

THE HIDDEN EPIDEMIC

HEART DISEASE IN AMERICA



**PBS PROBES TREATMENT AND PREVENTION STRATEGIES TO
COMBAT AMERICA'S NUMBER ONE KILLER**

**THE HIDDEN EPIDEMIC: HEART DISEASE IN AMERICA
LAUNCHES PBS HEALTH CAMPAIGN
FEBRUARY 14, 9-11pm ET ON PBS**

Philip, 44, worked out, played golf, and died suddenly of a massive heart attack. Pat, 57, didn't know she had high blood pressure and diabetes—until they led to her heart attack. Robin, 42, knew for decades that an inherited form of high cholesterol put her at risk, but her first heart attack caught her by surprise; she has had several more since.

Heart disease is the number one killer in America and one of the nation's greatest health challenges for both men and women. PBS spotlights this crisis and what you can do to keep your heart healthy on **THE HIDDEN EPIDEMIC: HEART DISEASE IN AMERICA**, a two-hour special airing during National Heart Month on Valentine's Day, Wednesday, February 14, 2007 at 9pm ET (check local listings).

THE HIDDEN EPIDEMIC: HEART DISEASE IN AMERICA is the first installment in PBS's primetime Health Campaign, designed to help Americans come to grips with four urgent health issues that threaten the lives of millions of people. Based on the model of the Emmy Award-winning program **THE FORGETTING: A PORTRAIT OF ALZHEIMER'S** and its extensive companion outreach project, the PBS Health Campaign is an innovative collaboration between WGBH Boston and Twin Cities Public Television (TPT), and continues on April 11 with **FAT: WHAT NO ONE IS TELLING YOU**. Subsequent programs to educate the public about cancer and depression are in development.

"Heart disease is truly America's hidden epidemic," says producer Elizabeth Arledge, who also produced **THE FORGETTING**. "This is not only because most of us fail to recognize the magnitude of the problem — more people die from it than from all forms of cancer combined — but also because the early symptoms are frequently unnoticeable to the patient."
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TAKE ONE STEP
a PBS Health Campaign



Immediately following the 90-minute THE HIDDEN EPIDEMIC documentary, Larry King of CNN's *Larry King Live* and the Larry King Cardiac Foundation hosts TAKE ONE STEP FOR A HEALTHY HEART. This half-hour discussion features some of the country's top medical experts and physicians, who present important strategies and practical tactics for improving your chances for beating heart disease. Participants include Steven Nissen, M.D. chair of the Cleveland Clinic Department of Cardiovascular Medicine and president of the American College of Cardiology, who also appears in the documentary; best-selling author Michael Roizen, M.D. (*YOU: The Owner's Manual: An Insider's Guide to the Body that Will Make You Healthier and Younger*); noted psychotherapist and author Sallie Foley, MSW (*Modern Love: A No-nonsense Guide to a Life of Passion*), and renowned cardiologists and women's health specialists Paula A. Johnson, M.D., and Marianne Legato, M.D. (*The Female Heart: The Truth about Women and Heart Disease*).

THE HIDDEN EPIDEMIC showcases the stunning scientific advances that are transforming the field of cardiology, along with the impact of these changes on those stricken with the disease. The program also covers the emergence of heart disease as a major problem for Americans, dating to the post-World-War-II period of prosperity and the resulting effect on the nation's diet and exercise habits. Combined with widespread smoking among adults through the fifties and sixties, these factors caused heart disease to skyrocket.

Although saturated fats, lack of exercise, and cigarettes are well known risk factors today, they were not obvious 50 years ago, and it took the groundbreaking work of the Framingham Heart Study to establish the link. Launched in 1948, the Framingham study focused on the cardiovascular health of an average American town and included Victor Galvani as one of the original subjects. Galvani, now 92 and still going strong, is featured in THE HIDDEN EPIDEMIC. Today, his son and grandson are part of the second and third generation of Framingham volunteers.

Other program participants include transplant patient Ken Christianson, who viewers meet at a critical stage following his surgery, and Tom Williams, a combat veteran of World War II, who was the picture of health until a lifetime of smoking caught up with him. It's common for people like Williams to have very advanced heart disease without knowing it—until the body can compensate no longer.

Also profiled are scientists making breakthroughs in the field, including Dr. Peter Libby of Brigham and Women's Hospital in Boston, whose lab has overthrown conventional wisdom about how heart attacks happen; and Dr. Steven Nissen of the Cleveland Clinic, who has developed a new way to look inside the walls of coronary arteries to chart the hidden development of heart disease.

The PBS Health Campaign's outreach projects and the half-hour programs are both branded "Take One Step," and concentrate on helping Americans take their first step toward better health. The outreach around THE HIDDEN EPIDEMIC combines a variety of online tools with partnerships tied to national organizations with the goal of educating citizens in the diagnosis and treatment of heart disease, and inspiring them to take active steps toward a healthier lifestyle. Partners and affiliates include AARP, America on the Move, *Reader's Digest* magazine, The Larry King Cardiac Foundation, WomenHeart, and YMCA of the USA, who will help raise awareness about the issue and the television special and provide resources and information to communities across the country.

PRODUCTION CREDITS AND WEBSITE

THE HIDDEN EPIDEMIC: HEART DISEASE IN AMERICA is produced by WGBH Boston for PBS and is written, directed, and produced by Elizabeth Arledge. TAKE ONE STEP FOR A HEALTHY HEART WITH LARRY KING is produced by Larkin McPhee for WGBH Boston. The executive producer is Laurie Donnelly. Funding for both programs is provided by the Corporation for Public Broadcasting and public television viewers.

For more information about THE HIDDEN EPIDEMIC: HEART DISEASE IN AMERICA, TAKE ONE STEP, and the PBS Health Campaign, visit **pbs.org/takeonestep**

WGBH Boston is America's preeminent public broadcasting producer, the source of one-third of PBS' primetime lineup and companion online content as well as many public radio favorites. WGBH is a pioneer in educational multimedia (including the Web, broadband and interactive television) and in technologies and services that make media accessible for people with disabilities. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, DuPont-Columbia Awards — even two Oscars. In 2002, WGBH was honored with a special institutional Peabody Award for 50 years of excellence. For more information, visit wgbh.org.

PBS is a media enterprise that serves 348 public noncommercial television stations and reaches almost 90 million people each week through on-air and online content. Bringing diverse viewpoints to television and the Internet, PBS provides high-quality documentary and dramatic entertainment, and consistently dominates the most prestigious award competitions. PBS is a leading provider of educational materials for K-12 teachers, and offers a broad array of other educational services. PBS' premier kids' TV programming and website, PBS KIDS Online (www.pbskids.org), continue to be parents' and teachers' most trusted learning environments for children. More information about PBS is available at www.pbs.org, one of the leading dot-org websites on the Internet.

PARTNERSHIPS

Heart Health Campaign Affiliate: AARP

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. We produce *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *AARP Segunda Juventud*, our bimonthly magazine in Spanish and English; *NRTA Live & Learn*, our quarterly newsletter for 50+ educators; and our website, www.aarp.org. AARP Foundation is our affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

Promotion Partner: Reader's Digest Magazine

Reader's Digest is the largest-circulation magazine in the world, each month reaching about 80 million readers living in more than 60 countries. The magazine celebrates ordinary people doing extraordinary things, and delivers a compelling mix of humor, personal service and other human-interest stories. *Reader's Digest* is published in 21 languages and 50 editions worldwide. The Reader's Digest Association, Inc. is a global publisher and direct marketer of products that inform, entertain and inspire people of all ages and cultures around the world. Global headquarters are located at Pleasantville, New York. The magazine's website is www.rd.com.

Community Partner: YMCA of the USA/ YMCA Activate America™

The nation's 2,617 YMCAs serve more than 20.2 million people each year. YMCA Activate America™ is a bold and unprecedented national initiative that is rallying YMCAs across the country to help children and adults discover and sustain healthier ways to live. The initiative is especially focused on addressing the needs of those who struggle to adopt and sustain a healthy lifestyle for themselves and/or their family. In addition to supporting this population called "health seekers," YMCAs are creating healthier communities by promoting community-wide efforts that support healthy living and intensifying collaborations with other community partners to magnify their impact.

Resource Partner: America on the Move

America On the Move (AOM) is a national non-profit organization with a mission to improve health and quality of life by promoting healthful eating and active living among individuals, families, communities, and society. AOM is the originator of the "small changes movement" in weight management and works with partners and sponsors to educate and empower people of all ages to improve their health and quality of life. AOM offers free on- and off-line programs, tools, and resources for individuals, groups, worksites, educators and students, and healthcare professionals and patients.

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