

FNIH Announces Annual Grant Funding Opportunity for *The Heart Truth*® Community Action Program

BETHESDA, MD (October 5, 2011) – Today, the Foundation for the National Institutes of Health (FNIH) issued a Request for Applications for *The Heart Truth* Community Action Program. In February 2012, FNIH will award grants ranging from \$15,000 to \$100,000 to community organizations engaged in women’s heart health initiatives.

The Heart Truth Community Action Program is one component of a public-private partnership with the National Heart, Lung, and Blood Institute (NHLBI) that aims to equip community-based organizations to educate women and empower them to about make lifestyle changes that will lower their risk for heart disease. The grant program promotes *The Heart Truth*, the NHLBI’s national campaign to give women a personal and urgent wake-up call about their risk of heart disease. Funding for the Community Action Program is provided by the FNIH through donations from individuals and corporations including *The Heart Truth* partners, Belk Department Stores, Diet Coke and Swarovski.

“Since 2009, the FNIH has been a proud supporter of *The Heart Truth* campaign, playing an important role in this initiative by raising funds, helping to spread awareness, and engaging communities,” said Dr. Scott Campbell, Executive Director and CEO of the FNIH. “Through a number of innovative public-private partnerships, the FNIH has been able to award nearly half a million dollars in grants to 18 community organizations.”

Through *The Heart Truth* Community Action Program, the FNIH looks to support community-based programs and activities that focus on personal heart health risk assessment and encourage behavioral change through skill-building, goal-setting, and social support. Priority will be given to applications that propose programs and activities that not only raise awareness of heart disease as the #1 killer, but also provide actionable steps, follow up, and support for women to lower their risk of heart disease. In addition, priority will also be given to applications that propose to reach women of color, low income, or in rural areas. The total number of grants awarded and the amount of each grant will depend on the number of approved grantees and the scope of their programs.

Please visit www.fnih.org/work/hearttruth-grants for more information about the grant program and eligibility, as well as a link to the complete Request for Applications. The application deadline is October 31, 2011.

For questions about the application process or your proposed program, contact Monique Ndenecho at ndenechom@mail.nih.gov. For technical questions about the online application, contact Magda Galindo at grants@fnih.org.

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About the Foundation for the NIH

Established by the United States Congress to support the mission of the NIH—improving health through scientific discovery in the search for cures—the Foundation for the NIH is a leader in identifying and addressing complex scientific and health issues. The foundation is a non-profit, 501(c)(3) charitable organization that raises private-sector funds for a broad portfolio of unique programs that complement and enhance NIH priorities and activities. For additional information about the Foundation for the NIH, please visit www.fnih.org.

About *The Heart Truth* Campaign

The Heart Truth is a national awareness campaign for women about heart disease and is sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). Through the campaign, the NHLBI leads the nation in a landmark heart health awareness movement that is being embraced by millions who share the common goal of better heart health for all women. The centerpiece of *The Heart Truth* is the Red Dress, which was introduced as the national symbol for women and heart disease awareness in 2002 by the NHLBI. The Red Dress reminds women of the need to protect their heart health, and inspires them to take action. To learn more, visit www.hearttruth.gov.

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