

HEALTH UPDATE

Resolve To Get To The Heart Of The Matter In 2001

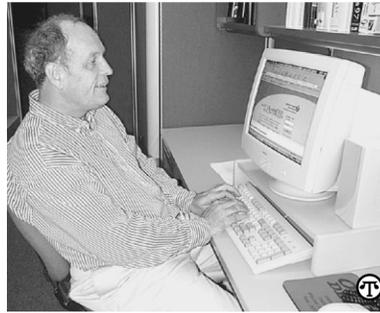
(NAPS)—This time of year many people make resolutions to improve their health and appearance by quitting smoking, losing weight or eating healthier. Scientific research has proven that making those types of lifestyle changes can help save your life by reducing your risk of heart attack and stroke—leading killers in this country for men and women. But even with the best intentions, it is hard to change your behavior.

That's where the American Heart Association's new One Of A KindSM personalized health management program (www.onelife.americanheart.org) can help. This free, state-of-the-art, Web-based program acts like your own personal "techno-trainer" by informing, motivating and supporting you every step of the way as you work to change unhealthy behaviors that put you at risk for heart attack and stroke. Such behaviors include obesity and overweight, poor nutrition, smoking, lack of regular exercise and not taking prescription medications properly.

Users have unlimited, free access via a confidential, secure Web site. All it takes is four simple steps to start you on your way to keeping that resolution.

- 1) Log onto the Web site at www.onelife.americanheart.org.
- 2) Fill out the confidential health and behavioral assessment.
- 3) Learn what puts you at risk for heart attack and stroke and get ongoing motivation and education you need to make changes in your life.
- 4) Interact with the program as often as you like.

With One Of A KindSM you'll learn specifically what puts you—as an individual—at risk for heart attack and stroke. One Of A KindSM is based on the American Heart Association's vast science knowledge and the latest in tailored messaging. Research shows that people are more likely to change their



Heart attack survivor James McKnight uses the American Heart Association's Web-based One Of A Kind personalized health management program to help motivate him to exercise, eat right and take prescription medications properly in order to reduce his risk of heart attack and stroke.

behavior when messages and programs "speak" directly to them and their unique needs—like One Of A KindSM does.

"It is the first widely available cardiovascular health program to offer this type of true tailored messaging," said Rose Marie Robertson, M.D., American Heart Association president and vice chair of the department of medicine at Vanderbilt University Medical Center. "The possibilities of the program are endless and always updated to meet your current needs."

Cardiovascular disease is the No. 1 killer in the United States — taking more lives than the next seven leading causes combined! Nearly every 30 seconds someone in the U.S. suffers a heart attack. Every 53 seconds someone in the U.S. has a stroke. With help from the One Of A KindSM program you can learn to adopt healthy behaviors and beat the odds.

For more information on the American Heart Association call 1-800-AHA-USA1 (1-800-242-8721) or visit www.americanheart.org.