

Medical Edge Radio from Mayo Clinic

Heart Truth Campaign

1:00

Log

Audio

Intro with music	GIVING YOU THE EDGE ON HEALTHY LIVING, HERE'S TODAY'S MEDICAL EDGE FROM MAYO CLINIC.
	WOMEN, WHEN IT COMES TO YOUR HEALTH, WHAT SCARES YOU THE MOST? BREAST CANCER? HOW ABOUT ALZHEIMER'S DISEASE? MAYO CLINIC DR. SHARONNE HAYES SAYS THE NUMBER ONE THREAT TO WOMEN IS ACTUALLY HEART DISEASE.
Dr. Sharonne Hayes	"TRADITIONALLY WOMEN HAVE NOT RECOGNIZED THIS AS THEIR DISEASE. WHAT WE'RE TRYING TO DO IS FOCUS WOMEN ON THE AWARENESS THAT THEY ARE AT RISK."

	<p>ONE PROGRAM TO HELP DO THAT IS CALLED THE "HEART TRUTH CAMPAIGN." DR. HAYES SAYS IT'S AN EXCITING PROGRAM BECAUSE IT USES NEW TACTICS TO REACH A NEW AUDIENCE.</p>
<p>Dr. Hayes</p>	<p>"THEY'RE REACHING OUT TO YOUNGER WOMEN. THEY'VE ENGAGED THE FASHION INDUSTRY TO RAISE AWARENESS."</p>
	<p>DR. HAYES SAYS AWARENESS IS ONLY PART OF THE BATTLE. AFTER THAT IT'S UP TO YOU TO TAKE THE STEPS - LIKE EATING HEALTHY, EXERCISING AND QUITTING SMOKING - THAT CAN LOWER YOUR RISK OF HEART DISEASE.</p>
	<p>FOR MORE INFORMATION, TALK TO YOUR DOCTOR OR LOG ONTO MAYOCLINIC.ORG. I'M VIVIEN WILLIAMS.</p>
