of the Pinellas County Health Department is to promote, protect and improve the health and safety of residents and visitors through public and private community efforts.