

THE HIDDEN EPIDEMIC

HEART DISEASE IN AMERICA



EVENT GUIDE



TAKE ONE STEP: a PBS Health Campaign

TAKE ONE STEP, launched in January 2007, is a response by PBS to the greatest health challenges facing us today: heart disease, obesity, cancer, and depression. It is a wake-up call for action, offering primetime programming and extensive outreach tools to help people take their first step towards better health.

The campaign begins with two films: *The Hidden Epidemic: Heart Disease in America*, premiering February 14, 2007, and *FAT: What No One is Telling You*, premiering April 11, 2007 (see page 25).

Each 90-minute film offers compelling stories of individuals and families facing these medical crises, as well as insight into the latest research. The result is a comprehensive picture of the complex physiological, psychological, and social factors that drive the alarming prevalence of heart disease and obesity in America today. Following each film is a 30-minute special with medical experts answering questions from a studio audience and providing specific strategies for prevention and treatment. (Films about cancer and depression are in development for 2008.)

The **TAKE ONE STEP** campaign was developed through a collaboration between TPT (Twin Cities Public Television) in St. Paul/Minneapolis and WGBH in Boston.

TAKE ONE STEP Web Site

www.pbs.org/takeonestep

Offering a range of resources, the Web site includes:

- **Video Messages**—a variety of health tips and words of encouragement from ten U.S. senators.
- **Did You Know? 20 Steps to Better Health**—important, timely, and often surprising facts to know about health.
- ***The Hidden Epidemic: Heart Disease in America* Web Site**—resources include streaming video of the film, downloadable event guide and handouts, heart-healthy recipes, an interview with Larry King, Q&A with Elizabeth Arledge, writer/director/producer of the film, and more.
- **FAT: What No One is Telling You Web Site**—streaming video of the film highlights the personal narratives of real Americans dealing with this serious public health issue, plus profiles of key characters, and downloadable resources and online links.

TAKE ONE STEP in Action

The extensive outreach effort—offering a range of exciting and innovative local initiatives—is an important part of the Take One Step campaign. Fifteen public television stations received grants to offer heart-healthy programs in the community. Throughout this guide you'll find descriptions of these pilot programs and the many ways the stations analyzed their communities, found partners, and formulated plans to reach out to a wide range of new and traditional audiences. Many of the programs can be replicated nationwide. The [Take One Step in Action](#) list provides information on all fifteen grantees.

About this Guide

Whether you are new to organizing events or have years of experience, this guide will provide you with program ideas, planning tips, and resources to help you develop an effective program about heart disease. It describes different types of events that will appeal to diverse audiences, from cooking demonstrations for kids and parents, to nutrition or exercise sessions in the workplace, to a panel discussion at the local library. In addition to the Resources section in the guide, the [information handouts](#), [heart-healthy recipes](#), and the extended list of [recommended web sites](#) offer a wealth of additional resources.

This guide also provides you with suggestions of organizations you could partner with in order to reach new audiences, create event content, and obtain venues, experts, speakers, and volunteers. One such organization is the YMCA, a community partner of the Take One Step campaign.

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Why Heart Disease?

We hear a lot about health today. We're bombarded by news about important research, new drugs, and tons of advice—often contradictory. Is eating chocolate good or bad for your health? How much should you exercise? Should you drink red wine or not? What scientists know about disease and prevention is complex and changes rapidly. Faced with so much information about health care, we often become overwhelmed and confused and stay stuck in our unhealthy behavior patterns.

The Hidden Epidemic: Heart Disease in America offers a unique opportunity for communities to learn about one of the biggest health challenges facing us today: heart disease. The film not only contains cutting edge medical information, it reveals hidden aspects of the disease: the widespread prevalence of heart disease, how women's heart attack symptoms differ from men's, why the very first sign of heart disease can be fatal, and how new scientific understanding can lead to dramatically better treatments.

In America, half of all men and one-third of all women will get heart disease.

Heart disease kills more of us than all forms of cancer combined. The good news is that many new advances are being made in heart disease research, and there are a variety of lifestyle changes that people can make to reduce their risk of getting heart disease. But in order to make changes in harmful habits and behaviors, people need more than information. They need affordable, practical ideas that they can implement easily. *The Hidden Epidemic: Heart Disease in America* is the ideal opportunity for you to launch a heart-healthy event or series of events to help your community take action to reduce the risk of heart disease.

Some people can make dramatic changes all at once; others need to take more gradual steps. What's important is that people have the tools they need. A heart-healthy event will not only raise awareness and understanding about heart disease, it can inspire people to *take one step* on their journey to better health.

About the Film

The Hidden Epidemic: Heart Disease in America explodes myths, debunks misconceptions, and reveals shocking realities about heart disease. It provides fascinating and hopeful insight into fundamental changes in the field of cardiology that will have a profound effect on how heart disease is diagnosed, treated, and prevented.

The film uses the early development of the famous Framingham Heart Study as a backdrop. Two well-known cardiologists, Dr. Steve Nissen of the Cleveland Clinic and Dr. Peter Libby of Brigham and Women's Hospital in Boston, take the audience on a journey through recent advances in heart disease research. One of these advances is a fundamental rethinking of how heart attacks occur and are treated, based on research suggesting that inflammation is a major factor in addition to clogged arteries and other familiar causes. Other advances shown include the use of intravascular ultrasound for the detection of heart disease and genetic testing to determine early in life if a person is at high risk for heart disease. Once the determination is made, prevention and treatment—tailored to the individual's genetic makeup—can begin even before symptoms occur.

The film also discusses the basic risk factors for heart disease—high blood pressure, high cholesterol, obesity, smoking, and inherited genetic conditions—how they were discovered, how they are used to push research in new directions, and how important controlling the risk factors are to prevent heart disease. Patient stories are interspersed throughout the film, bringing real-life faces to the facts.

About the Panel

A 30-minute panel discussion, *Take One Step for a Healthy Heart with Larry King*, follows the film. Featuring a diverse group of experts, the program offers specific ideas and tips on preventing and treating heart disease plus questions from a live audience. Led by Larry King, from CNN's *Larry King Live* and the Larry King Cardiac Foundation, panelists include:

- Sallie Foley, certified sex therapist and author of *Modern Love: a No-Nonsense Guide to a Life of Passion*.
- Dr. Paula Johnson, cardiologist and Executive Director of the Connors Center for Women's Health and Gender Biology at the Brigham and Women's Hospital and Harvard Medical School in Massachusetts.
- Dr. Marianne Legato, founder of the Partnership for Gender-Specific Medicine at Columbia University and author of *The Female Heart: The Truth about Women and Heart Disease*.
- Dr. Steve Nissen, Chairman of the Department of Cardiovascular Medicine at the Cleveland Clinic Foundation and President of the American College of Cardiology.
- Dr. Michael Roizen, author of *You on a Diet: The Owner's Manual for Waist Management* and contributor to *Reader's Digest* magazine.

***The Hidden Epidemic: Heart Disease in America* Web Site**

www.pbs.org/takeonestep/heart

The resources of the Web site will help you better understand heart disease and give you tools to use for a healthy heart event.

- **Video of the film**—watch the 90-minute film.
- **Interview with Elizabeth Arledge**—hear the writer/director/producer of the film share her ideas and insights about heart disease and the making of the film.
- **Audio Podcasts**—ten podcasts on easy steps to a healthier heart, featuring bestselling author Dr. Michael Roizen and Julie Bain, health editor of *Reader's Digest* magazine. A bonus podcast features Dr. Roizen's interview with Larry King of CNN's *Larry King Live* and the Larry King Cardiac Foundation.
- **Partners**—learn more about our community and promotion partners and affiliates.

- **Information Handouts**—attractive, one-page handouts about heart disease to print out and distribute.
 - Heart Disease: 10 Things You Never Knew**—surprising facts about heart disease.
 - Heart Disease: Know the Risks**—an explanation of the risk factors we all face.
 - Heart Disease: Know the Signs**—a guide to the signs and symptoms of heart disease and heart attack.
 - Heart Disease: Take One Step to a Healthy Heart**—advice on what you can do to prevent and treat heart disease.
- **Recommended Web Sites**—an extensive, annotated list of Web sites from PBS and major heart-health organizations.
- **Heart-Healthy Recipes**—delicious recipes from the PBS show *Real Simple* and the *Real Simple* magazine, Chef Ming Tsai, and some favorite PBS kids' shows.

Plan a Healthy Heart Event

Learn about your community

You will need to do some research about your community to decide what aspects of heart disease and heart health to focus on, who your audience should be, and what format the event should take. This research will help you get in touch with not only what's happening in your area, but who potential partners, speakers, and panelists are.

You may want to first contact your local chapter of the American Heart Association at www.americanheart.org and The National Coalition for Women with Heart Disease at www.womenheart.org. Each organization offers an extensive Web site, including information, screening tools, and more. Local chapters may have demographics and statistics about specific health needs, behaviors, and problems within the community. Talking with the local chapter can help you choose a particular audience, focus, or format. You may also want to talk with local HMOs, hospitals, and clinics, as well as school nurses and state health officials about what are the most serious heart disease problems in your community.

Identify your audience

Many of the recommendations for heart disease prevention are the same for all audiences, such as eating right or exercising more. The [information handouts](#) will be useful for most audiences.

Identifying a specific audience and the goal for that audience can make your event more effective. For instance, if your target audience is families, the goal may be to demonstrate healthy activities families can do together. If your target audience is office workers, you may want to provide ideas on how to combat a sedentary lifestyle or raise their awareness of risk factors. For women, you may want to emphasize how to recognize the symptoms of a heart attack (since symptoms differ for men and women) and what to do about them.

Once you have chosen an audience and goals, you can make the recommendations even more manageable for that audience by choosing a simple and specific Take One Step emphasis. For example, do you primarily want to encourage people to get physically active three times a week? To get people to have their blood pressure or cholesterol levels checked? To help parents make healthier snacks for their kids? Exploring these questions ahead of time will allow you to tailor your event to really meet the needs of your community.

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TAKE ONE STEP in Action

The Texas PBS station KLRN is focusing on the “tweens” (ages 9–12) in a predominantly poor, Latino community. The station will offer three sessions of “buddy meet-ups” that focus on health education. Following these sessions, the kids will create three one-minute spots highlighting the benefits of exercise for KLRN’s internal closed-circuit television.

Find partners

Partners can be key to developing a successful event. They can help you reach new and underserved audiences, create content for the event, and provide experts, speakers, facilitators, and volunteers. You can coordinate promotion, publicity, and funding with your partners. For a heart health event, consider the following organizations:

- public libraries
- community health centers, HMOs, hospitals
- social services organizations (e.g., Boys & Girls Clubs)
- state and local departments of public health
- local chapters of the American Heart Association and Women Heart: National Coalition for Women with Heart Disease
- supermarkets, restaurants, malls
- pharmacies
- gyms, health clubs
- preschools, day care centers
- public schools, school nurses, parent-teacher organizations
- specialized schools (e.g., cooking schools, nursing and medical schools)
- children's and science museums
- faith-based organizations
- local businesses (contact the human resources department first to learn about the needs of employees and services that may already be offered)

You can also focus on heart disease by hosting an information table at a health event held by another organization. Examples include health screenings, health fairs, blood drives, flu clinics, and charity walks or rides. At the table, you can provide information handouts, heart-healthy recipes, and recommended web sites, as well as health screening tools and lists of local heart-related resources.

Partnering with the YMCA

PBS and the YMCA, the largest nonprofit community service organization in America, have become community partners in promoting the Take One Step campaign. There are 2,617 YMCAs across the country that serve over 20 million members in 10,000 communities. Ys will be posting information about the premiere of *The Hidden Epidemic: Heart Disease in America* in their facilities and hosting pre-screenings and other events related to the program. This community partnership also supports YMCA Activate America™, a national initiative that is rallying YMCAs across the country to help children and adults discover and sustain healthier ways to live, especially those who struggle to adopt and maintain a healthy lifestyle for themselves and/or their family.

Consider your local YMCA for a program or series of events about heart health, exercise and nutrition. Find the Y nearest you by visiting www.ymca.net.

Hold a planning meeting

After you have contacted your partners, hold a planning meeting. Discuss the details and logistics of the program, such as:

- Who is the audience? What is the goal for that audience?
- What kind of event will best reach that audience?
- Will you need translators and/or sign language interpreters?
- What is the budget? Who pays for what?
- What is the ideal number of attendees?
- When should the event be?
- How long should the event last?
- What supplies are needed?
- Where can you get volunteers?
- What is the best venue for the event?

Develop an action plan

Once you have discussed the options and chosen the focus and format for your event, you will need to develop an event plan.

- Select a date (and a rain or snow date). Research other area events that may pose a conflict.
- Decide on a time. This can be a crucial factor in getting people to attend the event. Reach out to people where they already are: in the workplace, at the supermarket, picking up their kids from preschool or afterschool.
- Make a list of venues. Be aware of the needs of your audience, such as the availability of public transportation, handicap accessibility, refreshments, and space and staff for childcare. You may also need technology such as video or DVD players, computers, and microphones.
- Develop a timeline. Outline what needs to happen, when it needs to happen, and who is responsible for making it happen. Make sure all the partners have a copy of the timeline and understand their responsibilities.
- Brainstorm promotion and publicity plans. In addition to using the contacts you may already have (e.g., television, radio, newspapers, Web), you will need to go out into the community to reach people where they work, shop, and play.

Before, during, and after the event, you will be communicating frequently with your partners. Develop a system so that you can track details and notify partners of new developments.

Plan to debrief with your staff after the event. Analyze what worked and what didn't work. You may also want to hold a debriefing session with your partners. The alliances you have built may enable you to hold similar health events periodically, target new audiences, or try other types of events to reach new audiences.

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WTVI, the PBS station in Charlotte, North Carolina, is working to increase knowledge of the risk factors for heart disease in African American women over the age of 35. Their goal is to offer several educational events within the community, including: twelve education seminars and discussion groups at area churches and low-income housing communities, a community-wide Healthy Hearts Fair, and the creation of a weekly "Body & Soul" exercise program. The station will also produce a community calendar that highlights free medical seminars. Cardiac specialists will be invited to participate in Healthwise, the locally-produced, call-in medical show on WTVI.

Healthy Eating

Healthy eating is not only a key strategy to preventing heart disease, it also helps avoid the risks that lead to heart disease: obesity, diabetes, and high blood pressure. Providing tips and ideas on planning, shopping, and cooking meals will appeal to many different groups. This type of program is ideal for reaching new and underserved groups. It's also the perfect hands-on event: talking about healthy foods is not nearly as fun as trying them out!

Team up with your local supermarket, health food store, shopping mall or food court, cooking school, chef, nutritionist, restaurateur, or home economics teacher (and students) to plan your program. Depending on the type of program, you may want to hold it at places where people shop and eat (grocery store, supermarket, mall) or gathering places such as preschools, classrooms, afterschools, libraries, senior citizen centers, teen clubs, YMCAs, and Boys & Girls Clubs. No matter what your locale or partners, be aware of food allergies when discussing and serving food.

Each demographic group—kids, parents, working moms, singles, senior citizens, etc.—has its own concerns when it comes to eating right. Understanding the core issues for each group will help you create an event that is both relevant and realistic. Examples include:

- Teaching kids how to make healthy snacks
- How parents can find alternatives to fast foods and junk foods for their families
- Tips for singles and young couples on stocking the fridge
- How seniors can make easy, appetizing meals
- Making healthier holiday meals
- Creating healthier (low-fat, low-salt, low-sugar) versions of favorite and ethnic foods

Provide recipes

No matter what the food event is, you will want to provide recipes for people to take home. In addition to the [heart-healthy recipes](#) you can download and print recipes from:

American Heart Association Web site

<http://www.deliciousdecisions.org/>

This online cookbook provides hundreds of low-fat, low-cholesterol, low-sodium recipes, as well as tips on shopping, understanding food labels and ingredients, stocking your kitchen, and healthy eating in restaurants.

The National Coalition of Women with Heart Disease

http://www.womenheart.org/heart_healthy_recipes.asp

A selection of heart-healthy recipes, from soups to burgers to desserts.

National Heart, Lung, and Blood Institute

<http://www.nhlbi.nih.gov/health/public/heart>

Offerings include *Keep the Beat: Heart Healthy Recipes*, *Delicious Heart-Healthy Latino Recipes* (also in Spanish), and *Heart-Healthy Home Cooking African American Style*.

Cooking How-To

One of the best ways to teach people about how to make foods that are low in fat, salt, and sugar is to show them a delicious dish or meal that's easy to make and uses common ingredients. Taste the dish beforehand so you can speak "from the heart" about how delicious it is. You may want to limit the demonstration to one or two dishes. If your setting is a supermarket or health fair, you will probably want it to be ongoing, so as people shop they can stop by and watch. Offer free samples but be aware of food allergies.

You can also plan a more ambitious demonstration that covers a type of meal or food, such as breakfast or dessert. This kind of program works best if you have people gathered for about an hour so you can talk about the meal, show how to make it, and then share the results. You can hold the program for preschool parents at an evening Head Start or school meeting or during library storytime; for teenagers in a classroom; for a youth group meeting or retreat at a faith-based organization; for senior citizens at a breakfast or lunch meeting; for afterschool kids in YMCAs, Girl Scouts, Boy Scouts, or Boys & Girls Clubs.

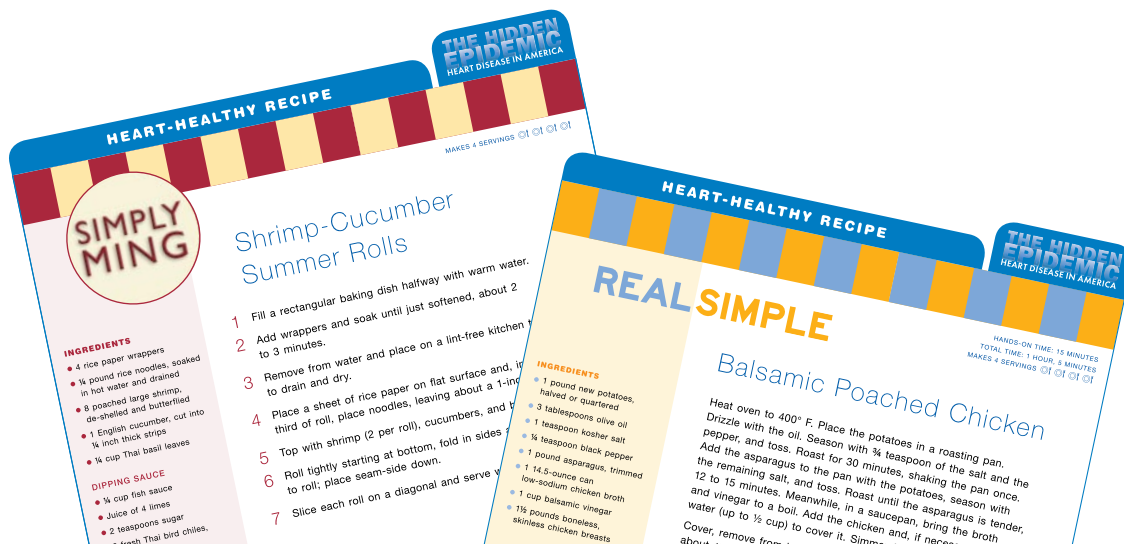
No matter where your cooking event is, you may be able to team up with a grocery store or household goods store to offer coupons or other discounts on food items or kitchen implements such as a wooden spoon or nonstick spatula. Invite your local bookseller to offer heart-healthy cookbooks for sale. Be sure to offer participants heart-healthy recipes and information handouts on heart disease. You will probably also want to provide the specific recipes that you've demonstrated for people to take home.

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WHYY will partner with its Caring Community Coalition, composed of 100 nonprofit organizations, universities, government agencies, faith-based organizations, and health care systems in the Greater Philadelphia region. For eight months they will focus on older women of color, providing them with information about nutrition and heart-healthy cooking. The station plans to distribute materials about healthy cooking and to organize five healthy cooking demonstrations in conjunction with local Black churches.



Healthy Eating Tips

Invite a nutritionist, chef, or other food or weight-loss professional to offer people quick and easy ways they can start eating healthier. This brief program (30 minutes is all you need, including some question-and-answer time) can be offered at a workplace, library, supermarket, health center, hospital, or local restaurant.

Meet with the presenter ahead of time so you can prepare a handout of the tips he or she will be offering. At the event, encourage the audience to share their own tips and ask questions. If it's a small group, you may want to ask participants what one step they have chosen to commit to and why.

Offer tips such as the following:

- Serve smaller portions. (Hint: use smaller plates to make the portions seem bigger.)
- Use canola or olive oil instead of butter.
- Serve fresh fruit instead of canned fruit for dessert.
- Bake, broil, or stir fry instead of frying.
- Wash and cut up carrots and celery sticks at the beginning of week to have on hand for snacks. (Hint: keep them wrapped in a paper towel to keep fresh).
- Choose dark green vegetables over light green vegetables.
- Order salad dressing on the side to control the amount you use.
- Share an entree when dining out for portion control.

What's in Your Pantry?

Understanding what is in prepared and fast foods can help people make better food choices. Even people who read food labels often don't understand how to interpret the U.S. Food and Drug Administration (FDA) requirements, the claims the manufacturer makes, or the ingredients.

The target audience for this program is anyone who shops for food. Invite a nutritionist, weight-loss, or other health care professional to unravel the mysteries of food ingredients and labels. Make the program even more practical by bringing in the ingredients or labels of some popular foods, such as breakfast cereals, frozen foods, or canned soups. You can cover topics such as these:

- What do "polyunsaturated," "low-cholesterol," and other terms mean?
- What are the FDA daily recommendations and what's the best way to follow them?
- Why do "sugar," "corn syrup" and "sucrose" all mean the same thing?
- When is "whole wheat" really whole grain?
- Why doesn't "organic" necessarily mean healthy?
- How can "low fat" foods still be fattening?
- What are the hidden calories in coffee drinks and fruit juices?

As a group, you can brainstorm better alternatives—commercially available or homemade—to unhealthy food choices.

Hands-On Cooking

A hands-on cooking demonstration is particularly fun for families and kids. It's a great way for people to learn about healthier eating and to see for themselves how easy to prepare and how tasty healthy foods are. It's also a fun way to spend time together.

You will need participants to sign up ahead of time in order to know how much food to provide. Depending on the ages of the children, you may want to focus on preparing snacks, sandwiches, and other dishes that don't need cooking. Kids will especially enjoy colorful ingredients and different variations, such as a yogurt-and-fruit parfait, an open-face sandwich with healthy ingredients, or adding vegetables to pasta.

In addition to recipes, you may want to include parenting tips on how to make shopping and cooking more enjoyable. This helps families understand the importance of preparing healthy meals together. Advice and tips include:

- Make food shopping a cooperative task to help cut down on kids whining and demanding. For instance, have your child help you compose the shopping list, be on the lookout for certain brands or items, or organize or count items in the shopping cart.
- Help increase kids' literacy skills by reading and following the directions on recipes or food labels, or writing a shopping list together. Measuring ingredients helps math skills.
- Find ways to make meal preparation more fun: sing songs while you work, talk about family traditions about food, and so on.
- Get younger kids involved by having them fetch ingredients, stir or mash ingredients, sprinkle seasonings, and set the table.
- Try to have dinner together as often as possible. A recent study from the University of Minnesota found that children who eat more meals with their families report significantly less substance abuse and better overall mental health than those who eat fewer meals with their families.



Get Moving!

Exercise is one of the most important things we can do to prevent heart disease, yet the lack of regular physical activity is a growing problem for many Americans. Busy parents, sedentary workers, children who spend their free time in front of a television or computer screen, and families who live in unsafe neighborhoods all struggle with this issue.

A program about physical activity can be one part of an overall heart health event and often makes a good companion to a food program. It can also stand on its own. Consider teaming up with a local gym, health club, YMCA, or the physical education department at the local high school or college. Local businesses are also potential partners. Providing classes or workshops at the workplace is often a good way to reach people. Offering incentives—coupons for classes, discounts on exercise gear (water bottles, jump ropes, T-shirts)—is also a way to help people get involved in physical activity.

Working Out at Work

Many people complain that getting regular exercise is too time-consuming and too expensive. But you don't need a pricey gym membership to get moving. Consider pairing with an exercise teacher or organization to host an exercise, yoga, dance, or other movement class in the workplace. Jogging or walking groups are also popular options. Businesses may also be interested in offering employees incentives to join an outside exercise or heart health program.

Consult with the Human Resources department to decide on the best time and place for classes. (Participants often are required to check with their doctors before beginning any exercise program.)

You can develop the program in a variety of ways:

- Offer general classes or aim for specific groups such as men, women, working moms.
- Establish classes on a drop-in basis or by registration.
- Use a reward or incentive, such as a free healthy meal or snack at a nearby restaurant, a complimentary water bottle or towel, or a punch ticket that qualifies the employee for coupons or discounts once they have attended a certain number of classes.
- Invite a local athlete, fitness trainer, dancer, or skater to visit the class and talk about the joy of exercise, how important it is to staying healthy, and how to exercise safely.

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KAET in Tempe, Arizona, is partnering with office workers throughout the Arizona State University system to increase their physical activity during the workday. The goal is to have the workers commit to “get moving” for at least three to four minutes of every work hour over a three-month period. Even short periods of exercise can help combat stress and lethargy, and increase energy and concentration.

Energize!

We all lead busy, hectic lives. Offering a program of quick and easy ideas—take the stairs instead of the elevator, park far away from the mall entrance, stand up and stretch every hour—that help make exercise more manageable and fun may motivate people to get moving.

Customize the tips depending on your audience. Since the program is brief, you may want to offer it where people are already gathered, such as a workplace cafeteria, at a women’s group or women’s book group, or for a senior center lunch.

Have a health professional hold a 20-minute session for tips, with 10 minutes for questions and answers. Encourage the audience to share additional ideas. The information handouts provide background information about heart disease.

Family Fitness Fun

Many parents don’t realize how important physical activity is for their children or that childhood obesity is a significant risk factor for heart disease and other illnesses. Reaching out to busy moms and dads includes raising their awareness and understanding of the problem and then providing them with short, easy ways to get children moving. One of the best ways to get kids moving is to have parents participate with their kids in a fun physical activity. Not only is it healthy, it’s a way for families to relax and relate.

Partner with a preschool, school, health center, parks and recreation department, YMCA, Boys & Girls Club, or business partner to offer families a safe and comfortable environment to learn about the importance of exercise. Demonstrate a few simple ways to incorporate regular physical activity, such as the following:

- In the time that it takes to watch a sitcom, take a walk instead. Walking and talking is a wonderful way to spend quality time together.
- Put on the radio or CD player and dance! Young kids love to move. Dancing helps them channel their energy as they exercise.
- Limit screen time. Even if kids can’t play outside, they can play active indoor games like charades.
- Take your kids to the mall with a different mission. Before you shop, take a brisk walk around the mall. You can plan your errands as you walk.
- Challenge your kids to take the stairs with you. See who can get to the top first!
- Play a simple game of catch, follow the leader, or hop-scotch. Show that exercise doesn’t have to involve fancy gadgets.

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In St. Louis, Missouri, KETC will work with childcare providers from a local Head Start program. The station will partner with the American Heart Association, St. Louis University, and the Family Support Council to offer health education during ten monthly staff meetings. In addition, the station will create walking clubs and encourage all staff, from center directors to frontline day care providers, to join.

GET MOVING!

- Plan a regular trip to a park, playground, or other open space. Walk there instead of taking the bus, subway, or car! Spend at least 30 minutes running, walking, climbing, or jumping.
- Dust off your bicycle and take a spin around the neighborhood. A short trip is all you need to get the heart pumping.

Invite participants to share their own exercise tips or recall outdoor games from their childhood that they can play with their kids. Ask kids what their favorite game at recess is. Ask for volunteers to teach the group a new game or song to use. Prepare a handout of tips for families to take home or distribute paper and pencils so participants can take notes.

The ideal goal for families is to exercise on a regular basis, at least two or three times a week. Another program or incentive for families is a free (or discounted) class or club that everyone can participate in together. Team up with a partner to offer a weekly swim time or aerobics class; tennis, basketball, baseball, or softball games; or an afterschool or weekend walking or hiking club. Another resource you may want to use is America On the Move (see page 22). This organization offers free, personalized online resources, interactive tools, community support, and fun events. AOM encourages participants to avoid weight gain by adding just 2,000 extra steps to their daily routine, and choosing wise ways to eat 100 fewer calories each day. By making incremental changes, participants are able to stick with it for the long-term.

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WGCU in Fort Myers, Florida will organize four outdoor community events to encourage families to make healthier food choices and to engage in regular, weekly exercise. In addition, they will create interstitials that will feature children exercising.

Talk about It

After the 90-minute documentary *The Hidden Epidemic: Heart Disease in America*, Larry King, from CNN's Larry King Live and the Larry King Cardiac Foundation, hosts a 30-minute panel discussion, *Take One Step for a Healthy Heart with Larry King*. You can use the film and the follow-up program as a model or springboard for a panel discussion, roundtable, or town meeting.

Panel Discussion

A discussion featuring local experts is a good way to offer the community a wide range of information. You may want to work with your partner(s) to identify possible panelists. It's generally helpful to have a variety of types of people on the panel. Possibilities include a cardiologist, primary care physician, nurse, health educator, fitness specialist, or someone who has successfully made lifestyle changes. (A local or national celebrity who is interested in this topic will add pizzazz to your event.)

Meet with each panelist beforehand to discuss the focus of the event and what his or her contribution will be. Get a copy of his or her talking points (or help develop them) well before the discussion to make sure they are appropriate. If there's an opportunity to hear the panelist elsewhere before your event, you will have a better sense of how they will do in the program.

Find a moderator

A good moderator can make all the difference between a lackluster panel discussion and an exciting one. Look for someone who is experienced in public speaking and who has an interest in the topic. Work with the moderator to develop opening remarks and a list of questions that he or she can ask the panelists.

Develop the agenda

By changing the order and/or components, you can customize the agenda below to suit the needs of your audience. Plan on about 60 minutes for the program itself, with time at the beginning for mingling and at the end for questions.

- Welcome the audience and the panelists.
- Present an overview of heart disease, how it affects your community, and why it is such an important topic. You may find useful information in the [film](#) and the [interview with Elizabeth Arledge](#), writer/producer/director of *The Hidden Epidemic: Heart Disease in America*.
- Use a clip from the film to offer a dramatic message about heart disease. Video can be a powerful tool to help the audience visualize and understand heart disease and heart health issues (see below for suggested clip).
- Have each panelist give a short presentation about the aspect of heart disease he or she is involved in.

- Ask the moderator to pose a few questions to the panelists at the end of the presentation. This often helps the audience feel more comfortable asking their own questions.
- Invite questions from the audience. It's okay to leave a little bit of silence as people collect their thoughts. However, if no one seems willing to ask questions, have some colleagues in the audience who can start the discussion.
- Distribute resources or have them available at a welcome table. Download the [information handouts](#) and [heart-healthy recipes](#) to print out and distribute. See also the list of [recommended web sites](#) for organizations that offer handouts, recipes, and health screening tools. Many are available in Spanish and other languages.

Show a video clip

The film contains a lot of dramatic information about heart disease. Your PBS station may be able to provide a screener. You may also want to use a clip from the film, such as:

Begin: Dr. William Castelli says, "Once a woman goes through the menopause, within 10 years she has caught up to the men, and that is why every day in America more women die of a heart attack or a stroke or some other vascular thing than men..."

End: Dr. Nabel: "Every medical student grows up knowing what the risk factors are for heart disease...Denial, still, is a major factor that prevents many of us from recognizing the symptoms of heart disease."

Add an activity

You may want to make the panel discussion more interactive by adding an activity.

- Ask audience members to pair up with someone sitting near them. Have them decide who will go first (partner A) and who will go second (partner B). Pose the following question: *What is the one step you would most like to change to make your lifestyle healthier? What would help you make that step?* Partner A shares his or her response for three to five minutes while partner B listens. Then have them switch roles. Bring the whole group come back together and ask for volunteers to share their ideas. The panelists can give additional feedback to encourage the audience.
- Get the audience moving with a simple stretching activity, jumping jacks, or a quick jog in place.

Provide healthy snacks

Offering refreshments not only helps make the program more appealing, it offers the opportunity to talk about healthy eating choices. If there's time, invite audience members and panelists to share their healthy eating tips. (Be aware of food allergies when serving food.)

Roundtable

A variation on the panel discussion is to host a 30–45 minute roundtable featuring community leaders. In this format, the participants engage in a conversation with each other while analyzing the issues surrounding heart disease. The roundtable can be presented on television, either through the PBS or local cable station. It can also be shown at the town or city hall and the local library. You can launch the roundtable with a clip from *The Hidden Epidemic: Heart Disease in America* (see previous page).

For the discussion, you may want to focus on topics such as the following:

- What are the obstacles we face in making lifestyle changes and what can we do about them?
- How and where can we find reliable health care information?
- How can the workplace encourage more healthy lifestyles?
- How can we, as a community, help kids eat better and get more exercise?
- How and why does heart disease impact women?
- What are the particular heart disease risks facing minority groups in our community?

Invite members of the community who can bring diverse perspectives to the table: health practitioners, politicians, parents, teachers, and others. Although the roundtable can be a more informal event than a hosted panel discussion, you'll want to be able to anticipate what participants will say and to keep people on topic and on time. You will probably need a facilitator who can keep the conversation moving and on topic. Bring the participants together beforehand to discuss the agenda, the rules of conversation (for instance, let each person have a chance to speak), the setting, the audience, and any other important information. You may want to hold a brief rehearsal.

Organizing the roundtable is a great way to network and form new alliances with community activists and organizations. Invite participants to a follow-up meeting to pursue ideas that may have come up during the roundtable discussion. Are there action steps to take? Innovative ideas for programs? New audiences to reach? Use this opportunity to do some long-range planning for future projects.

Town Meeting

A town meeting is a forum for a vigorous exchange of ideas and information. The goal is to provide an opportunity for people within the community to voice their questions, concerns, and recommendations.

For this format, you may want to invite activists, advocates, and decision-makers within the community. Contact legislators, politicians, healthcare practitioners, business and faith leaders, and school administrators. Your partners and local activists will be essential in helping you choose a topic and gather people together.

Possible topics include:

- Providing healthier school lunches for kids
- Scheduling more recess time so kids can be physically active
- Starting a city-wide exercise initiative
- Making playgrounds cleaner and safer
- Upcoming healthcare legislation on the local, state, or national level (for example, the New York City Board of Health voted recently to limit the amount of trans fats in the city's restaurants)
- Providing more affordable prescription drugs
- Offering more accessible health screening opportunities (such as high blood pressure testing)

Town meetings can heat up quickly, so it's important to have a facilitator who can handle diverse and strongly-held opinions. Although you may not be able to resolve issues at the town meeting itself, you can help begin a dialogue that can lead to improvements in the community's heart health.

Resources

These tools will prove invaluable as you plan and conduct your programs. Each Web site offers a wealth of information and handouts. A more extensive list of [recommended web sites](#) is also available. For more information or help with your heart-healthy outreach activity, contact Elizabeth Cohen at elizabeth_cohen@wgbh.org.

TAKE ONE STEP Partners

AARP: Campaign Affiliate

www.aarp.org

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. They produce *AARP The Magazine*, published bimonthly; *AARP Bulletin*, their monthly newspaper; *AARP Segunda Juventud*, their bimonthly magazine in Spanish and English; *NRTA Live & Learn*, their quarterly newsletter for 50+ educators; and their Web site. The AARP Foundation is their affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. They have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

America On the Move: Resource Partner

www.americaonthemove.org

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, healthcare professionals, and patients.

Reader’s Digest Magazine: Promotion Partner

www.rd.com

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.

WomenHeart: Outreach Partner

<http://womenheart.org>

WomenHeart is a national patient-centered organization that provides support, education, and advocacy for women living with heart disease. It is a coalition of national organizations and community-based support networks across the U.S. The site offers information about heart disease prevention, diagnosis, and treatment, including fact sheets, recipes, exercises, and resources in Spanish. It also has an online support community.

YMCA of the USA/YMCA Activate America™ Community Partner

www.ymca.net/

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. YMCAs are also creating healthier communities by promoting community-wide efforts that support healthy living and intensifying collaborations with other community partners to magnify their impact.

Organizations and Clinics

Alliance for a Healthier Generation

<http://www.healthiergeneration.org>

The American Heart Association and the William J. Clinton Foundation have joined together to form this organization focused on childhood obesity and the serious diseases associated with it, such as heart disease and diabetes. The site has special sections for parents, teens, and schools.

American College of Cardiology

<http://www.acc.org/media/patient/index.htm>

This medical society and teaching institution offers a site to help educate patients on a wide range of issues concerning cardiovascular healthcare.

American Heart Association

<http://www.americanheart.org>

This health organization has local chapters across the U.S., with millions of volunteers working on issues and providing services related to heart disease. The site provides information on all aspects of heart disease and heart healthy lifestyles, including children's health, resources in Spanish, and tools such as a healthy holiday shopping checklist.

Brigham and Women's Hospital

<http://healthgate.partners.org/browsing/browseContent.asp?fileName=33736.xml&title=Heart%20disease%20center>

This section of the hospital's site is devoted to patient information about heart disease and treatments. Dr. Peter Libby, a cardiologist at the hospital, is featured in *The Hidden Epidemic: Heart Disease in America*.

Cleveland Clinic, Heart & Vascular Institute

<http://www.clevelandclinic.org/heartcenter>

This Cleveland Clinic site provides information on many aspects of heart disease and heart health and has a special section on heart disease in women. Dr. Steve Nissen, Chairman of the Department of Cardiovascular Medicine, is featured in *The Hidden Epidemic: Heart Disease in America*.

Congenital Heart Information Network

<http://tchin.org/>

This site provides information and resources to families of children with congenital and acquired heart disease, adults with congenital heart defects, and the professionals who work with them. It includes support group contact information by state.

Framingham Heart Study

<http://www.framinghamheartstudy.org>

This site provides information on the Framingham Heart Study and a tool to determine your risk for coronary heart disease.

The Larry King Cardiac Foundation

<http://www.lkcf.org>

The mission of the Foundation is to provide funding for life-saving cardiac procedures for individuals who, due to limited means and no insurance, would be otherwise unable to receive life saving treatment. The Web site contains information for patients and others.

National Heart, Lung, and Blood Institute (NHLBI)

<http://www.nhlbi.nih.gov/health/index.htm>

Part of the National Institutes of Health, this organization conducts research related to the causes, prevention, diagnosis, and treatment of heart, blood vessel, lung, and blood diseases. It offers educational activities and materials, with an emphasis on prevention. The site provides information for patients and the public, including recipe collections; resources in Spanish, Vietnamese, and Filipino; a menu planner; and tools such as the 10-Year Heart Attack Risk Calculator.

Office of Minority Health, U.S. Department of Health & Human Services

<http://www.omhrc.gov/templates/browse.aspx?lvl=2&lvlID=23>

This section provides information on heart disease in the U.S. racial and ethnic minority populations.

SmallStep.Gov

<http://www.smallstep.gov>

This site of the U.S. Department of Health and Human Services provides a large variety of resources for adults, teens, and kids on obesity, healthy diet, and physical activity and suggests steps to take towards a healthier lifestyle.

U.S. Centers for Disease Control and Prevention (CDC) – Heart Disease

<http://www.cdc.gov/HeartDisease/index.htm>

This part of the CDC's site provides information on the basics of heart disease with an emphasis on prevention.

Especially for Women**For Your Heart**

<http://www.womenshealth.gov/ForYourHeart>

Sponsored by the U.S. Department of Health & Human Services, Office of Women's Health, this site offers a customized tool to help women with their specific heart health needs.

Heart Healthy Women

<http://www.hearthealthywomen.org>

This site provides information on heart disease diagnosis and treatment and heart health in women. Sponsored by the Cardiovascular Research Foundation, in collaboration with WomenHeart (see below) and the Office of Women's Health (see above), the site features stories from heart disease survivors and information about life-saving procedures and breaking medical news.

The Heart Truth: A National Awareness Campaign for Women about Heart Disease

<http://www.nhlbi.nih.gov/health/hearttruth/>

This site has information on the many events that are part of the national Heart Truth campaign and a special section on menopausal hormone therapy and heart disease.

National Women's Health Information Center – Women's Heart Health

<http://www.womenshealth.gov/heart>

Sponsored by the U.S. Department of Health & Human Services, Office of Women's Health, this site has news stories about women's heart health, fact sheets, FAQs about common heart conditions, heart healthy tips, and links to other Internet resources.

Related Organizations

American Diabetes Association

<http://www.diabetes.org/heart-disease-stroke.jsp>

This nonprofit health organization provides diabetes research, information, and advocacy. Discover the links between diabetes and heart disease as well as tips, recipes, and weight loss information for adults and children. In English and Spanish.

American Dietetic Association

<http://www.eatright.org>

This site offers information about nutrition and heart-healthy diets.

TAKE ONE STEP: A PBS Health Campaign

FAT: What No One Is Telling You

Premieres April 11, 2007

Overweight and obesity are conditions with a complex array of causes and an equally varied palette of solutions. Each person gains and loses weight in his or her own way. The problem with obesity treatment is that it's not just a simple, one-size-fits-all formula of burning more calories than one takes in. *FAT: What No One Is Telling You* takes a look at the epidemic of obesity from the perspective of those battling it—the individuals, the clinicians, the researchers, the social workers and the communities. More a narrative film than a didactic science documentary or a “how to” show with easy answers, *FAT* features these people on the front line telling their stories. There are no “shoulds” in this presentation. The film explores how our bodies and our environment promote obesity, how a variety of people are working toward healthier lives and a healthier environment and what solutions research laboratories hold for the future. Those who have a weight problem will better understand why the task of losing weight is a tough one. And people who don't struggle with their weight will appreciate the value of prevention, and come to understand that being overweight is not a moral crime.

Credits

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