

Foundation for the National Institutes of Health Announces 2012 *Heart Truth*® Community Action Program Grant Recipients

Bethesda, MD (February 1, 2012) – The Foundation for the National Institutes of Health (FNIH) has awarded grants totaling nearly \$300,000 to six community organizations, as part of a public-private partnership with the National Heart, Lung, and Blood Institute (NHLBI) in support of *The Heart Truth*® Community Action Program.

The Heart Truth Community Action Program aims to help communities educate women about making lifestyle changes that lower their risk for heart disease and to promote *The Heart Truth*, the NHLBI's national awareness campaign for women about heart disease.

“The FNIH is proud to play a vital role in spreading awareness of the dangers of heart disease in women, which is the number one killer of American women each year,” says Scott Campbell, Ph.D., Executive Director and CEO of the Foundation for the NIH. “Through the generous support of our funding partners, the FNIH has awarded nearly \$800,000 to community organizations over the past 5 years. We look forward to continuing our support of *The Heart Truth* campaign in future years.”

The goal of the NHLBI's *Heart Truth* campaign is to give women a personal and urgent wake-up call about their risk of heart disease. Awarded annually, *The Heart Truth* Community Action Program grants fund innovative programs that encourage women to make lifestyle and behavioral changes and offer follow up support to those who wish to lower their risk for heart disease. Reaching and empowering women of color, women with low incomes, and women who live in rural areas was a priority.

The 2012 grant recipients are:

Dallas County Health Department (Buffalo, Missouri)
Divas, MPH (Washington, DC; Prince George's and Montgomery counties in Maryland)
North Country Health Consortium (North Country, New Hampshire)
Northeast District Department of Health (Northeastern Connecticut)
Refugee Women's Alliance (King County, Washington)
St. Elizabeth Medical Center, Inc. (Boone, Kenton, Campbell, and Grant counties in Kentucky)

Funding for the 2012 grants is provided by the FNIH through donations from individuals and corporations including *The Heart Truth* partners Belk Department Stores, Diet Coke, and Swarovski.

For more information about *The Heart Truth* Community Action Program grants and the FNIH, visit www.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 cure – 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 the NIH priorities and activities. For additional information about the Foundation for the NIH, visit www.fnih.org.

About *The Heart Truth*[®] Campaign

The Heart Truth[®] campaign is a national 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.