



SISTER TO SISTER
The Women's Heart Health Foundation

**The Economic and Personal Costs of Heart Disease:
Why Prevention Matters**

**Presentation to Women's Legislative Briefing
January 26, 2014**

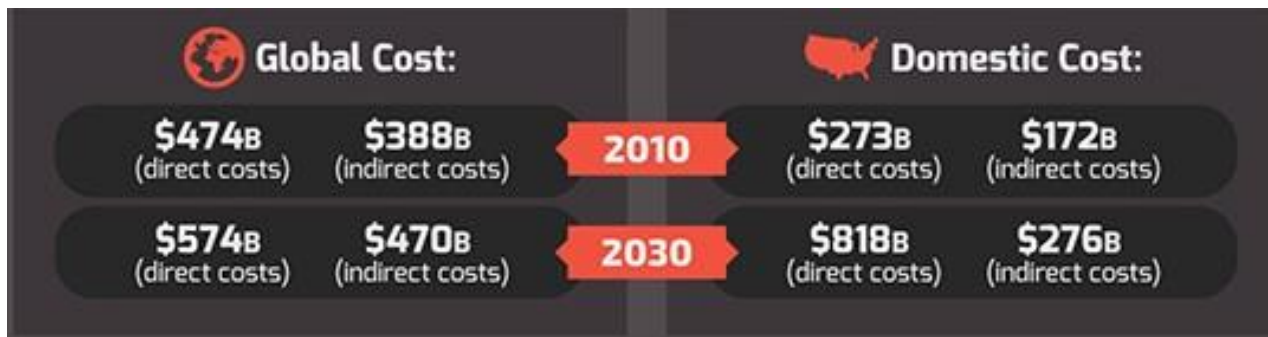
About Sister to Sister

- **Founded in 1999**
- **Dedicated to educating women about the risk of cardiovascular disease (CVD) and the value of early detection and prevention**
- **Has provided over 100,000 free cardiovascular screenings, primarily to underserved women**
- **Extensive On-Line Resources www.sistertosister.org**



The Human and Economic Cost of CVD

CVD is the leading cause of death in the U.S.



American Heart Association, *Forecasting the Future of Cardiovascular Disease in the United States: A Policy Statement from the American Heart Association*, <http://circ.ahajournals.org/content/123/8/933>

The Impact on Women: The Silent Epidemic

CVD is the number 1 killer of women

- **Kills 1 in 3 women every year. Breast cancer claims 1 in 31 women.**
- **CVD and stroke claim twice as many women's lives as all types of cancer *combined*.**
- **Since 1984, more women than men have died each year from heart disease and the gap between men and women's survival continues to widen.**

<http://www.nhlbi.nih.gov/health/health-topics/topics/hdw/>
https://www.goredforwomen.org/about-heart-disease/facts_about_heart_disease_in_women-sub-category/statistics-at-a-glance/
<http://www.nlm.nih.gov/medlineplus/magazine/issues/winter10/articles/winter10pg8.html>

Women Are Often More Severely Impacted by CVD Than Men

Women more frequently die of their heart attacks than men.

Women are 50% more likely to die after heart attack.

In first 6 years after heart attack, women are almost twice as likely to have second heart attack.

Outcomes significantly worse for African American women and Latinas.



<http://www.nhlbi.nih.gov/educational/hearttruth/downloads/pdf/factsheet-actionplan-aa.pdf>

<http://catalog.nhlbi.nih.gov/catalog/product/The-Heart-Truth-for-Latinas-Take-Action-to-Protect-Your-Heart/13-5065>

<http://www.texasheart.org/HIC//topics/Hsmart/women.cfm?&RenderForPrint+1>

Cardiovascular Disease: The Personal Costs

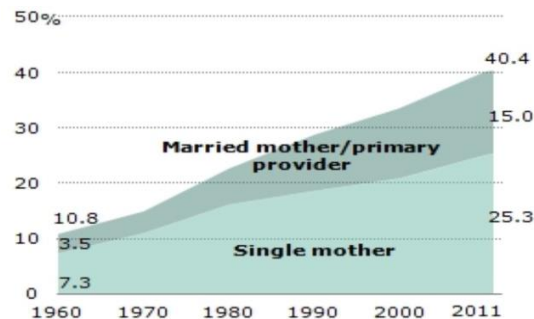
Emily: Suffered Heart Attack in late 40s

- Tires easily
- Will take 4-5 medications per day for the rest of her life
- Must carefully watch eating
- Emily's teenaged daughter is anxious—fears her mother will die

Susan: Suffered Heart Attack in late 30s

- Doctors ignored chronic fatigue, breathlessness with minor exertions like vacuuming.
- When she went to ER having a heart attack, she was put in a cubicle and a man who arrived later having heart attack was seen first.
- On multiple medications the rest of her life

40% of Women are Sole or Primary Breadwinners for their Families



Why is CVD Killing Women?

Lack of Knowledge of Risk

Bifurcated Model of Preventive Care Delivery and Lack of Access to Preventive Care

Pregnancy

Lack of Medication Adherence

Depression

Rheumatoid/Auto-Immune Diseases

The symptoms of heart disease can be different in women vs. men, and are often misunderstood



www.GoRedForWomen.org

www.scai-win.org

Million Hearts and Men's Health

Network:<http://millionhearts.hhs.gov/newsevents/events.html>

<http://www.montefiore.org/body.cfm?id=1738&action=detail&ref=1031>

Key Elements of Prevention

- **Cardiovascular Disease is 82% Preventable**
- **Know the Risks**
- **Get Screened: “Know Your Numbers”**
- **Stop Smoking**
- **Limit Alcohol to One Drink Per Day**
- **Increase Physical Activity**
- **Eat Healthier Foods**



<http://www.womenshealth.gov>

What is the Role of Public Policy?

- **Education and Awareness**
 - PSAs and Educational Campaigns
- **Early Detection Through Screenings**
 - Now Covered by ACA
 - Unify Women's Primary Care
- **Smoking Cessation**
 - Insurance Coverage Through State Exchange Plans
 - Increase Cigarette Taxes
 - Mandate Smoke Free Environments
- **Increase Exercise**
 - Build Hiking and Biking Trails
 - Turn Vacant Lots into Parks and Playgrounds
 - More Phys Ed in Schools
- **Eat Healthier**
 - Turn Vacant Lots into Community Gardens
 - Financing Fresh Food Stores and Markets in Underserved Neighborhoods
 - Food Stamp Policy



<http://www.cdc.gov/chronicdisease/pdf/2009-power-of-prevention.pdf>
<http://healthyamericans.org/reports/prevention08/>

Value of Primordial and Primary Prevention for Cardiovascular Disease: A Policy Statement from the American Heart Association, <http://circ.ahajournals.org/>

Public Policy Case Studies

Pennsylvania Fresh Food Financing Initiative (2004)



- Public/Private Partnership to renovate or build fresh food stores in underserved communities.
- Leveraged \$30 million in state seed money leveraged to \$190 million investment
- 400,000 people gained access to fresh, healthy food
- Created or maintained 5,000 jobs in low-income communities

NYC Department of Health: National Sodium Reduction Initiative

- 64 Cities, States, and National Health Organizations
- Established 1500 mg/day target for sodium by 2020.
- 25.6% overall decrease in high blood pressure
- \$26.2 billion in healthcare savings
- Fewer heart attacks, strokes, and deaths



<http://www.cdc.gov/chronicdisease/pdf/2009-power-of-prevention.pdf>
<http://healthyamericans.org/reports/prevention08/>

Value of Primordial and Primary Prevention for Cardiovascular Disease: A Policy Statement from the American Heart Association, <http://circ.ahajournals.org/>

Prevention Works!

12- to 13-point reduction in systolic blood pressure can reduce cardiovascular disease deaths by 25%

10% decrease in total cholesterol levels reduces the risk for coronary heart disease by 30%

An investment of \$10 per person per year in community-based programs addressing physical inactivity, poor nutrition, and smoking:



- *Nationally:* Yields more than \$16 billion in medical cost savings annually within 5 years
- *Maryland:* \$332 million in medical cost savings
 - ROI of \$6.00 for every dollar spent
 - Gains in worker productivity, reduced absenteeism at work and school, and enhanced quality of life.

Value of Primordial and Primary Prevention for Cardiovascular Disease: A Policy Statement from the American Heart Association, <http://circ.ahajournals.org/>

The Individual Costs and Benefits of Prevention

What Will Prevention Cost You?

- *Know Your Numbers* – Free Under ACA
- *Quit Smoking* – Saves \$2,300 in Maryland
 - *Eat Healthy Foods* – Cost Neutral
 - *Walk 30 Minutes Per Day* – Free
- *Limit Alcohol to One Drink a Day* – Net Cost Savings
- *Medication Adherence* – \$2 to \$20 per Month for Generics

Return on Investment: Priceless



<http://www.womenshealth.gov>

www.cvs.com

www.TobaccoFreeKids.org

<http://www.consumerreports.org/health/resources/pdf/best-buy-drugs>



SISTER TO SISTER
The Women's Heart Health Foundation

4701 Willard Ave, Suite 221

Chevy Chase, MD 20815

301-718-8033

www.sistertosister.org

**Beth Tomasello, Director of Advancement and Strategic
Initiatives**

btomasello@sistertosister.org