



## ***Building the Promise of Ideal Cardiovascular Health***



American Heart Association® | American Stroke Association®

*Learn and Live®*



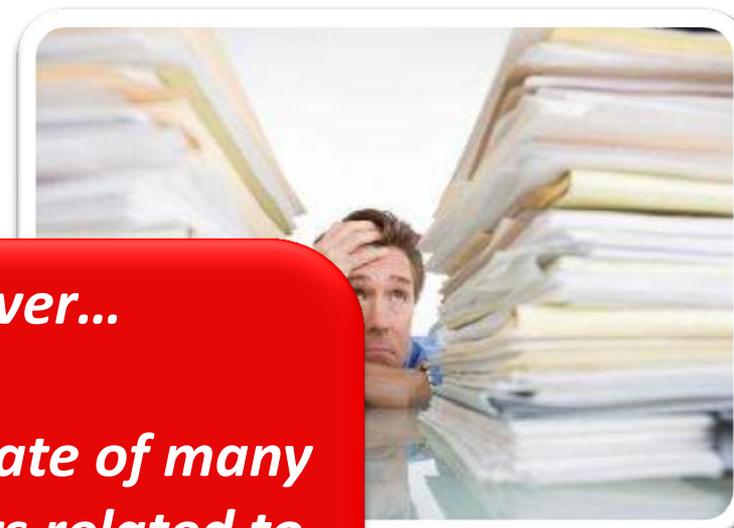
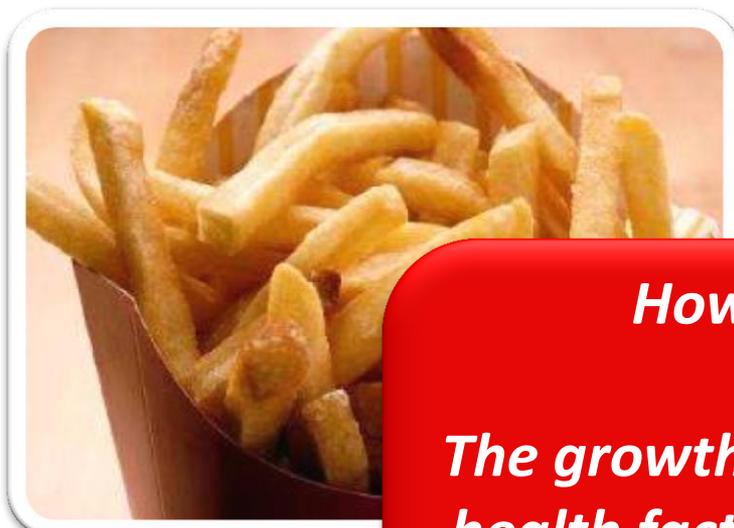
**Thanks in part to many of our efforts we saw significant success in moving toward our 2010 health impact goal two years early ...**



**Reducing death and disability from coronary heart disease by *more than 25 percent* ahead of time.\***



\* In January 2008 mortality data from the Centers for Disease Control and Prevention (CDC) showed that, since 1999, coronary heart disease and stroke age-adjusted death rates are down by 25.8 percent and 24.4 percent, respectively. This means that the American Heart Association's 2010 strategic goal for reducing deaths from coronary heart disease had been achieved, and for stroke nearly achieved - ahead of time\*



***However...***  
***The growth rate of many health factors related to CVD threatens to undo the progress we've made.***

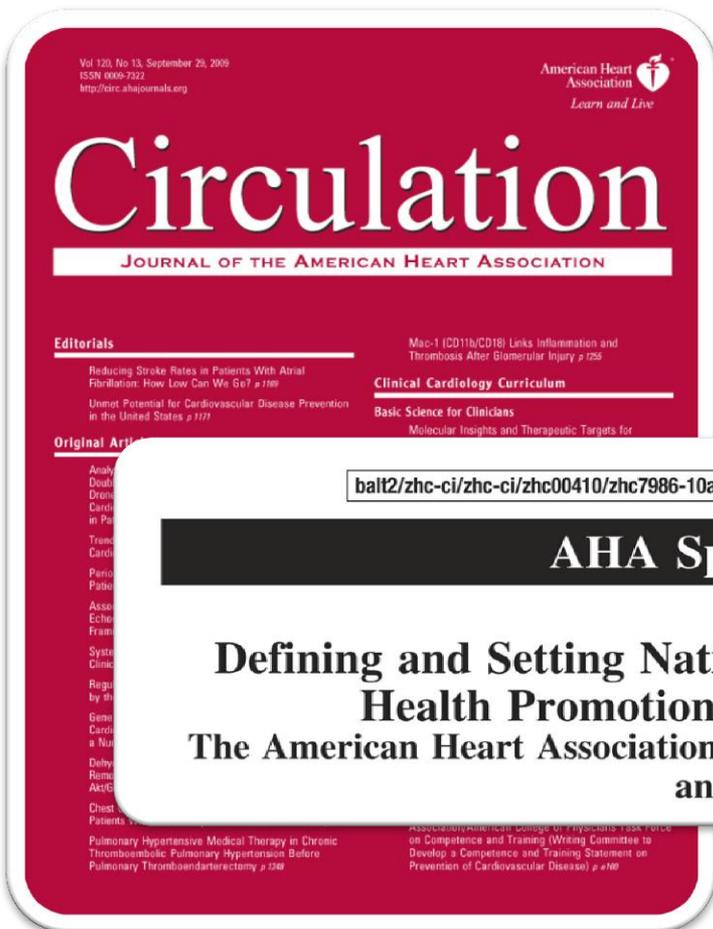


## Our New Goal

By 2020, to improve the *cardiovascular health of all Americans by 20 %*, while reducing deaths from cardiovascular diseases and stroke by 20 %.

# What is Ideal Cardiovascular Health?

1. Absence of disease
2. Favorable levels of health factors
3. Favorable health behaviors



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## AHA Special Report

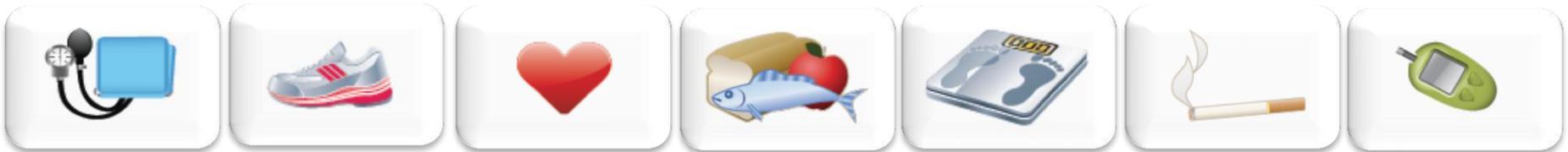
**Defining and Setting National Goals for Cardiovascular Health Promotion and Disease Reduction**  
**The American Heart Association's Strategic Impact Goal Through 2020 and Beyond**

# Measuring Cardiovascular Health

... to improve the *cardiovascular health of all Americans by 20 % ...*

We will systematically measure our progress against 7 health factors identified by the organization's scientific leadership as key to individuals achieving Ideal Cardiovascular Health.

## *Life's Simple 7™*



	Life's Simple 7	Poor	Intermediate	Ideal
	<b>Blood Pressure</b> Adults >20 years of age  Children 8-19 years of age	SBP $\geq$ 140 or DBP $\geq$ 90 mm Hg  >95th percentile	SBP120-139 or DBP 80-89 mm Hg or treated to goal  90th-95th percentile or SBP $\geq$ 120 or DBP $\geq$ 80 mm Hg	<120/<80 mm Hg  <90th percentile
	<b>Physical Activity</b> Adults > 20 years of age  Children 12-19 years of age	None  None	1-149 min/wk mod or 1-74 min/wk vig or 1-149 min/wk mod + vig  >0 and <60 min of moderate or vigorous every day	150+ min/wk mod or 75+ min/wk vig or 150+ min/wk mod + vig  60+ min of mod or vig every day
	<b>Cholesterol</b> Adults >20 years of age Children 6-19 years of age	$\geq$ 240 mg/dL $\geq$ 200 mg/dL	200-239 mg/dL or treated to goal 170-199 mg/dL	<170 mg/dL
	<b>Healthy Diet</b> Adults >20 years of age Children 5-19 years of age	0-1 components 0-1 components	2-3 components 2-3 components	4-5 components 4-5 components
	<b>Healthy Weight</b> Adults > 20 years of age Children 2-19 years of age	$\geq$ 30 kg/m <sup>2</sup> >95 <sup>th</sup> percentile	25-29.9 kg/m <sup>2</sup> 85th-95th percentile	<25 kg/m <sup>2</sup> <85 <sup>th</sup> percentile
	<b>Smoking Status</b> Adults >20 years of age Children (12-19)	Current Smoker Tried prior 30 days	Former $\leq$ 12 mos	Never /quit $\geq$ 12 mos
	<b>Blood Glucose</b> Adults >20 years of age Children 12-19 years of age	126 mg/dL or more 126 mg/dL or more	100-125 mg/dL or treated to goal 100-125 mg/dL	Less than 100 mg/dL Less than 100 mg/dL

# My Life Check Assessment



The graphic is a promotional banner for the My Life Check assessment. It features a red and light blue background. On the left, there are three polaroid-style photos: a family of four smiling, a circular gauge showing a score of 5.7, and a woman sitting at a desk with a laptop. The gauge has seven segments representing different health factors: Blood Pressure, Cholesterol, Blood Sugar, Physical Activity, Diet, Weight, and Smoking. The score 5.7 is displayed in the center of the gauge. The text 'My Life Check™' is prominently displayed in the top right, with the American Heart and Stroke Association logos and tagline 'Learn and Live.' below it. The main title 'Life's Simple 7 Success Plan' is centered in a large, elegant font. Below this, a paragraph explains that the assessment is based on the knowledge and experience of American Heart Association medical experts. A bulleted list outlines the benefits of the assessment. At the bottom right, there is a 'GET STARTED' button with a right-pointing arrow. An 'EXIT' button is located in the bottom left corner.

**My Life Check™**

American Heart Association | American Stroke Association  
*Learn and Live.*

## Life's Simple 7 Success Plan

This assessment is based on the knowledge and experience of American Heart Association medical experts.

It can help you:

- Understand your current level of cardiovascular health
- Assess your individual health needs
- Commit to steps to improve your health and quality of life
- Move closer to your personal health goals

**GET STARTED**

EXIT

# My Life Check Assessment

My Life Check™



QUESTIONS 1 TO 9

Are you **male** or **female**?  Male  Female

What is your **age**?  years

What is your **ethnicity**?  Select... ▼

How **tall** are you?  ... ▼ feet  ... ▼ inches

What is your **zip code**?   
 I am not in the USA.

Have you been diagnosed by a healthcare provider as having any of these **conditions**?  Yes  No

- Coronary heart disease/chest pain
- Heart attack
- Heart failure
- Stroke/TIA
- Vascular disease
- Congenital heart defects

[More about conditions](#)

Do you have **diabetes**? (either type 1 or type 2)  Yes  No

What is your **weight**?  pounds

How much **physical activity** do you get in a week?

minutes of moderate activity  
 minutes of vigorous activity

- *You can include both moderate and vigorous activity levels.*
- *All types of activity count, such as gardening, walking briskly, or bicycling.*

[More about physical activity](#)

- **Moderate intensity**  
*A person doing moderate-intensity aerobic activity can usually talk, but not sing, during the activity.*
- **Vigorous intensity**  
*A person doing vigorous-intensity activity usually cannot say more than a few words without pausing for a breath.*

EXIT
PREVIOUS
2 / 8
NEXT

# My Life Check Assessment

**My Life Check™**  
LIFE'S SIMPLE 7 (CONTINUED)

	WHERE YOU ARE NOW	CHOOSE YOUR NEXT STEPS	WHERE YOU WANT TO BE
<b>Blood Pressure</b>  <a href="#">More information</a>	<b>SYSTOLIC</b> 135 mm Hg <b>DIASTOLIC</b> 103 mm Hg <b>Warning</b>  You should discuss this factor with your healthcare provider.	<input type="checkbox"/> See my healthcare provider to recheck my blood pressure <input type="checkbox"/> Learn to read food labels and choose foods with less sodium <input type="checkbox"/> If I'm overweight, lose weight - even 10 lbs makes a difference <input type="checkbox"/> Be more physically active; aim for at least 150 minutes per week <input type="checkbox"/> Speak to my healthcare provider about medication options	<b>SYSTOLIC</b> Less than 120 mm Hg <b>DIASTOLIC</b> Less than 80 mm Hg <b>Excellent</b>
<b>Blood Cholesterol</b> (total cholesterol)  <a href="#">More information</a>	<b>225 mg/dL</b> <b>Needs improvement</b>  You should discuss this factor with your healthcare provider.	<input type="checkbox"/> Speak to my healthcare provider about medication options <input type="checkbox"/> Speak to a dietitian to improve my eating habits <input type="checkbox"/> Eat fewer saturated and trans fats <input type="checkbox"/> Be more physically active <input type="checkbox"/> If overweight, work on losing weight	<b>Less than 200 mg/dL</b> <b>Excellent</b>
<b>Blood Sugar</b> (fasting)  <a href="#">More information</a>	<b>154 mg/dL</b> <b>Warning</b>  You should discuss this factor with your healthcare provider.	<input type="checkbox"/> Lower your blood sugar as directed by your healthcare provider <input type="checkbox"/> Work with a dietitian on a low-carbohydrate & low-sugar diet <input type="checkbox"/> If I'm overweight, lose weight - even 10 lbs makes a difference <input type="checkbox"/> Be more physically active; aim for at least 150 minutes per week <input type="checkbox"/> Ask my family and friends for support	<b>Less than 100 mg/dL</b> <b>Excellent</b>

American Heart Association | American Stroke Association  
Learn and Live.

**7.4**

- Healthy Diet: Excellent
- Healthy Weight: Excellent
- Physical Activity: Needs improvement
- Smoking Status: Excellent
- Blood Sugar: Excellent

**You're doing well, but consider all the aspects of your behaviors that lead to good health.**  
Make adjustments to strengthen your position.

**Result Report**  
Includes your Simple 7, your action plans, and heart score.

Note: Print or save a PDF of this report for your records. Use your email program to send the PDF anywhere you want.

**PRINT OR SAVE PDF**

# Call-to-Action

Life's Simple 7, Seven Simple Steps to Live Better.

The American Heart Association's My Life Check empowers Americans to take a simple step towards a better life. In just a few minutes, you can get your personal heart score and a custom plan with the steps you need to start living your best life.

Visit [heart.org/MyLifeCheck](http://heart.org/MyLifeCheck) to start your new life resolution.

**My Life Check™**  
American Heart Association | American Stroke Association  
Learn and Live.

## Life's Simple 7 Success Plan

This assessment is based on the knowledge and experience of American Heart Association medical experts.

It can help you:

- Understand your current level of cardiovascular health
- Assess your individual health needs
- Commit to steps to improve your health and quality of life
- Move closer to your personal health goals

[GET STARTED](#)

**My Life Check™**  
HOW TO USE MY LIFE CHECK

**STEP 1: Answer questions about your Simple 7**

- Three measurements of your blood characteristics
- Four things you do every day that impact your health

**STEP 2: Choose your action plan**

- Compare your current Simple 7 with what is recommended for you
- Select the actions for your Simple 7 that are right for your health

**STEP 3: Discover your heart score**

- This number (0-10) is an indication of your overall cardiovascular health based on the information you've given.

**STEP 4: Print or save your results**

**STEP 5: Return periodically to take the assessment again**

- Compare your results to measure your improvement

Life's Simple 7

- Blood Pressure
- Blood Cholesterol
- Blood Sugar
- Smoking Status
- Healthy Weight
- Physical Activity
- Healthy Diet

**IDEAL HEART SCORE**

10.0

If you can achieve an Excellent rating in all of the simple 7 areas, you will reach your "ideal" cardiovascular health.

[Tell me more](#)

[EXIT](#) [NEXT](#)