



# HEALTH AWARENESS

## The Lowdown On High Cholesterol

(NAPSA)—The results of a national survey conducted by the American Heart Association (AHA) about cholesterol are being taken to heart by a growing number of Americans. The survey showed that a majority of respondents recognize the importance of having healthy cholesterol levels, but more than half do not know their own cholesterol levels, or that a desirable total cholesterol level for healthy adults is below 200 mg/dL.

It's heartening news, then, that the Cholesterol Low Down, AHA's national cholesterol education and screening initiative that's sponsored by Pfizer, is helping to combat high cholesterol. Since 1998 it has traveled to 36 cities and screened over 20,000 people for high cholesterol.

Cholesterol is a waxy substance that cannot be dissolved in the blood and is carried through the body by special proteins called lipoproteins. Low-density lipoprotein is the major cholesterol carrier in the blood and is often called the "bad" cholesterol. If there is too much low-density lipoprotein cholesterol circulating in the blood, it can slowly build up in the inner walls of the arteries. It can then form plaque in the arteries and lead to atherosclerosis, the hardening and narrowing of the arteries.

Over 100 million Americans have total cholesterol levels at or above the desirable level. To help educate consumers about high cholesterol, the American Heart Association has introduced a new theme entitled, "Taking It Personally," as part of the Cholesterol Low Down, a program that encourages people to realize their personal risk factors for heart disease

### To qualify for the Share Card, a patient must:

1. Be a Medicare enrollee;
2. Have individual reported gross income below \$18,000, or joint reported gross income below \$24,000;
3. Have no other prescription coverage; and
4. Not be eligible for Medicaid or any other publicly-funded prescription benefit program. <sup>®</sup>

and take the necessary steps to reduce them. Since there are some risk factors for heart disease that can't be changed, like age and family history, it is important to control the risk factors that can be changed, like cholesterol levels. High cholesterol can be managed through proper diet, exercise and, if necessary, medication.

In an effort to help Medicare-enrolled, low-income seniors manage their health care within a limited budget, Pfizer has created the Pfizer for Living Share Card program. The Share Card enables qualified seniors to buy up to a 30-day supply of Pfizer medicines for a flat fee of \$15 per prescription. The program also provides members with easy to read health information on 16 common medical conditions and a toll-free help line with live operators.

Share Card applications are available by calling 1-800-717-6005 and additional information is available at [www.pfizerforliving.com](http://www.pfizerforliving.com).