

<< Writing Sample – Newsletter >>
KSD101 Counseling (Eigo-Gym), Inc.

(Kaz Hidaka has been appointed to be in charge of the internal communication as one of the champions of the Women's Heart Disease Awareness (WHDA) campaign team. The campaign newsletter is posted on the St. Vincent Hospitals' home page and distributed to the champions at 20 hospital locations; printed copies are available for patients, and outpatients of the hospitals and other interested public.)

WHDA Campaign Newsletter Issue No. 1

July 10, 2016

Women's Heart Disease Awareness Campaign: St. Vincent Heart Center

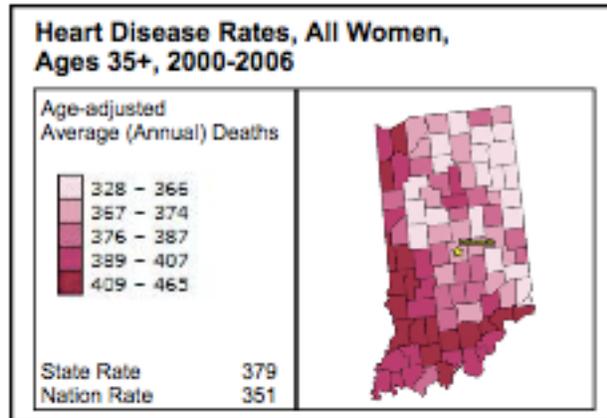
My name is Kaz Hidaka. I am a communication professional with a master's degree in Strategic Communication from the Brian Lamb School of Communication at Purdue University, and I am a champion of the Women's Heart Disease Awareness movement at St. Vincent hospital. I'm excited to join the Women's Heart Disease Awareness (WHDA) campaign team. In this initial issue of the WHDA campaign newsletter, let us review the basic facts on the status of women's heart disease, and the course and structure of the communication campaign.

The fact is: Heart disease is the No. 1 killer of women, causing 1 in 3 deaths each year. That's approximately one woman every minute! But it doesn't affect all women alike, and the warning signs for women aren't the same in men. There are several misconceptions about heart disease in women, and they could put them at risk. Awareness about women's heart disease differs depending on the ethnic, cultural, and generational background of the woman/patient; according to the American Heart Association (AHA), the knowledge lags in minorities and younger women. A heart attack does not always have obvious symptoms such as chest pain, shortness of breath and cold sweats. In fact, a heart attack can actually happen without a person knowing it. The silent heart attack is referred to as silent ischemia (lack of oxygen) to the heart muscle.

According to the AHA's FACTS – Women and Cardiovascular Disease – Indiana,

- 1) Heart disease and stroke account for 30.1% of all female deaths in Indiana.
- 2) On average, about 23 women die from heart disease and stroke in Indiana each day.
- 3) Heart disease alone is the leading cause of death in Indiana, accounting for 6,698 female deaths in 2009.

- 4) Stroke is the No. 4 cause of death for females in Indiana, accounting for 1,849 female deaths in 2009.
- 5) Nearly 59.5% of women in Indiana are obese and overweight.
- 6) In Indiana, 19.3% of women smoke cigarettes



(Source: Centers for Disease Control and Prevention. Mortality data based on WISQARS Leading Cause of Death Reports, 2009; state maps from the Division of Heart Disease and Stroke Prevention; risk factor data from the BRFSS, 2010.)

In 2015, St. Vincent Heart Center had 142,113 total heart patients, 1,815 open-heart surgeries, and 11, 500 total heart procedures with its “best heart care in Indiana” program (St. Vincent, 2016). St. Vincent Heart Center is more than one place. It's a System of Heart Care that stretches across Indiana and our expertise knows no boundaries. With more than 180 cardiovascular physicians and 300 heart care associates, based in Indianapolis and central Indiana, we have not one but two comprehensive Heart Centers at the hub of all care. St. Vincent Heart Center is the largest heart care system in the state, but what really makes the difference is our Caring Spirit. It's not enough to treat the heart, we know that when we see the whole person and treat the body, mind and spirit health is renewed and invigorated.

St. Vincent hospital is one of the best medical service providers in the state of Indiana, and it is perfectly cut out for playing a leading role in the statewide awareness campaign for the fight against women's heart disease.

The American Heart Association's Go Red For Women movement advocates for more research and swifter action for women's heart health. The deaths from heart disease in women can effectively be prevented by reaching out to women and having them clearly and readily aware of the mechanics of the disease, as well as its preventive measures. Through the Women's Heart Disease Awareness (WHDA) campaign, we work to educate women about heart disease. We develop and make resources available to support women living with heart disease and to help all women stay heart-healthy. The WHDA campaign team consists of St. Vincent medical service professionals, supporters from the Indiana Heart Attack Network (IHAN) founded by St. Vincent, and the heart attack survivor group. St. Vincent hospital's cardiovascular physicians and heart care associates are the major forces of the campaign, being supported by volunteers from the IHAN network and the survivors' group.

The WHDA campaign team appreciates the support and cooperation from volunteers and those who are interested in advocating for healthy lifestyles for women. Contacts and communication links are available below:

Contacts and Links:

St. Vincent Heart Center: <http://www.stvincent.org/St-Vincent-Heart-Center---Carmel/>

Indiana Heart Attack Network (IHAN): <http://mlnetwork.heart.org/stemi-directory/item/37/365>

Lead cardiovascular physician: xxx xxxxx, email: _____, Cell Phone:

Leader health care associate: yyy yyyyy, email: _____, Cell Phone:

Internal Communication Champion: Kaz Hidaka, email: _____, Cell Phone:

The second issue of the newsletter is scheduled on August 10, 2016, featuring the details on the campaign initiatives and introduction of the champions of program execution and collaboration management.