



4 Days 'til Go Red! National Wear Red Day Friday, February 3rd

The Medical Center of Plano is proud to partner with the American Heart Association to promote **FEBRUARY** as Heart Disease Awareness Month. Since our theme this year is **Your American Heart**, we've designed a campaign that will provide you information to keep your heart beating at its best. The campaign includes a series of Heart Bytes, dates and times of FREE seminars and culminates with our community HEARTSMART HEALTH Fair.

History of the American Heart Association

- ♥ The Association for the Prevention and Relief of Heart Disease was the 1st organized effort, in 1915, focusing on heart disease in the U.S. At that time, heart disease patients were limited to complete bedrest and stayed that way indefinitely. Physicians began to conduct studies to find out whether these individuals could return safely to work.
- ♥ In 1924, the American Heart Association (AHA) was founded by six cardiologists as a national organization. They knew that research into heart disease had to be shared and further study needed to be supported. The early efforts of the AHA to overcome almost unbelievable ignorance about heart disease included enlisting help from hundreds, then thousands of physicians and scientists.
- ♥ As an effort to get the public aware of the AHA, the organization participated in a fund-raising show in 1948 called "The Walking Man", part of "Truth or Consequences". The purpose of the show was to guess who the mystery guest was. Callers had to donate to the AHA in order to guess and the AHA raised \$1.75 million during the radio show.
- ♥ The mid-1990's were a time of great change in the AHA. It began to shift from its role as a scientific society. It now focuses more on outreach and prevention of heart disease and now identifies itself as a public health agency.
- ♥ Today, the American Heart Association is devoted to saving people from heart disease and stroke – America's No. 1 and No. 3 killers. They team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. One of those tools is **Life's Simple 7**, seven lifestyle choices that improve cardiovascular health.



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Association®**
Learn and Live



The Medical Center of Plano