

# PROGRESS REPORT

WOMEN'S **HEART** ALLIANCE

FIGHT  
THE **LADY**  **KILLER**®



NOVEMBER 2016

## DEAR FRIENDS,

When it comes to heart disease, women aren't getting the same chances in life. Too many of our mothers, sisters, daughters, friends and co-workers are dying before their time. In 2014, the Women's Heart Alliance (WHA) was formed to raise awareness, encourage action and drive new research to fight women's heart disease.

In the United States, heart disease and stroke are the number one killers of women. Heart disease kills one in three women each year—that's more than all cancers combined. Only 54 percent know that cardiovascular disease is their leading cause of death. Women are also at greater risk of dying in the year following a heart attack than men are.

WHA was created to prevent women from needlessly facing and dying from heart disease and stroke. We're focused on an area too long neglected in research, prevention and care: the biological and physiological differences between men and women.

Because when it comes to heart disease and stroke, women and men are not the same. Women's hearts are smaller. Their risk factors can be different. Their symptoms can be different. And their response to therapies can be different.

More research needs to be done on heart disease and stroke in women. Most of our diagnostic tools were validated on men. Most treatments were tested on men. Too often, health professionals aren't aware of these disparities—and patients aren't either.

WHA draws attention to these sex differences and promotes activities that raise awareness and drive change—whether we're working with local communities, college students, medical experts or policymakers.

We want health equity. We want to change research practices so that women are equally represented in the lab and the clinic.

We want to empower women to take their heart health into their own hands—especially younger women and those most at risk. Eighty percent of heart disease and stroke can be prevented by lifestyle changes such as quitting smoking, eating a healthy diet and treating high blood pressure.

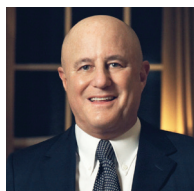
We want to improve the quality of care women receive for their heart health so that every woman can access the support she needs and every health care provider knows how to provide it.

For those women who do suffer a heart attack or stroke, we want to increase their odds of survival.

We are building a movement that demands change and requires all of us to join forces against this silent killer. One day, we won't have to fight. But until that day comes, we must not miss a beat in saving the lives of the women we love. Please join us.



**Barbra Streisand**  
*Co-Founder*



**Ronald O. Perelman**  
*Co-Founder*



**British A. Robinson**  
*Chief Executive Officer*

# WOMEN'S HEART DISEASE: BY THE NUMBERS

## ONE DEATH NEARLY EVERY 80 SECONDS.

Heart disease and stroke **kill more women than all cancers combined** and claim nearly 400,000 women's lives each year.

Compared with men, women experiencing a heart attack are more likely to **delay treatment, receive the wrong diagnosis and die** in the year following a heart attack.

  
**1 IN 3 WOMEN**  
die of heart disease.

Conditions such as pre-eclampsia, gestational diabetes, early onset menopause, migraines with aura and autoimmune diseases **increase women's risk of cardiovascular disease (CVD).**

### \$246M vs \$959M

In 2011, the National Institutes of Health **spent \$246 million on women's heart disease research**, compared with \$959 million on women's cancer research.

In a national study, **only 24.1% of women 20 and older** and only 47.2% of girls 12-19 met at least five of seven criteria for ideal cardiovascular health.

 **48.3%**

Among African American women ages 20 and older, **nearly half (48.3%) have CVD.**

For additional facts and statistics on women's heart disease, visit [www.womensheartalliance.org](http://www.womensheartalliance.org).



WHA Co-Founders Ronald O. Perelman and Barbra Streisand.



Dr. Holly Andersen, British Robinson, Barbra Streisand and Dr. Noel Bairey Merz at WHA's New York launch event with Hearst.

# AWARENESS

One of our biggest challenges is a lack of awareness among women about cardiovascular disease (CVD). In the past two years, educating women at risk, lawmakers, national advocacy organizations and others through earned media efforts, social media outreach and education opportunities has been a core focus. WHA has been featured in dozens of news stories, and our principals have penned opinion pieces in key national publications, shaping the discussion around the importance of prevention, healthy lifestyle choices and research funding to fight heart disease and stroke. Our social media communities continue to grow through new content and engagement around key activities and initiatives.

## EDUCATION EFFORTS

**Launch Event:** In November 2014, WHA launched at Hearst headquarters in New York, featuring a conversation with Barbra Streisand and Gayle King about the devastating impact of women's heart disease.

**Fight The Ladykiller (FTLK):** A nationwide campaign launched in 2014 to build greater awareness and knowledge of the women's heart health epidemic and the role sex differences play, FTLK empowers women to talk to their health care providers about their heart health and encourages them to get heart checked.

**Women in the World Summit:** In April 2015, Barbra Streisand and WHA Medical Advisor Dr. Holly Andersen participated in a panel discussion in front of female world leaders, CEOs, activists and artists about how to change heart disease outcomes for women.



**Teaming up with the Surgeon General:** In January 2016, WHA teamed up with U.S. Surgeon General Vivek Murthy to spotlight women's heart health at a Golden State Warriors basketball game.

**Fortune's Most Powerful Women Summit:** Barbra Streisand spoke to female executives and business leaders about the impact of heart disease on women and the importance of individual and workforce health at the October 2016 summit.

## EARNED MEDIA HIGHLIGHTS

<b>The Washington Post</b> The battle for women's hearts —and lives	<b>THE HUFFINGTON POST</b> Health Disparities Impoverish Us All	<b>TIME</b> How We Can Help Save Women's Lives	<b>THE HILL</b> Sex and Gender Equity in Research Saves Money and Saves Lives
<b>npr</b> Hidden Heart Disease Is The Top Health Threat for U.S. Women	<b>YAHOO! NEWS</b> Barbra Streisand's mission to end heart disease in women	<b>COBS NEWS</b> Doctors warn of heart attack gender gap	<b>THE OPRAH MAGAZINE</b> The Disease That Kills One Woman a Minute in the US
<b>Woman's Day</b> 5 Simple Steps to a Healthier Heart	<b>USA TODAY</b> Taking Women's Health to Heart	<b>marie claire</b> I Had a Heart Attack at 25	<b>TOWN&amp;COUNTRY</b> The Heart of the Matter
<b>POLITICO Pulse</b> Barbra Streisand Wants Senate to Pass Medical Research Bill	<b>The New York Times</b> Improving Gender Equity in Medical Research	<b>HealthAffairsBlog</b> A REPRIEVE for Women: Embracing Inclusive Scientific Research	<b>redbook</b> Listen to your heart: it could save your life
<b>billboard</b> Barbra Streisand Op-Ed Encourages Senate to Pass Measure Ensuring Sex and Gender Equality in Medical Research	<b>COSMOPOLITAN</b> Why Protecting Your Heart Today Matters Big-Time	<b>InStyle</b> Barbra Streisand: Women 'Aren't Getting the Same Chance At Life' in the Battle Against Cardiovascular Disease	

## SOCIAL MEDIA HIGHLIGHTS

### Impressions Since Inception

# 112,533,449

From WHA's Twitter and Facebook accounts and #FightTheLadykiller hashtag

### Total Followers

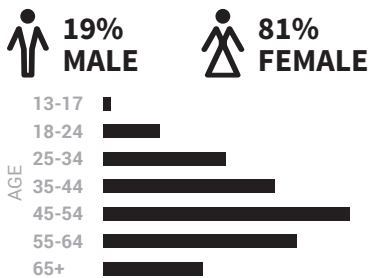
**f** FACEBOOK: **13,936 LIKES**

**t** TWITTER: **3,084 FOLLOWERS**

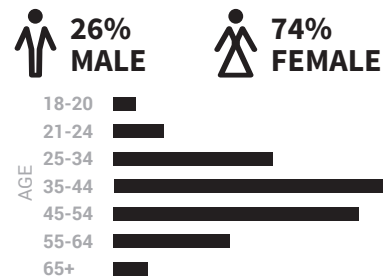
**ig** INSTAGRAM: **1,201 FOLLOWERS**

### Demographics

#### Facebook Impressions



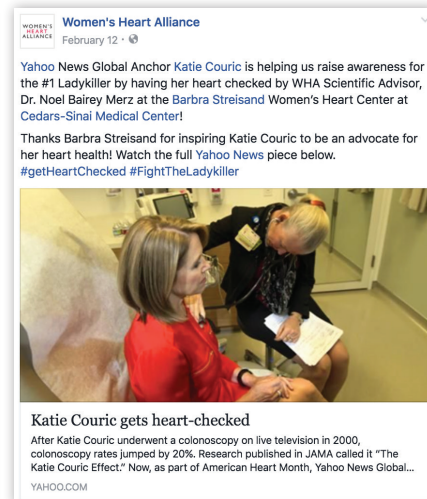
#### Twitter Followers



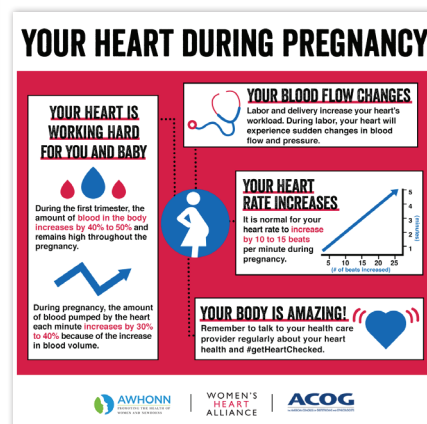
#### Instagram Followers



Ohio State students pose with Instagram cutouts at an Ohio State-WHA campus screening event.



Yahoo's Katie Couric gets her heart checked during Heart Month by WHA's Scientific Advisor, Dr. Noel Bairey Merz.



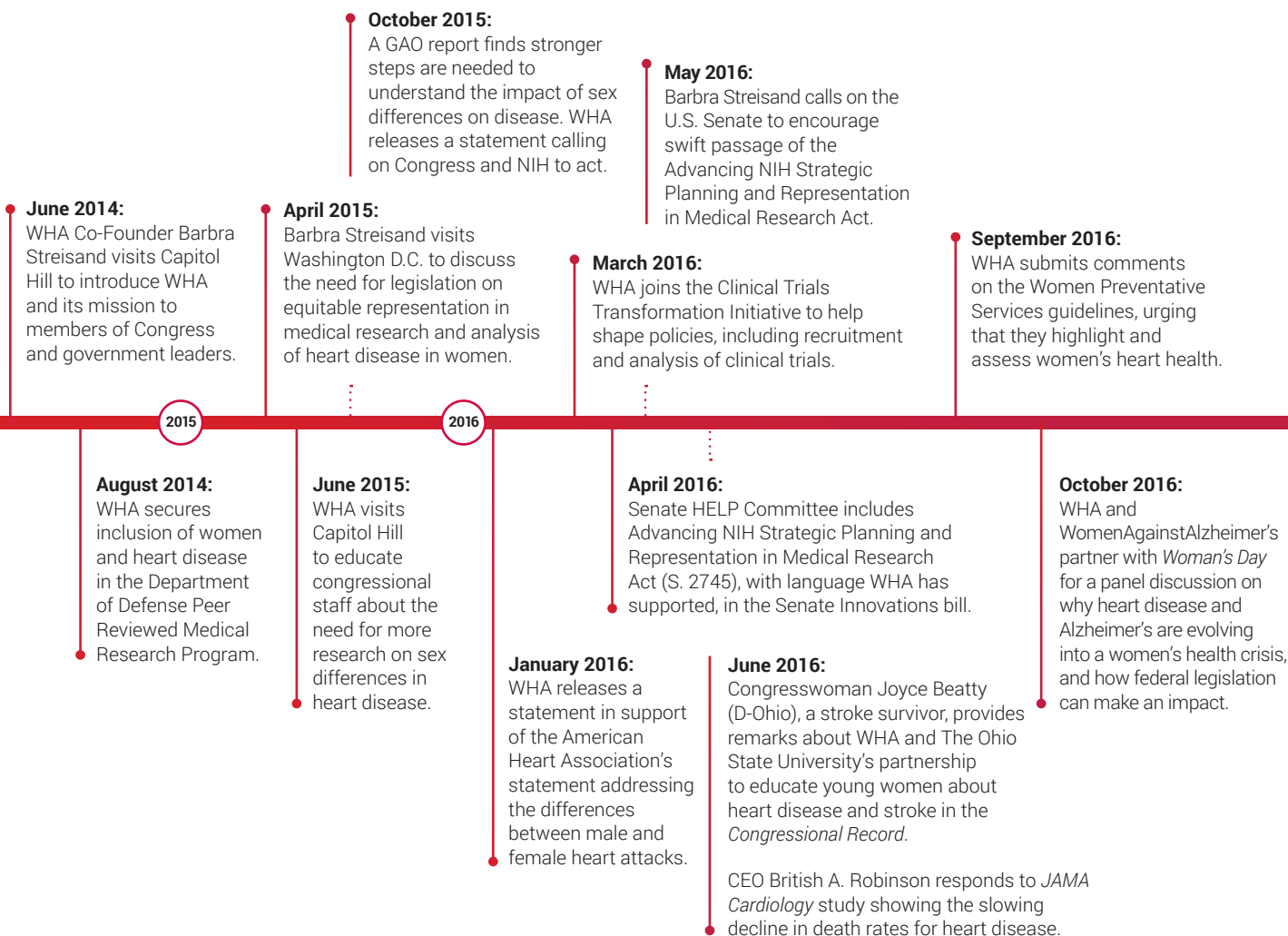
WHA infographic explains what happens to a woman's heart during pregnancy.

# ADVOCACY

Over the past two years, WHA has been an effective advocate on the federal level. Our priorities include:

- ▶ Encouraging women's full representation in biomedical studies and clinical trials and improvement in understanding the underlying causes of the sex differences of women and men with heart disease.
- ▶ Increasing National Institutes of Health (NIH) funding to improve heart disease research, prevention and treatment.
- ▶ Furthering the national dialogue on women and heart disease, including its economic implications and cost burden for the nation.

## ADVOCACY TIMELINE:



Senator Barbara Mikulski, left, and Senator John McCain, right, with Barbra Streisand.



NIH's Dr. Francis Collins, left, and Dr. Janine Clayton, right, with Barbra Streisand.

# ACTION

WHA's signature initiatives—the Cities and Communities with Heart Initiative and the Campus Screening and Education Initiative—were created to catalyze change in women's heart health.

**WHA Campus Screening and Education Initiative:** WHA and Clinton Health Matters Initiative (CHMI) partnered to raise awareness among young women about their number one killers, heart disease and stroke, and empower them to act. WHA launched the screening program at **California State University, Los Angeles (CSULA)** in October 2015 with U.S. Surgeon General Vivek Murthy and National Council of La Raza CEO Janet Murguía. The program has screened almost 750 students to date.

In 2016, in coordination with U.S. Representative Joyce Beatty (D-OH, stroke survivor), WHA extended its campus work to **The Ohio State University**. A robust lineup of activities, including heart health screenings and awareness events, took place on Ohio State's campus and at the Ohio State-Northwestern football game in October 2016. To date, more than 400 students have been screened.

## Cities and Communities with Heart Initiative (CCHI):

CCHI is a multi-year program to improve women's cardiovascular health in up to three mid-sized cities and one rural community. Our first city has a high CVD burden and many resources on which to build. WHA is partnering with local stakeholders (health and hospital systems, clinics, local government, academic institutions, faith-based and community organizations, the private sector, the entertainment industry) to co-design activities that address women's CVD in the city, launching in early 2017.



*U.S. Surgeon General Vivek Murthy provides a heart health screening for a student at CSULA.*



*As a salute to heart health, the Ohio State marching band makes a heart formation during its Oct. 28, 2016, pre-game show.*



*WHA Board Member Erika Glazer and U.S. Surgeon General Vivek Murthy at the CSULA event.*








*WHA's British Robinson, Ohio State's Bern Melnyk, Congresswoman Joyce Beatty, Ohio State's Dr. Michael Drake and WHA's Dr. Holly Andersen in Washington, D.C.*

# WOMEN'S HEART ALLIANCE

The Women's Heart Alliance (WHA) was formed to raise awareness, encourage action and drive new research to fight women's heart disease. It's the result of a unique collaboration between two of America's leading medical institutions—the Barbra Streisand Women's Heart Center at Cedars-Sinai Heart Institute and the Ronald O. Perelman Heart Institute at New York-Presbyterian Hospital/Weill Cornell Medical Center—and two major philanthropists and leaders in business and entertainment, Barbra Streisand and Ronald O. Perelman.

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**WOMENSHEARTALLIANCE.ORG**

**#GETHEARTCHECKED**



WHA's wallet card helps women keep track of their vital health numbers and is a tool to guide the conversation with their health care providers. It is available for free download at [www.womensheartalliance.org](http://www.womensheartalliance.org).