



ANNUAL REPORT

Women's Heart Foundation, the only non-governmental organization that implements heart disease prevention projects, continues to provide wellness and prevention programming through the generous support of its donors and was awarded a \$15,000 grant from the Horizon Foundation for New Jersey and an additional \$10,000 in from the Princeton Area Community Foundation for the entering the 5th year of the Teen Esteem Health and Fitness program at Trenton Central High School. This is our flagship program designed to make a difference in teen girl health.

Outreach

- September 2007, WHF began its fourth year at the Teen Esteem© program at Trenton Central High, administered in partnership with the Rutgers Extension Services for the nutrition component and the Rutgers University-Camden Department of Nursing for special presentations on issues affecting teen girl health, including cutting, eating disorders, date rape, pregnancy and pregnancy prevention, and STDs and HIV/AIDS prevention.
- February 23, WHF conducted its 3rd Annual *Red Dress Luncheon* at the Trenton War Memorial, highlighting red fashions with a Red Dress Trunk Show by Lord & Taylor. Three hundred women attended the free event, chiefly representing the Delta Sigma Theta organization. Keynote Aliyan F. Brown, D.O., Director of the Women's Heart Center of Bordentown, delivered an update on women and heart disease. The event was made possible by a grant from the USDHHS Office on Women's Health and by WHOLE FOODS MARKET of Princeton. Product sponsors included POM Wonderful, L'Oreal USA, Mrs. Dash, Health Magazine, Harris Tea, Earthbound Organic, The Blueberry Council and Lucille Roberts and by Elizabeth Arden
- March, WHF partnered with ACME and Marrazzo's to implement its *Shopping for a Healthy Heart®* program administered collaboratively with the UMDNJ as a field trip for the Teen Esteem students at the Trenton Central High School. The event commemorates National Nutrition Month and attracted media attention from two television stations and three local newspapers.
- Mother's Day, WHF hosted 5th annual RUN FOR MOM (Formerly called "Run For Your Heart") at Mercer County Park, located in central New Jersey. A post-event buffet was provided by WEGMANS. The event was co-sponsored by Phoenix Oil and Gas, Horizon Blue Cross Blue Shield of New Jersey, Hunton and Williams, Roma Bank. Media partners included NJ 101.5, The Times and the Packet Publications. The event was held in commemoration of National Women's Health Week. Assemblywoman Linda S. Greenstein opened the event with a proclamation by Gov. Jon S. Corzine. Over three hundred participants ran in the 5K to raise awareness of women's number one killer and to support wellness and prevention programs.

Research

WHF collected health data from its Teen Esteem participants in order to monitor outcomes and the program's effectiveness. In past years, the project has consistently demonstrated "wellness works" with reduction in the number of risk factors for early heart disease and diabetes. This year, we are proud to report the positive trending continues. Even some of the girls at highest risk have managed to make healthy lifestyle changes, reflected in health survey forms and physical data.

Advocacy

WHF e-newsletter is sent to 1,200 subscribers monthly. It is a primary resource for educating the public about women's heart disease, evidence-based medicine and the need for wellness and prevention programs. Our url: WomensHeart.org enjoys a high Google rating score of "7".

Future

Identifying "Partners for Prevention" will continue to be a primary focus as we champion children's health through establishing comprehensive holistic health and fitness programs in the school setting. These programs are outcome based. WHF is also advocating for schools to open their doors to the community giving families access to affordable fitness, consumer health information and opportunities for connection.