



ANNUAL REPORT

Women's Heart Foundation, the only non-governmental organization that implements heart disease prevention projects, has been the front-runner for women's heart health issues since 1989. We are witnessing an exciting turn of events nationally. The media continues to take hold of our educational message about women's heart disease and is now leading the way for the message to extend to wellness and prevention in schools. WHF was awarded a \$15,000 grant from the Horizon Foundation for New Jersey for administering its *Teen Esteem Health and Fitness*® prevention program at Trenton Central High. An additional \$10,000 in funding was received from the Princeton Area Community Foundation -Fund for Women and Girls for the same program. Positive outcomes have taken place. Of the 405 students who have completed the program, not one has dropped out of school. Ninety percent participate each day. Researchers from the Rutgers University -Camden have reported reversal of several key indicators of metabolic syndrome (early diabetes) in the participant group.

Outreach

- September 2006 began the third year of the Teen Esteem® program at Trenton High with 122 students who voluntarily signed up and 36 peer leaders. "Mrs. C" returned as the personal fitness trainer. WHF contracted with the Rutgers Extension Services to provide the nutrition program with preparation of healthy recipes selected from the Teen Esteem® Recipe Book. WHF collaborated with the Rutgers University-Camden Department of Nursing for graduate students to present on complex health issues affecting teens.
- November, WHF presented to 50 leader-members of the NJ Federation of Junior Women's Clubs at its annual meeting. WHF also conducted a press conference to announce the successful results of year 2 of its research project at Trenton Central High School. This was attended by top school officials and several members of the press.
- February 3, 2007, WHF partnered with the NJ Department of Health & Senior Services and the Delta Sigma Theta Sorority for its 3rd Annual *WEAR RED for Women* Luncheon at the Trenton War Memorial. The event featured a Red Dress Trunk Show with fashions from Lord & Taylor and was supported by grants from R-Ving Women Association, the Delta Sigma Theta Sorority, Capital Health System and the St. Francis Medical Center. Product support came from POM Wonderful, Health Magazine and Harris Teas. Keynote presenter Dr. Fredrik Seinfeld, heart surgeon at the St. Francis Medical Center (yes, he is the cousin to Jerry Seinfeld), updated women on advances in heart disease treatments. Women excitedly purchased discounted jewelry from the WHF Jewelry Project. Blood pressure screenings were offered. Three hundred women attended this fun-filled and educational day, provided by WHF without cost.
- February 22, WHF partnered with the Monmouth University Department of Nursing and the Monmouth University Medical Center for a medical conference on gender care, as part of its Gender Care Initiative®. Fifty five nurses received continuing education credits in this vital area of women's health and enjoyed a delicious heart-healthy meal with red wine and dark chocolates.
- 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. WHF contracted with *Constant Contact* for E-mailed newsletter templates with list management; *Marketer's Choice* for e-commerce management..
- Memorial weekend, WHF hosted its 4th annual RUN FOR YOUR HEART at Mercer County Park, located in central New Jersey. A post-event buffet was provided by WEGMANS. WHF decided to lock-in Mother's Day each year for its RUN, starting in 2008. The event was co-sponsored by Horizon Blue Cross Blue Shield of New Jersey and Region II Office on Women's Health in commemoration of National Women's Health Week.
- WHF took part in numerous local health fairs and events throughout the year, including the annual Lawrence Senior Health Fair, the state of NJ Department of Labor Health Fair, and the NJDEP Health Fair.
- June 2, WHF participated in an International Congress for Gender-specific Medicine that took place in Vienna, Austria. Dr. Kathleen Ashton represented the WHF at the congress and facilitated a discussion on women's wellness and prevention programs, highlighting the programs of the WHF.

Research

The Teen Esteem research project, in collaboration with the Rutgers University-Camden completed June 2007. The final report is expected in the fall of 2007.

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

Future

WHF will seek corporate support for its "Partners for Wellness and Prevention in Schools" as a capital campaign to reach more at-risk students with its highly successful Teen Esteem wellness and prevention program.