

Women's Heart Disease Campaign Proposal

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According to the National Center for Chronic Disease Prevention (2019), “heart disease is the leading cause of death for women in the United States” (sec. 2, bullet. 1). In fact, cardiovascular disease causes 1 in every 3 deaths among American women each year (American Heart Association, Inc., 2020-a, par. 2). Some of the most common types of heart problems that affect women include atherosclerosis, irregular heartbeat, heart failure, and heart valve disease (Office On Women's Health, 2019, sec 3). However, only 54-56% of women are aware of the dangers of cardiovascular disease (American Heart Association, Inc., 2020-b, bullet. 1; Garcia et al., 2016, p. 1273). Many women never even talk to their doctors “about coronary risk and [often] don't even recognize the symptoms” of heart disease when they occur (Harvard Health Publishing, 2006, par. 4).

Because so few women are aware of the dangers of cardiovascular disease, there is a major need for Intermountain Healthcare to educate Utah women on this issue. The concern is, “a heart attack can happen to anyone” and “millions of women are [already] at risk for heart disease (Office On Women's Health, 2018, sec. 5; University of Utah Health, 2020, sec. 3). This risk only becomes more severe as a woman gets older. Additionally, many women “[don't] take heart attack symptoms as seriously as they should” because their symptoms tend to be “more subtle” than a man's symptoms (MedlinePlus, 2019, par. 2; University of Utah Health, 2020, sec. 4-5). For these reasons, Intermountain Healthcare should develop a communication campaign that will educate Utah women on how to prevent heart disease.

As part of its new campaign Intermountain Healthcare will focus on three key groups. The first two groups are women over 45 years old who currently have heart

problems and women who are between 45 and 65 years old who have previously had heart problems. These two groups are important for Intermountain Healthcare to focus on because many women within these ages are at a high risk of dying within a year after a major heart attack (Office On Women's Health, 2018, sec. 7). Consequently, Intermountain Healthcare will need to educate these women about how to recognize the symptoms of heart disease, what steps they should take to recover from a heart attack, and how to prevent future heart problems. This education will take place through community events at local Intermountain Healthcare centers and through broadcasting radio and television commercials in all major Utah cities.

The third group in this campaign is women between the ages of 20 and 35 who are at risk for future heart problems. This is an important group because younger women are less aware of the dangers of heart disease than all other age groups (American Heart Association, Inc., 2020-b, bullet. 4). Therefore, women between these ages of 20 and 35 need to be educated on what factors cause heart disease and how to develop proper diet and exercise habits to reduce the risk of future heart problems (University of Utah Health, 2020, sec. 7). This instruction will occur through various community events at local Intermountain Healthcare centers and through video promos on social media platforms.

In summary, cardiovascular disease is a major health problem that affects “millions of women” in the United States, yet many women are unaware of these dangers (University of Utah Health, 2020, sec. 3). Because of this concern Intermountain Healthcare will create a campaign that will educate women on the risks of cardiovascular disease and how to prevent it. In doing so, Intermountain Healthcare hopes to increase the health of many women whose lives would otherwise be at risk.

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