

# Make the Call. Don't Miss a Beat.

## Campaign Materials

for Consumers, Healthcare Providers, and Media



DHHS Office on Women's Health  
<http://www.womenshealth.gov/heartattack/>

***Make the Call. Don't Miss a Beat.*** The new national public education campaign to educate, engage, and empower women and their families to learn the seven most common symptoms of a heart attack encourages them to call 9-1-1 as soon as those symptoms arise. The campaign launched nationally on February 1, 2011.

### The Facts:

- In the United States, a woman suffers a heart attack every minute.
- Heart disease is the No. 1 cause of mortality in women in the U.S.
- Studies indicate that women have a significant time delay in receiving heart attack diagnosis and care, which may contribute to a higher 30-day mortality rate for women as compared with men.
- Another study concluded that only 53% of women would call 911 if they thought they were having a heart attack; 79% said they would call for someone else.

### The Purpose:

This catalog describes the educational materials available from the DHHS Office of Women's Health related to this campaign for women 50 and older, their family and friends, healthcare providers, and the general public. All materials may be requested in any quantity free of charge (free shipping) as long as stock is available. To receive materials in time for National Women's Health Week orders must be placed **no later than Friday, April 15, 2011. Order materials by calling 1-800-994-9662 or online by following instructions located within the guide.** Questions? Contact Wendy Moniz at ([wendy@plowsharegroup.com](mailto:wendy@plowsharegroup.com)) or phone (703) 838-1616. Also you may contact Tom Derreaux at ([tom@plowsharegroup.com](mailto:tom@plowsharegroup.com)) or phone (203) 425-3949.





### **Campaign Dance Video (English Only)**

A choreographed dance by Spirit of Women, a network of hospitals and healthcare providers across the U.S., to motivate and enhance women's learning of the campaign messages. A video of the dance is available for download.

Download the video at

<http://www.dayofdance.org/make-the-call.html>.

Become a supporter and learn the dance by accessing the Spirit of Women instruction video (three parts) for the dance at

[http://www.youtube.com/watch?v=dvn7hUO\\_MC4](http://www.youtube.com/watch?v=dvn7hUO_MC4).

Create your own version! Women's groups, hospital staff and others are strutting their own style to the music. See their moves and upload your own video to support the campaign at <http://www.dayofdance.org/post.html>.

# Media Resources

## Media Toolkit

### **Media Toolkit (English Only)**

Click on each of the following media tools to view the toolkit documents.

[About The Campaign \(pdf file\)](#)

[Newsletter Blurb \(MS-WORD file\)](#)

[Press Release Template \(MS-WORD file\)](#)

[Sample Media Advisory \(MS-WORD file\)](#)

To order call 1-800-994-9662. To view visit

[http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php).

**Click on the HHS Campaign Toolkit tab.**

### **Song Lyrics**

If you know the symptoms and get the facts  
You'll know the signs of a heart attack.  
Women, listen to me and when I'm done  
If it sounds familiar, call 911

Pain in your chest, neck, arms or jaw  
Shortness of breath, please tell us more  
Cold sweats and nausea, tiredness  
it's time to take it serious.

Back pain, Stomach pain, shortness of breath  
Cold sweats, nausea, dizziness.  
(Repeat...)

### **Radio Song Public Service Announcement (PSA) (English and Spanish)**

30- and 60-second radio advertisements singing the seven symptoms of a heart attack. Urges women to pay attention to symptoms of a heart attack and seek 911 assistance. Downloadable to MP3 player.

To listen visit

[http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php).

**Click on the Radio Tab.**

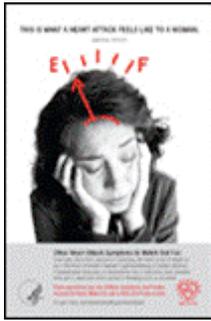


### **Radio Voice Public Service Announcement (PSA) (English and Spanish)**

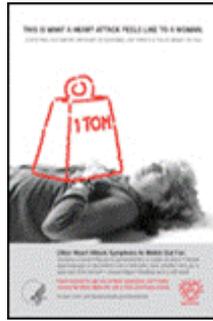
To listen visit

[http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php).

**Click on the Radio Tab.**



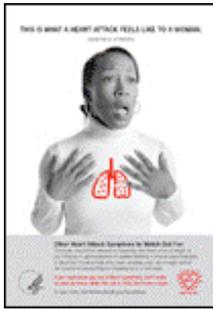
"Fatigue"



"Chest Pain"



"Dizziness"



"Shortness of Breath"

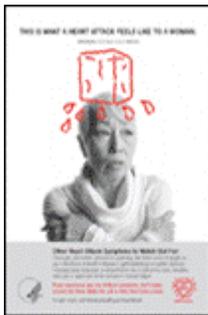


"Upper Pain"

**Print Graphic Advertisements (English and Spanish)**

Individual symptom advertisements used to promote consumer awareness in magazines, newsletters, newspapers, and journals. Each advertisement highlights one symptom and describes the remaining six symptoms of a heart attack. Each graphic urges women to *Make the Call. Don't Miss a Beat*, and to not overlook these symptoms. Slick ads are available in full, half, and quarter size pages.

To order call 1-800-994-9662. To view visit [http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php). **Click on the Magazine Tab.**



"Cold Sweats"



"Nausea"



**Campaign Dance Video (English Only)**

Please see consumer resources for details on where to view the video, how to learn the dance and instructions on creating your own fun awareness video.



728x90px jpg (32kb, link to [www.WomensHealth.org/heartattack](http://www.WomensHealth.org/heartattack))



[http://psa-silo.com/download\\_file.php?fid=2497](http://psa-silo.com/download_file.php?fid=2497)

### **Web Campaign Banners and Website Icons (English Only)**

To order call 1-800-994-9662. To view visit [http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php). **Click on the online tab to see more.**



### **TV Public Service Announcement (PSA) (English Only )**

PSA describing the seven symptoms of a heart attack in 30- and 60-second sound bites.

To download visit [http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php). **Click on the TV tab to see more.**



### **Interview Session**

Cardiologist Dr. Roquelle Wyche and Pamela Detrow, Women Heart Champion and heart attack survivor, were interviewed at the time of the campaign launch. Video clips of their comments are available for posting on your website in support of the Make the Call Don't Miss a Beat initiative

To view visit [http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php). **Click on the HHS Campaign Toolkit tab.**

# Provider Resources



## **Posters (English and Spanish)**

“This is what a heart attack feels like to a woman.”  
Posters display each of the seven signs and symptoms of a heart attack. Available in medium (16” x 20” and 18” x 24”) and large (24” x 36” and 20” x 30”) sizes.

To order call 1-800-994-9662. To view visit  
[http://www.plowsharegroup.com/media\\_downloads/hhs-911.php](http://www.plowsharegroup.com/media_downloads/hhs-911.php)  
**Click on the HHS Campaign Toolkit tab.**

## **Continuing Medical Education (CME)/Continuing Education Units (CEU) for Providers**

Free Continuing Medical Education (CME) credit is available for physicians and nurses. Interactive modules and PowerPoint presentations on Medscape® provide CME/CEU credit for completion.

<https://login.medscape.com/login/sso/getlogin?urlCache=aHR0cDovL3d3dy5tZWZyY2FwZS5vcmcvYWN0aXZpdHI0cmFja2Vy&ac=401>

## **Additional Resource for Providers**

**Updated heart disease prevention guidelines for women focus more on “real world” recommendations than clinical research:**

<http://www.sciencedaily.com/releases/2011/02/110215081734.htm>

**Note to healthcare providers:** See Consumer materials for materials to distribute to patients. See Media Resources for electronic material for presentations.

## DHHS Office on Women’s Health

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The National Women's Health Information Center  
U.S. Department of Health and Human Services  
Office on Women's Health

