

Dear **FAN** Committee Members,

Welcome to Month 8. This month we promote healthy eating (whole grains) and peer support.

**FAN Goal of the month:** Build partnerships for healthy eating.

**Stroke** is the **3rd leading cause of death** and the **#1 cause of adult disability** in the U.S.

A stroke is a “brain attack” that stops blood flow and oxygen to the brain. The American Stroke Association reports that **African Americans have higher rates of stroke** than any other racial or ethnic group in the U.S. The good news is that **80% of strokes are preventable**.

**Reduce  
your  
risk!**

Stroke can happen to anyone at any time, whether you are a man or woman, old or young. Help church members lower their risk for stroke with these tips from the National Institute of Neurological Disorders and Stroke (2007).

- ▶ **Eat right** – Eat less fat and sodium (salt). Eat more **fruits** and **vegetables** and **whole grain**.
- ▶ **Be more physically active** – Moderate intensity activity (e.g. a brisk walk) for 30 minutes/day.

The following are health conditions that put us at higher risk for stroke. You can lower your risk with **healthy eating**, **physical activity**, and **doctor’s advice** (e.g. medication).

◆Diabetes ◆High blood pressure ◆High cholesterol

### **Encourage Church Members to Encourage Each Other to eat healthy**

In the African American community, we do everything from celebrate to grieve with food and loved ones, and this is a big part of the culture and tradition. Our social networks may include church members, family, friends, or co-workers and these people can support us in good times and bad and we can return the favor. Build on these good things.

**We are more likely to keep healthy habits with the support of others.**

Talk with church members about the beauty of our culture (food and family) and tie this into the importance of healthy food options at church events that offer food. ***We can’t take care of each other without each other.***

- ♥ Eat more fruit, vegetables, and whole grains to help prevent stroke!
- ♥ Encourage your church family to support each other for healthy eating.
- ♥ Make your church family tradition a tradition of Christianity, love, *and* better health.

Use this month’s materials to **encourage church members** to support each other for better eating habits (more fruit and vegetables and **whole grains**)!



## FAN Committee Monthly

The key to making successful changes is to start low and go slow.

### This Month:

**Handouts.** *Please make sure your church members receive these materials.*

- **Bulletin insert.** Place this insert inside your church program. Announce it during service. In Faith, Activity and Nutrition, “We are Better and Stronger Together!”
- **The American Heart Association’s “The Power to End Stroke” handouts (Risk Factors & Stroke Awareness Survey).** Use these tools (2) to help members learn about stroke risk factors that they have the power to change.
- **What Counts as a Serving of Whole Grain?** This handout gives serving size of common whole grain foods for ways to help your church eat more whole grain foods daily.

Four **Resource Updates.** *These can be used as handouts, teaching tools, and/or poster material for your bulletin board.*

- **Stroke Among African-Americans in South Carolina.** This handout gives the most recent facts, risk factors and warning signs about stroke among African Americans. Post this on bulletin boards and use its facts in announcements.
- **Types of Social Support for FAN Partnership.** This handout teaches the different kinds of support you may need for sustaining physical activity and healthy eating in your life.
- **Identifying the Support You Need from a FAN Partner.** This worksheet helps to identify key sources of support for maintaining physical activity and healthy eating habits.
- **FAN Partnership Card.** Identify a family or church member who you can offer support and encouragement to on their journey to healthy eating and increasing physical activity. Remind them about their goals and be there for them in successes and challenges.

### Cooks’ Tools.

- FAN cooks plan for healthy eating success. Promote eating more whole grains at church! A fiber boost from whole grains can lower our risk for stroke and heart disease.
- Try cooking a family favorite with *brown or wild rice* instead of *white rice*. This small change may be a start to changing members thoughts about eating for their health.

### Activity:

This month’s Pastor Activity includes FAN Partnership Cards and worksheets on different types of social support for healthy FAN Partnerships. Pastors are asked to use the worksheets to help identify different types of support (e.g. church family encouragement) that they need to reach their goal of healthy eating and more physical activity. A signed FAN Partnership card will be used to remind them of their promise to support and encourage their FAN partner(s).

*Try this activity with your committee and church members!*

May you “prosper in all things and be in health, just as your soul prospers”  
III John 1:2 (New King James Version)



## Pastor Activity Packs

### MISSION 8: Social (Peer) Support

**FAN Goal of the month:** Build partnerships for healthy eating (more whole grains).

A **stroke** is a “brain attack” that stops blood flow and oxygen to the brain. **Stroke** is the **3rd leading cause of death** and the **#1 cause of adult disability** in the U.S. and African Americans are more than 40% more likely to die from stroke than White South Carolinians (SCDHEC, 2006). The good news is that **80% of strokes are preventable** (AHA, 2007).

#### Facts:

#### Lower Your Risk For Stroke!

*(Tips from the National Institute of Neurological Disorders and Stroke, 2007)*

- ▶ **Eat right** – Eat less fat and sodium (salt). Eat more **fruits** and **vegetables** and **whole grain**.
- ▶ **Be more physically active** – Moderate intensity activity (e.g. brisk walk) for 30 minutes/day.

Diabetes, high blood pressure and high cholesterol are health conditions that put us at higher risk for stroke. Lower your risk with **healthy eating**, **physical activity**, and your **doctor's advice**.

**Activity:** Find the support you need to reach goals for healthy eating. Download a FAN Social Support Worksheets and a FAN Partnership Card.

Studies show that partnering with others can help us make and keep healthy habits for physical activity and healthy eating. Class leaders and prayer partners in the AME church have helped strengthen the spiritual lives of many members. The same kind of partnerships can offer the support that you, or fellow church members, need for healthy living.

1. Review the “Types of Social Support...” handout and use the “Identifying the Support You Need...” worksheet to list people you know will help meet your support needs.
2. Choose at least one person from this list to be your “FAN Partner” (*see enclosed cards*).
3. Complete a “FAN Partnership Card” as a promise between you and your FAN Partner to a) pray for each other and b) eat healthy and be physically active for and with each other.

#### Share:

- \* Call attention to common risk factors for stroke. Name the risk factors from the pulpit or a church meeting and invite members to stand if they can relate to any of them. Offer prayer and helpful health tips. We have the power to make changes to end this cycle.
- \* Post your “FAN Partnership Cards.” When asked about them share your message for healthy living.
- \* Your church is listening. Announce your progress from the pulpit.

*“Spur one another on toward love and good deeds. Let us [...] encourage one another”*  
Hebrews 10:24-25 (NIV)





## Types of Social Support For "FAN Partnership"



**Emotional Support:** This involves feelings of love, caring, reassurance, and concern, providing you with an overall sense of comfort and being loved through both good and bad times.

*Example:* Someone who is a good listener, or a shoulder to cry on.

**Motivational Support:** Typically, this kind of support comes from others who offer encouragement and motivation and increase your feelings of self-worth and competence. An exercise partner or group can provide this support by sharing similar beliefs and goals.

*Example:* An upbeat and enthusiastic friend or family member cheering on your efforts to be more physically active and eat healthier.

**Informational Support.** This includes giving advice, directions or suggestions about how you are doing with your behavioral changes. Books, videos, newspaper, magazines, and/or television can provide information -- but be mindful of quick fixes that really are too good to be true.

*Example:* Health professionals are a good source of information about questions you may have about physical activity and healthy eating and how they relate to your health.

**Tangible Support.** This includes direct assistance and help that makes it easier for you to make physical activity and healthy eating a permanent part of your life.

*Example:* A family member or friend who can watch your children to give you time for your walk in the evenings, or a friend willing to meet you for your morning walk.



“And let us consider how we may spur one another on toward love and good deeds. Let us not give up meeting together... but let us encourage one another...” Hebrews 10:24-25  
(NIV)



## Identifying the Support You Need From a "FAN Partner"



What kind of support would I like?	Who could provide this support?	How could they help?	How could I thank them?
<p>Example: Eating whole grain foods or my morning walk.</p>	<p>My prayer partner, a fellow choir member, or a family member.</p>	<p>They could call and ask me how many servings of whole grain did I have today. They could call and remind me to put out my walking shoes for walk.</p>	<p>I could take him or her to a movie or give him or her a big hug.</p>

**Remember, we are better together, we are stronger together!**



## We are Better and Stronger Together!

“And let us consider how we may spur one another on toward love and good deeds. Let us not give up meeting together [...] but let us encourage one another” Hebrews 10:24-25 (NIV)



Seeking the help of others for support and encouragement is a common practice in the church. Pastors, prayer partners, class leaders and other church members are there to help with our daily walk with Christ. This support network can also help us reach our goals of healthy eating and more physical activity. God has given us each other to help bear one another's burdens and celebrate each other's milestones and victories. Support can take many forms: maybe you need someone who is a good listener, or someone to cheer on efforts to eat more fruit and vegetables, someone to take a walk with you, or a doctor to answer questions about physical activity and health. In any case, do not be afraid to ask for support when you need it. *You* may be the FAN Partner that your fellow church member needs. *We* can help each other!

**Questions about the FAN Program? Please contact your church FAN Coordinator.**



## We are Better and Stronger Together!

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**Questions about the FAN Program? Please contact your church FAN Coordinator.**



## Greetings FAN Cooks!

This month we talk about **eating more whole grain foods** for the health of your church.

Most Americans eat enough grains, but did you know that only **1 out of 10 people get enough whole grains?** Most Americans barely eat 1 serving of whole grain each day! “Make half of your grains whole” is a simple slogan to remind us that half of our daily grain servings should come from whole grain foods. The United States Department of Agriculture (USDA, 2005) recommends we eat at least **3 servings** of whole grains every day.

### Why Should We Eat More Whole Grain?

**Whole grains are low in fat and high in fiber.** Fiber, and diets that are low in fat, help lower our risk for health conditions like stroke and other cardiovascular diseases. **Fiber** also aids in digestion, may reduce constipation, and can be a boost in weight loss efforts because it provides a feeling of fullness longer, so we are less likely to eat as much as we might normally.

There are many whole grains to choose from like brown rice, wild rice, whole wheat, oats, popcorn, whole grain cornmeal, couscous, and barley for example. White rice has been a staple at the dinner table for a long time, but it *pales* in comparison to the health benefits of brown rice. For a tasty and healthy twist try the **Red Beans and (Brown) Rice** recipe below. Get your church on board with eating more whole grains!

#### New Orleans Red Beans and Rice

(from the National Cancer Institute’s “Down Home Healthy Cooking”)

Makes 8 servings

##### Ingredients:

1 lb dry <b>red beans</b>	3 tbsp chopped garlic
2 quarts water	3 tbsp chopped parsley
1 ½ cups chopped onion	2 tsp dried thyme crushed
1 cup chopped celery	1 tsp salt
4 bay leaves	1 tsp black pepper
1 cup chopped sweet green pepper	1 package, <b>brown rice</b>

Put beans in a pot of water to rinse them. Remove beans that float to the top (bad beans). In a 5-quart pot, combine beans, water, celery and bay leaves. Bring to a boil then reduce the heat. Cover and cook over low heat for about 1 ½ hours or until beans are tender. Stir and mash some of the beans along the side of the pan to thicken the mixture. Add green pepper, garlic, parsley, thyme, salt, and black pepper. Cook, uncovered on low heat until creamy, about 30 minutes. Remove bay leaves.

Serve over hot cooked **brown rice** (see package for cooking instructions)!

Total Fat: .5g (Unsaturated: .4g, Saturated: .1g, Trans: 0g) Calories: 171 Carbohydrates: 32g

Fiber: 7.2g Protein: 10g Sodium: 285mg Cholesterol: 0mg

“So whether you eat or drink or whatever you do, do it all for the Glory of God.” I Corinthians 10:31 (NIV)

## What Counts as a Serving of Whole Grain?

It is recommended that *3 servings* of grain in your diet should come from whole grain. So, what counts as a serving? Serving sizes of whole grain foods should be equal to *1 ounce*. Here is a list of some common whole grain foods serving sizes and ways to eat more!



Whole grain cereals = 1/2 cup cooked or 1 ounce ready-to-eat

\*Choose a quick and easy ready-to-eat or ready-to-cook whole grain cereal for breakfast.



Whole grain breads = 1 slice or 1 ounce

\*Try substituting whole grain flour for at least 1/4 to 1/2 of the white flour called for in baked bread recipes.



Whole grain muffins, waffles, pancakes = 1 small or 1 ounce

\*These are great choices to start your day off right! Try having one for breakfast.



Popcorn = 3 cups

\*This is a healthy snack option, but watch out for added salt and butter.



Whole grain crackers = 5 to 7 small crackers or 1 ounce

\*Try your favorite low-fat spread with these tasty treats.



Whole grain bagel, pita bread = 1/2 or 1 ounce

\*Whole grain bagels can get you full on fiber. Try them with a low-fat veggie cream cheese.



Brown rice, wild rice, whole grain pasta = 1/2 cup cooked

\*Try adding some wild or brown rice to your favorite soup, stew or casserole.

\*Want to change the pace a little? Try using whole grain pasta in your next pasta dishes.



## FAN Partnership Card

Become a partner in healthy eating and physical activity today!

Faith	Partner
Activity	Partner
Nutrition	Partner



I, \_\_\_\_\_, am committed to support and encourage Sis/Bro. \_\_\_\_\_.

**I know the risk factors for stroke and will do my part to assess and reduce my personal risk factors while encouraging others in my church and community to do the same.**

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**Signature**

**Date**

“And let us consider how we may spur one another on toward love and good deeds. Let us not give up meeting together... but let us encourage one another...”  
Hebrews 10:24-25 (NIV)

# State of the Heart For African-Americans

## Cardiovascular Disease in South Carolina



### Burden of Disease:

- In the United States, over 100,000 African-Americans die each year from cardiovascular disease (CVD), which includes heart disease, stroke, high blood pressure, congestive heart failure, and other diseases of the circulatory system.
- CVD is South Carolina's leading killer for both men and women among all racial and ethnic groups. During 2005, 3,607 African-Americans died from CVD in South Carolina.
- African-Americans face higher risks of developing ischemic heart disease and suffer stroke deaths more often than do Caucasians. These higher illness rate results in ten years of lost life for African-Americans in South Carolina and a stroke mortality rate that was 19 percent higher than the national average in 2004 for African-Americans.
- Heart disease and stroke accounted for 24,057 hospitalizations in 2005 for African-American South Carolinians, with a total hospitalization cost of more than \$778 million.

### Risk Factors for South Carolinians

#### Smoking

- Cigarette smokers have a 70 percent greater chance of dying of heart disease than nonsmokers.
- Nearly one out of every five African-American adults in South Carolina smokes.

#### Overweight and Obesity

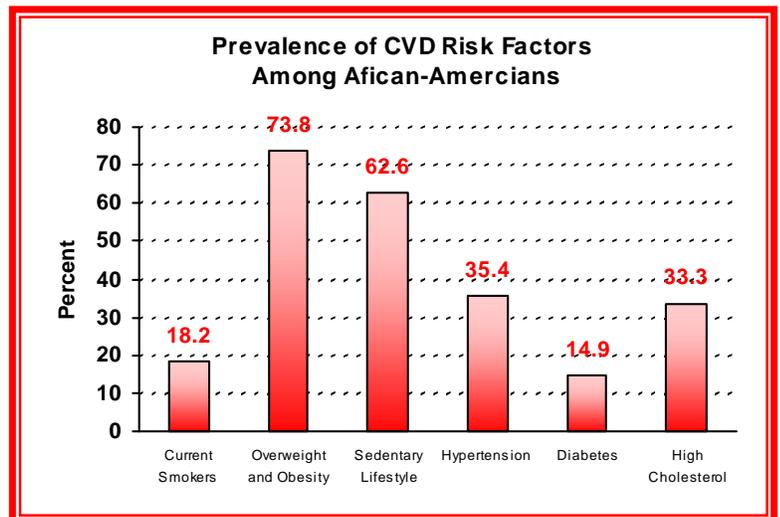
- Being overweight contributes to 32 percent of heart disease each year.
- More than 70 percent of African-Americans in South Carolina are overweight or obese. For African-American women, the number is three out of every four.

#### Sedentary Lifestyle

- Less active, less physically fit persons have a 30 to 50 percent greater risk of developing high blood pressure.
- When it comes to physical activity in South Carolina, almost two out of every three African-Americans are either inactive or are not regularly active.
- Physical inactivity is more common among African American women than men.

#### Hypertension (High Blood Pressure)

- People with hypertension (high blood pressure) have three to four times the risk of developing heart disease than those without high blood pressure
- One in three African-Americans in South Carolina has high blood pressure.



Data Source: South Carolina Behavioral Risk Factor Surveillance System 2005.

#### Diabetes

- Two-thirds of people with diabetes die of heart disease or stroke.
- One out of every seven African-American adults in South Carolina has diabetes, which is 80% higher than the rate for Caucasian adults.

#### High Cholesterol

- Lowering blood cholesterol results in a two-fold reduction of heart disease risk.
- One in three African-Americans in South Carolina has high cholesterol.

**Estimated Economic Cost of CVD in the United States in 2007**  
**\$283.2 billion in direct costs (i.e., physicians, hospital, medications)**  
**\$148.6 billion in indirect costs (i.e., loss in productivity)**

# Stroke Among African-Americans in South Carolina



## Burden of Disease for South Carolinians:

- Stroke is a leading cause of serious, long-term disability in the United States.
- South Carolina had the second highest stroke death rate in the nation in 2003 and is among a group of Southeastern states with high stroke death rates that is referred to as the “Stroke Belt.”
- Stroke is the third leading cause of death for African-Americans in South Carolina, resulting in 747 deaths during 2005.
- African-Americans are more than 46 percent more likely to die from stroke than Caucasians in South Carolina.
- Stroke resulted in 4,319 hospitalizations for African-Americans in South Carolina during 2005.

### Modifiable Risk Factors for Stroke:

- High blood pressure
- Cigarette smoking
- Diabetes
- Heart disease
- Poor eating habits
- Physical inactivity

### How to Reduce Your Risk of Stroke:

- Get your blood pressure checked.
- Stay active.
- Eat a healthy diet.
- Use less salt.
- If you drink alcohol, drink in moderation.
- Get your cholesterol level checked.
- Stay smoke-free.

### WARNING SIGNS OF STROKE:

- Sudden weakness or numbness of the face, arm or leg on one side of the body.
- Loss of speech or trouble talking or understanding speech.
- Sudden dimness or loss of vision, particularly in one eye.
- Unexplained dizziness, unsteadiness or sudden falls, with no previous symptoms.
- Sudden, severe headaches with no known cause.

### Economic Cost of Stroke:

- Hospitalization costs of stroke totaled more than \$131 million for African-American South Carolinians in 2005.
- The total cost of stroke in the United States for 2007 is estimated at \$62.7 billion (both direct and indirect costs).

For more information on cardiovascular disease prevention in South Carolina contact:

Bureau of Community Health and Chronic Disease Prevention  
Heart Disease & Stroke Prevention Division  
1800 St. Julian Place  
Columbia, SC 29204  
(803) 545-4500



Information for this fact sheet was obtained from S.C. BRFSS, S.C. Vital Records, S.C. Hospital Discharge Data, American Heart Association, and Centers for Disease Control and Prevention.

Fact sheet produced by Office of Chronic Disease Epidemiology, October 2007.



## Family Reunion Toolkit Overview

Family reunions are a wonderful way to stay connected, and to learn and teach about your family heritage and traditions. It is also a great time to inform and remind family members that stroke is a major health threat. The American Heart Association/American Stroke Association's Power To End Stroke movement is a source of empowerment by encouraging African Americans to recognize their increased risk of stroke, and take charge of their health to prevent stroke.

- ☀ Every 45 seconds, someone in America has a stroke — 700,000 people every year.
- ☀ Stroke, the No. 3 cause of death and a leading cause of long-term disability, claims the lives of over 150,000 people in the United States every year.
- ☀ African-Americans have higher rates of stroke than any other racial or ethnic group in the United States. African Americans have almost twice the risk of first-ever stroke compared with whites, and blacks 35–54 years old have four times the relative risk for stroke.

Family history and race are major risk factors for stroke. If your parent, grandparent, brother or sister has had a stroke, your risk of having one is greater. It's imperative that we share this message with our families! Fortunately, stroke is often preventable. Please encourage family members and friends to join the Power To End Stroke movement and make healthy lifestyle choices to protect their health. Learn your risks for stroke and how to reduce them to live a longer, stronger life.

## How to Use this Kit

Families throughout America should incorporate Power To End Stroke into their family reunions. We have the materials you need. We invite you to use the Power To End Stroke campaign materials to educate your family on the devastating effects of stroke on our community. Because African Americans are twice as likely to suffer a stroke as whites we're providing targeted material to help you encourage family members to...

1. Register for the Power To End Stroke movement and Take the Pledge.
2. Take our online Personal Stroke Risk Assessment to learn to control and prevent personal risk factors.
3. Adopt a healthier lifestyle.

We can save lives through stroke education! Thank you for making a difference in your family and community.



American Heart Association | American Stroke Association

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*You are the Power*

## Tools in the Family Reunion Toolkit

### 1. Posters/Handouts

Stroke Risk Factors

Printable Pledge Card — Self-Mailer Pledge Card (available to order)

Join the Movement

Family Tree

Advocate for a Healthier Community

### 2. Family Reunion planning Tips

Suggested Activities

### 3. Power To End Stroke - Family Reunion Materials

Power To End Stroke brochures (available to order)

Power To End Stroke apparel, i.e., T-shirts, hats, polo-style shirts (available to order)

To order additional materials, visit [www.shoppower.org](http://www.shoppower.org)

For more information on Power To End Stroke, visit [www.StrokeAssociation.org/power](http://www.StrokeAssociation.org/power)



### Suggested Stroke Awareness Activities

- ☀ Prepare a poster-size genealogical chart with known descendants. Note those who have died of heart disease and stroke. You can use the attached Family Tree in this activity.
- ☀ Organize a family cookbook. Then create a second cookbook that uses all healthy ingredients. Use different family members to test the recipes until they are perfected. You can use the Healthy Soul Food Recipes Cookbook as a guide for this activity.
- ☀ Create a family video collage. Use the video to celebrate the family by also remembering those who have died from stroke and heart disease.
- ☀ Have a family member who is a stroke survivor and/or caregiver share his/her story depicting the impact of stroke from their perspective. Let other family members share their stories as well.
- ☀ Have each member of the family complete the Power To End Stroke Risk Awareness Survey (attached) and discuss the risk factors that are prevalent within the family.

### Other Possible Activities

Have a family talent show

Create a photo collage for the reunion

Attend a church service

Create a Time Capsule

Enjoy Outdoor Games: Horseshoes, Volleyball, Softball/Kickball, Water Balloon Toss

Have a Guess Who? contest With Baby Photos

Create a Family Video

Show Home Movies

Enjoy a Watermelon Eating Contest

### Possible Settings for a Family Reunion

Park (picnic/barbeque)

Picnic in the Park

Hotel Ballroom

Large Home

Family Cemetery

Campgrounds

Historical Building

Cruise

Restaurant

Theme Park



## Possible Weekend Reunion Agenda

### FRIDAY

Out-of-town relatives start coming into town.

#### *Check-in Table*

Have a centrally located welcome or check-in table at the host family's home or at the hotel or reunion site. Family members can register, pickup their reunion T-shirt and an information packet. You can include the following info in each packet:

#### *Optional handout items:*

Information Packets  
(including items ordered from [www.shoppower.org](http://www.shoppower.org))  
Tourism Information  
Maps to Picnics, Banquets  
Family Newsletter

Weekend Agenda  
T-shirt  
Name Tags  
Important Notes

#### *Friday Night Get-Together*

Many people attending the reunion are probably tired from traveling. So have a low-key, meet-and-greet party to make introductions, allow people to relax and get ready for a weekend.

### SATURDAY

#### *Picnic*

Saturday traditionally includes a picnic with lots of food and fun for adults and kids alike. It's a good time to wear the Power To End Stroke T-shirts while doing some fitness activities, screenings (blood pressure/glucose/cholesterol) and risk assessments. If possible, have a family member who is a survivor or caregiver speak about stroke.

#### *Banquet*

Saturday night is the time for a big reunion banquet. This usually takes place at a hotel dining room, a banquet hall or restaurant. A typical banquet consists of some or all of these activities.

#### *Possible banquet activities:*

Dinner  
Talent Show  
Awards

Announcements  
Skits  
Music and Dancing

### SUNDAY

#### *Breakfast and Worship Service*

It's always nice to end a weekend family reunion with a church service. It allows everyone to say good-bye before returning home. We suggest asking a Pastor to incorporate the Power To End Stroke Clergy Speech (next page) into the message during the church service. Have the warning signs and risk factors included in the church bulletin, distribute the church fans and pledge cards, and have each person recite and sign the pledge. Then turn the materials in to the one person who will be responsible for returning them to the American Stroke Association.



American Heart Association | American Stroke Association

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## Clergy's Speech

Your body, Paul reminds us in 1 Corinthians 6:19, is “the temple of the Holy Spirit.” In other words, your body belongs to God. It is not your own. You and I are called to be faithful stewards of our bodies. With that in mind...

### **Please rise if:**

1. You have been personally affected by a stroke.
2. Someone in your family has suffered a stroke.
3. You are a caregiver or caretaker for a stroke survivor.
4. You have high blood pressure.
5. You or someone in your family has diabetes.

Take a look around. Because of the risks that I just mentioned, plus a few others, stroke is affecting our community at an alarming rate. It doesn't have to be this way! You have the power to make at least one change to reduce your risk of suffering a stroke.

The American Stroke Association, which is a division of the American Heart Association, will meet you where you are. Please look in your church bulletin and answer the questions about your risk for a stroke. If you answer yes to or check two (2) or more of the questions, please see a healthcare professional and determine what you can do to lower your risk. For free information you can call the **American Stroke Association** for free information toll-free at **1-888-4-STROKE (477-8653)** or visit their Web site at [www.StrokeAssociation.org](http://www.StrokeAssociation.org).

I also encourage you to pass this information on to a friend, family member or neighbor who can use it — we've got to help each other when we can. You never know, you might save someone's life.

**Please take a moment of silence to remember those who have had, or have died from, a stroke.**



American Heart Association | American Stroke Association

**POWER TO END STROKE™**

*You are the Power*

## Advocate for a Healthier Community The Family Smoking Prevention and Tobacco Control Act

The American Heart Association/American Stroke Association supports the Family Smoking Prevention and Tobacco Control Act. This legislation gives the Food and Drug Administration (FDA) authority over the manufacture, sale, distribution, labeling and promotion of tobacco products. Smoking is responsible for 150,000 cardiovascular disease deaths each year and is one of the leading risk factors for stroke. As a Power To End Stroke Ambassador, you can help generate support for this legislation by raising awareness and encouraging members of Congress to co-sponsor the bill. The tobacco industry continues to target youth and minority groups and with your help we can protect our communities.

### Important Information You Need to Know

- African-Americans have a much higher risk for stroke than other groups. Nearly 24 percent of non-Hispanic African-American men and 17.7 percent of African American women age 18 and older smoke.
- Big Tobacco puts greed above the health of our children, spending \$42 million a day on marketing mainly to kids. Sadly, these marketing tactics are effective, as 80 percent of all smokers begin smoking before they are 18 years old.
- Released internal documents show that the tobacco industry targets African-American teenagers with unscrupulous marketing campaigns. For example, in the mid-1990s, one company sold “X” cigarettes to appeal to young activists. Another planned to sell “Uptown” cigarettes with a marketing campaign focused solely on young African-Americans. Fortunately, a successful campaign by the public health and faith community stopped “Uptown” cigarettes from ever entering the market.
- The tobacco industry also peddles its deadly products with less regulation than products like pet food and orange juice. This allows Big Tobacco to put arsenic and formaldehyde in cigarettes, raise nicotine levels and use misleading phrases like “light” and “low tar” with no federal oversight.



American Heart Association | American Stroke Association

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*You are the Power*

## How Leaders Can Make a Difference

By urging your representatives and senators to co-sponsor the Family Smoking Prevention and Tobacco Control Act, you're moving Congress one step closer to passing legislation that:

- ☀ Bans outdoor tobacco advertising specifically aimed at youth, and bans free giveaways of any non-tobacco items with the purchase of a tobacco product.
- ☀ Limits all point-of-sale tobacco advertising and advertisements in publications with significant teen readership to black-and-white text only.
- ☀ Requires tobacco companies to disclose to the FDA the ingredients of each product and gives FDA the authority to require changes in tobacco products.
- ☀ Prohibits tobacco companies from making health claims, such as "light" and "low tar," without first providing scientific proof.
- ☀ Requires warning labels covering the top 30 percent of the front and rear panels of the product pack and bearing the word "WARNING" in 17-point type.

## Advocacy Resources

Want to learn more about how tobacco use impacts you and your family? Read some of the American Heart Association's facts and information to protect your family.

**<http://www.americanheart.org/presenter.jhtml?identifier=3010863>**

Want to learn more about how to get involved in local tobacco control issues like advocating for smoke-free public places or supporting prevention program funding in your state? Contact your local advocacy staff.

**<http://www.capitolconnect.com/yourethecure/stateadvocacycontacts.aspx>**

## Take Action

Be a You're The Cure advocate and let lawmakers know why this issue matters to you. Learn more about the Family Smoking Prevention and Tobacco Control Act and send a message supporting of it by visiting

**<http://www.heartprescription.org/>**



You have the power to end stroke!

Learn about the increased risk for stroke and take steps to reduce it.

## Take the Pledge

Join the movement to prevent and overcome stroke. Call 1-888-4-STROKE or visit [StrokeAssociation.org/power](http://StrokeAssociation.org/power).

To learn more about  
Power To End Stroke, call  
**1-888-4-STROKE**  
or visit  
[strokeassociation.org](http://strokeassociation.org)



American Heart Association | American Stroke Association

**POWER TO END STROKE™**

*You are the Power*

The **Power To End Stroke™** campaign is supported nationally by the Bristol-Myers Squibb/Sanofi Pharmaceuticals partnership.



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# Recognize that you have the power to end stroke!



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# For yourself... For your loved ones...



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## I Pledge...

I'm real. I'm strong. I'm proud. But I'm at risk for stroke.

The American Stroke Association is ready to talk to me about what matters – to me.

They can meet me where I am—to make positive lifestyle changes.

They can make a positive impact—on me and my legacy.

## So I Pledge...

To not just survive – but thrive. I will learn how to live stronger and longer – for me, my family, and my community. I will join the movement to prevent and overcome stroke.

I will call 9-1-1 immediately if I or someone I know experience these signs of stroke:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- Sudden confusion, trouble speaking or understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden severe headache with no known cause

Signature \_\_\_\_\_ Date \_\_\_\_\_

Call **1-888-4-STROKE** or visit **StrokeAssociation.org/power** for more information.



*Sign and keep this portion as a reminder as your personal commitment to live a longer, stronger life.*

## Yes! I'd like to learn more about stroke and related subjects.

Please send me free information about the topics I've checked below (check all that apply):

- Sickle Cell Disease     
  Stroke in African Americans     
  Stroke Risk Factors     
  Caregiver Information

How did you hear about this campaign?

- Newspaper     
  Web Site/Internet     
  Magazine     
  Church
- Conference/Events     
  Billboard, Transit Sign, Etc.     
  Friend/Family     
  Other

Send these free materials to me at the address below:

Name \_\_\_\_\_

Address \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

E-mail \_\_\_\_\_

**Please return to:**

American Stroke Association, National Center, Attn: Richardson Service Center, 7272 Greenville Avenue, Dallas, TX 75231





## Stroke Awareness Survey

Check all that applies to you. If you check two or more, please see a healthcare professional and determine what you can do to lower your risk.

### AGE

You are a man over 45 or a woman over 55 years old.

### FAMILY HISTORY

Your father or brother had a heart attack before age 55 or your mother or sister had one before age 65.

### MEDICAL HISTORY

You have coronary artery disease, or you have had a heart attack.

You have had a stroke.

You have an abnormal heartbeat.

### Tobacco SMOKE

You smoke, or live or work with people who smoke every day.

### DIABETES

You have diabetes or take medicine to control your blood sugar.

### Total CHOLESTEROL and HDL cholesterol

Your total cholesterol level is 240 mg/dL or higher.

Your HDL ("good") cholesterol level is less than 40 mg/dL if you're a man or less than 50 mg/dL if you're a woman.

You don't know your total cholesterol or HDL levels.

### BLOOD PRESSURE

Your blood pressure is 140/90 mm Hg or higher, or you've been told that your blood pressure is too high.

You don't know what your blood pressure is.

### PHYSICAL INACTIVITY

You don't accumulate at least 30 minutes of physical activity on most days of the week.

### Excess BODY WEIGHT

You are 20 pounds or more overweight.

Call the American Stroke Association for free information at  
**1-888-4-STROKE (478-8653)** or visit [www.StrokeAssociation.org/power](http://www.StrokeAssociation.org/power).



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## KNOW

### the risk factors that you have the power to control...

#### Smoking

If you smoke, resolve to quit — smoking cigarettes puts you at much greater risk for having a stroke and is the single greatest cause of preventable death in the United States. Among blacks, 27 percent of men and 18.5 percent of women smoke. Constant exposure to other people's tobacco smoke also increases your risk — even if you don't smoke. If you're a woman who uses birth control pills and you smoke, your risk is even higher. The bottom line is this: If you don't smoke, don't start. If you do smoke, quit! When you stop smoking — no matter how long or how much you've smoked — your risk of stroke drops.

#### High Cholesterol

Know your numbers to know your risk. A simple blood test can show if your blood cholesterol level is desirable, borderline-high or high. Among blacks age 20 and older, about 37 percent of men and 46 percent of women have total blood cholesterol levels over 200 mg/dL, which is the level at which the risk for heart disease and stroke starts to rise.

#### High Blood Pressure

Have your blood pressure checked each time you visit your doctor. High blood pressure is often called the “silent killer” because it has no symptoms. It affects more than 40 percent of non-Hispanic blacks. Blacks are also more likely to have high blood pressure than whites and are more likely to develop it earlier in life.

#### Diabetes

Have your glucose levels checked regularly, especially if diabetes runs in your family. Diabetes is common in African Americans and affects about 2.7 million black Americans age 20 or older. A simple blood test done at the doctor's office or a screening can show if you're at risk.

#### Physical Inactivity

Get up and get moving. About 45 percent of black men and more than 55 percent of black women aren't physically active. The U.S. Surgeon General recommends at least 30 minutes of physical activity on most, and preferably all, days of the week. Regular physical activity helps reduce your risk of heart attack, heart disease and stroke.

#### Obesity

Obesity isn't an appearance issue, it's a health issue. Obesity is a major health problem for all Americans, especially for African Americans. Studies show that 77 percent of non-Hispanic black women and 63 percent of non-Hispanic black men age 20 and older are overweight or obese. If you're obese or overweight, you have much higher risk of developing heart disease because excess weight puts a strain on your heart. You can often decrease your heart disease risk factors by losing as little as 10 to 20 pounds.



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Purchase these items and more  
from [Shoppower.org](http://Shoppower.org) for your family reunion.



1. Men's Golf shirt in Navy.
2. Men's Tee in blue.
3. Men's Tee in Gray.
4. Ladies V-neck Tee in White.
5. Hoodie in Gray.
6. Baseball cap in Sunflower Yellow
7. Skull cap in Gray.
8. Notecards, Envelopes and Stickers.
9. Lapel Pin.
10. Soul Food Cookbook.