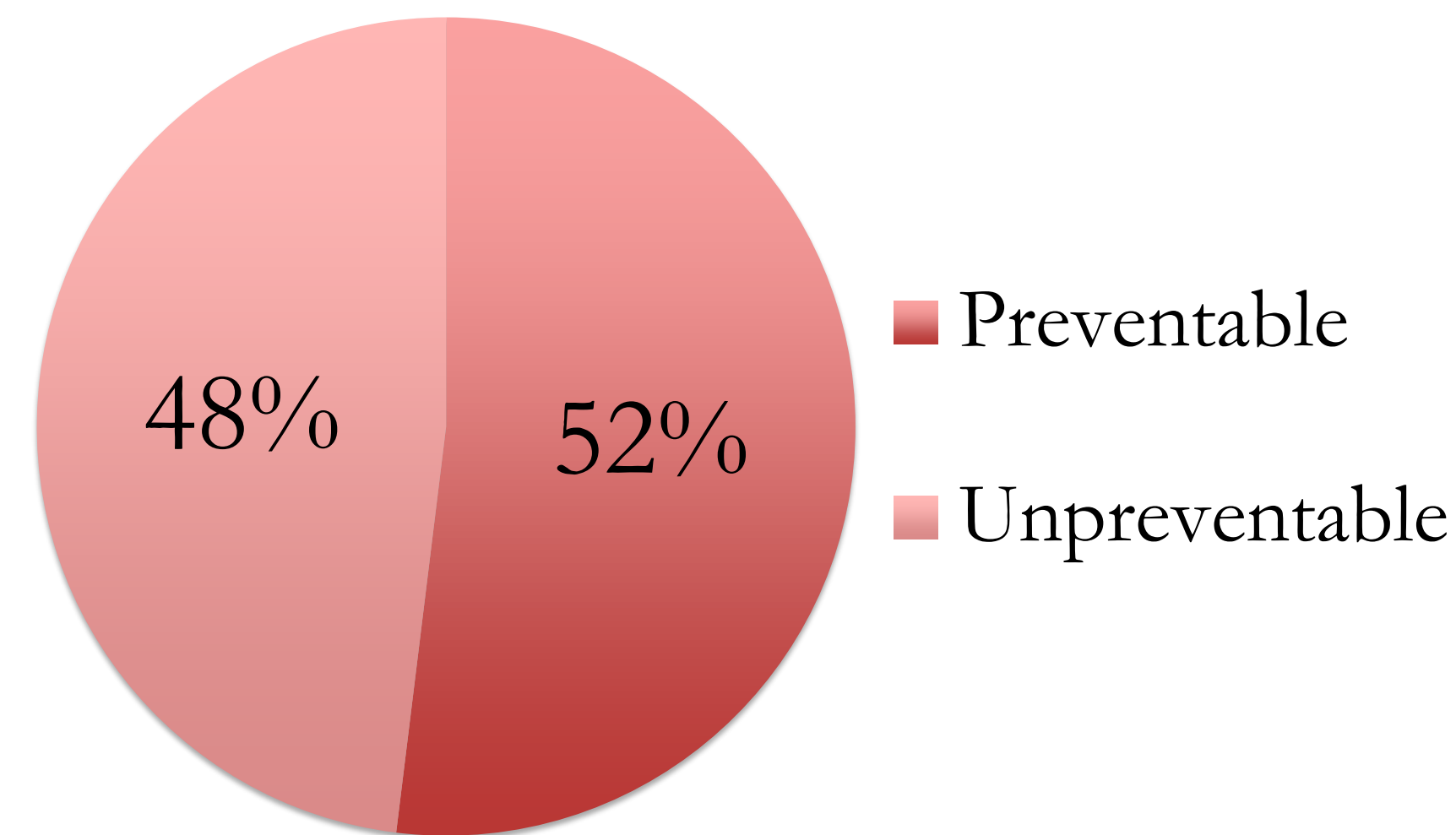
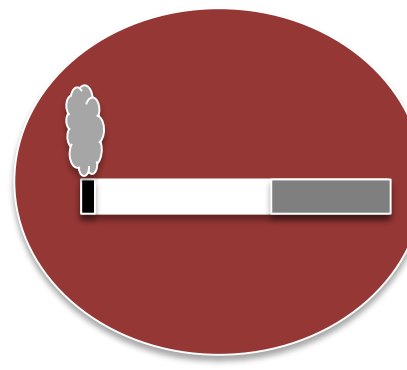


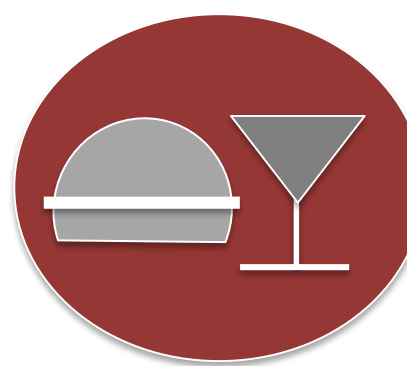
BACKGROUND HEART DISEASE DEATHS



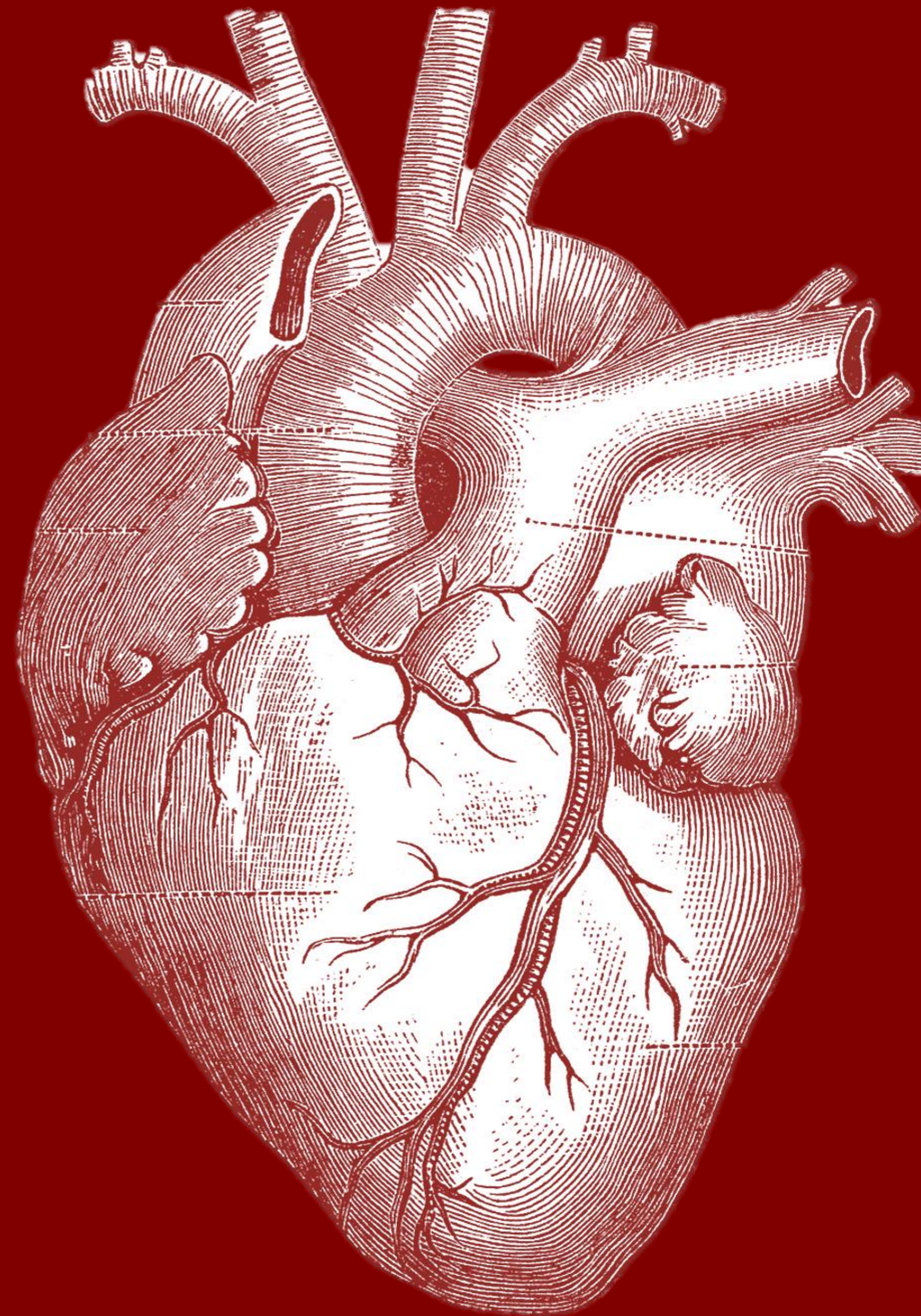
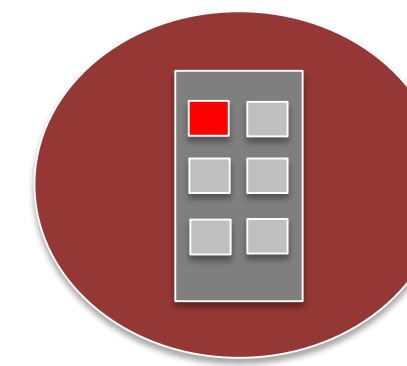
20% OF ALL DEATHS FROM HEART DISEASE ARE DIRECTLY RELATED TO SMOKING. (7)



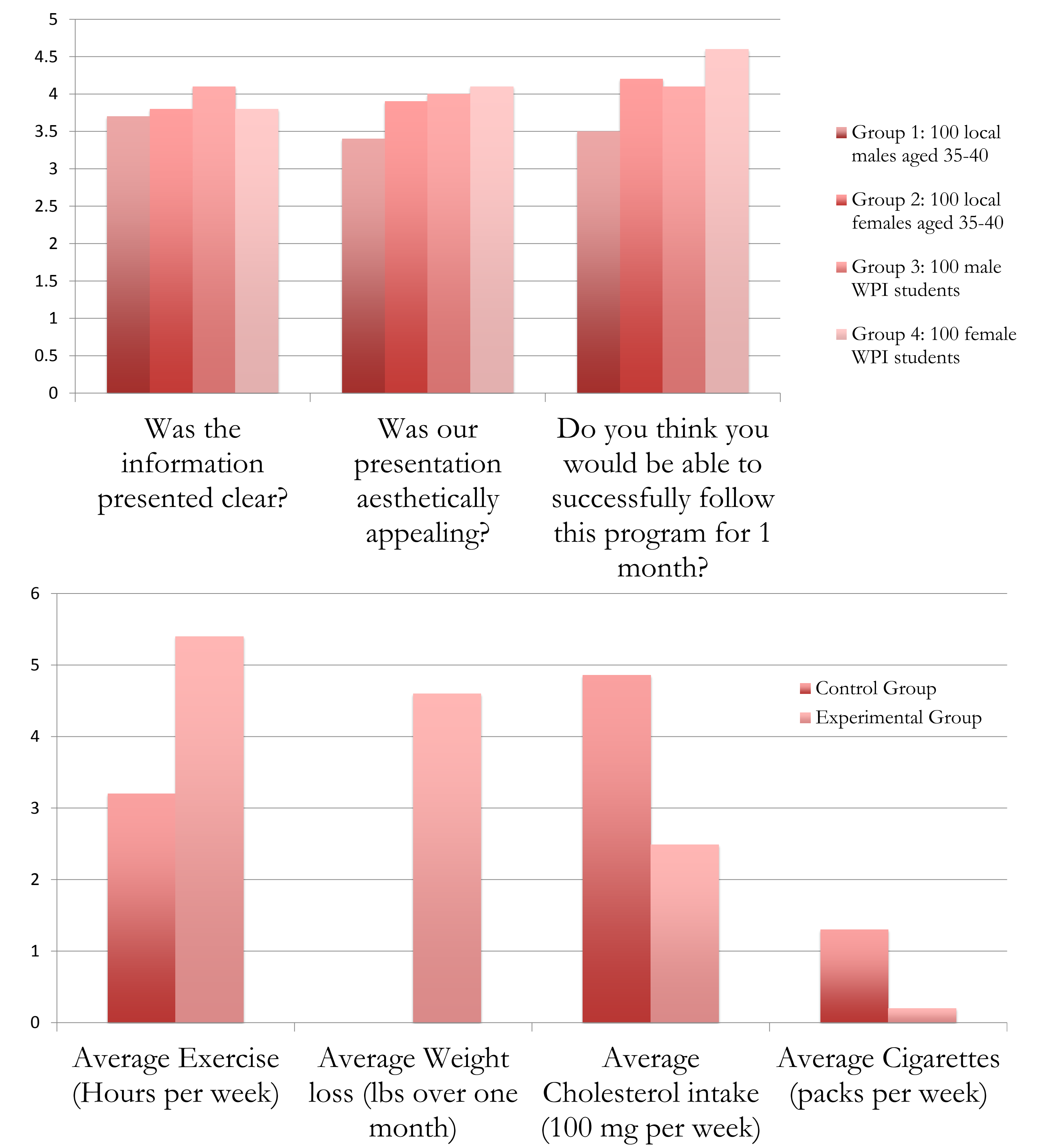
HIGH CHOLESTEROL IS ASSOCIATED WITH A HIGHER INCIDENCE OF HEART DISEASE. (1)



NOT EXERCISING INCREASES THE RISK OF HEART DISEASE BY 30-40%. (5)



ANTICIPATED RESULTS

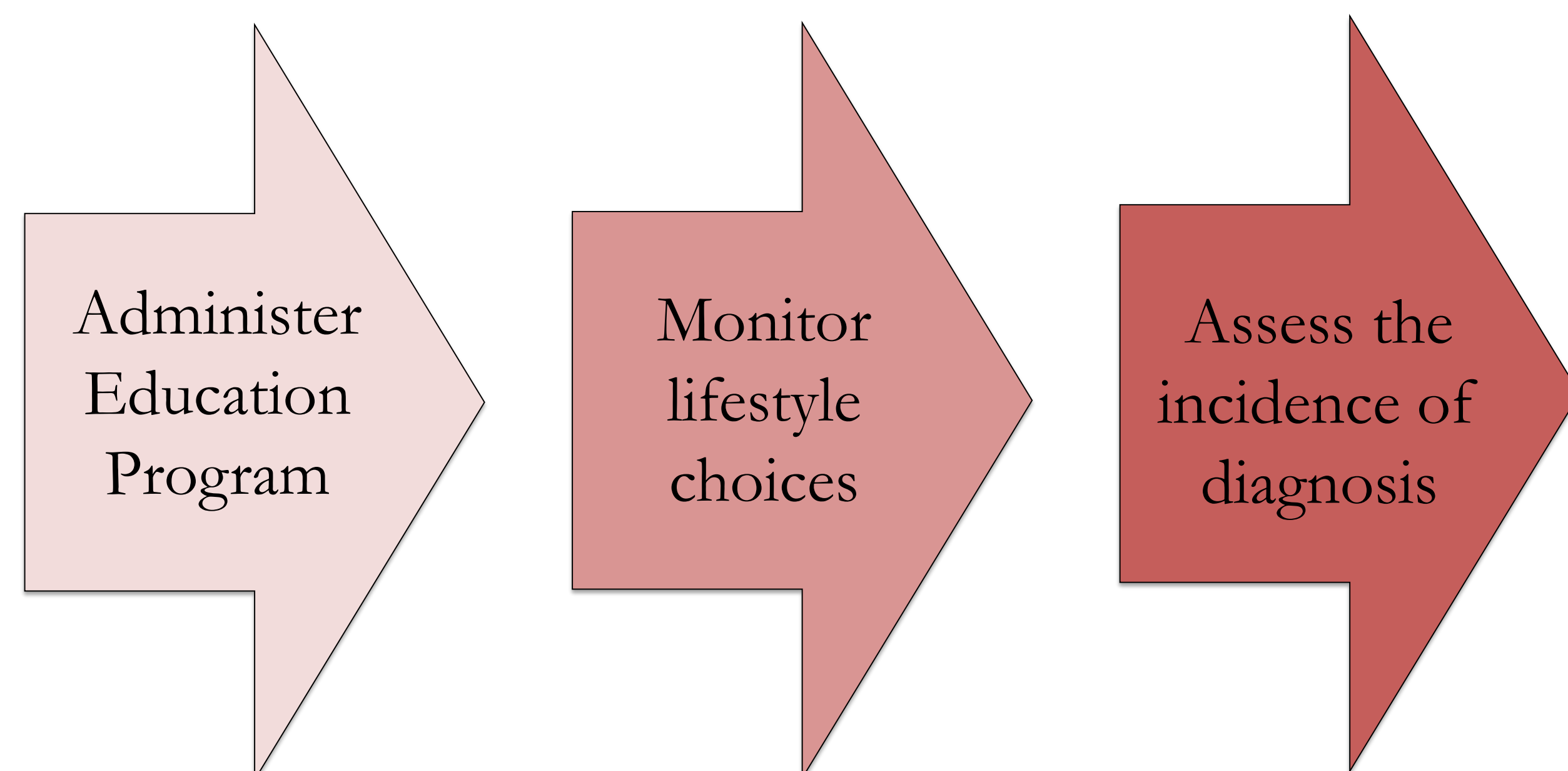


A survey was given to adults regarding the appeal of the program.(top) After 1 month in the program, a group of 500 high schoolers (ages 13-19) were surveyed. (bottom)

NEED STATEMENT

- Heart disease is the number one cause of death in the United States, and has been since 1999.
- A dependable, comprehensive commercial-program to help patients decrease their risk factors for heart disease currently doesn't exist.

METHODS



APPROACH STATEMENT

A commercial heart program is necessary to help consumers in four areas:

- CPR Education
- Healthy Diet Advising
- Exercising
- Long-term Goal Setting

CONCLUSION

- 25 years post-program initiation, CardiacTrack decreased the incidence of heart disease by 20%.
- To continue preventing heart disease, the program should be expanded nationally.

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