



American Heart Association®

EmPOWERED to Serve™

**AMGEN®**  
Cardiology

# Get Active!

## #EmPOWERChange

Amgen proudly supports the American Heart Association's EmPOWERED to Serve Initiative

# WHY PHYSICAL ACTIVITY MATTERS

**Heart disease is the  
No. 1 killer worldwide.**

**Stroke ranks second globally.**  
Even when these conditions don't  
result in death, they can cause  
disability and diminish a person's  
quality of life.



# WHY PHYSICAL ACTIVITY MATTERS

**We want to see a world free of cardiovascular diseases and stroke.**

Heart disease and stroke can be prevented majority of the time by making healthy choices – such as getting regular physical activity – leading to longer, healthier lives.





# THE SITUATION

**Only about 20% of adults get the recommended amount of physical activity.**

Inactivity increases the risk of death from heart attack, stroke and type 2 diabetes, as well as colon, endometrial and lung cancer.



# THE SITUATION

The 30% to 50% of U.S. adults who perform little to no moderate-to-vigorous physical activity can realize valuable benefits by **replacing sitting time with light activity.**





# POINT 1: Physical Activity Recommendations

Adults should get at least:

150 minutes a week of  
moderate-intensity aerobic activity

- OR -

75 minutes a week of  
vigorous aerobic activity

- OR -

A combination of both,  
*and preferably spread throughout the week*

Strength training activities should be  
incorporated at least two days per week.



# VIDEO: Exercise Within Reach



# POINT 1: Physical Activity Recommendations

## Move more, sit less

Adults should move more and sit less throughout the day. Any physical activity is better than none.

Adults who sit less and do any amount of moderate-to-vigorous physical activity gain some health benefits.



**There are benefits to any physical activity.**



# POINT 1: Physical Activity Recommendations

**Reducing sedentary time lowers risks for chronic diseases.**

If you're not getting any activity, start with light activity such as walking. Even light-intensity activities are better than sitting.

**Add small bursts of activity.** Stand up for phone calls, get up to stretch and take a short walk every hour or so, or try a standing desk or workstation.



# POINT 1: Physical Activity Recommendations

## Examples of moderate physical activity:

- Walking briskly  
*(3 miles per hour or faster, but not race-walking)*
- Water aerobics
- Bicycling  
*(less than 10 mph)*
- Tennis *(doubles)*
- Yoga
- Ballroom dancing
- General gardening



# POINT 1: Physical Activity Recommendations

## Examples of vigorous physical activity:

- Race walking, jogging or running
- Swimming laps
- Tennis (*singles*)
- Aerobic dancing
- Bicycling (*10 mph or faster*)
- Jumping rope
- Heavy gardening (*continuous digging or hoeing*)
- Hiking uphill or with a heavy backpack





# POINT 1: Physical Activity Recommendations

## Physical activity helps:

- Control weight.
- Reduce blood pressure.
- Raise HDL (“good”) cholesterol.
- Reduce the risk of diabetes and some kinds of cancer.
- Improve psychological well-being, including building more self-confidence and higher self-esteem.
- Strengthen the immune system.
- Prolong good health.



## POINT 3: Create a Physical Activity Plan

You've made the decision to start being more physically active. What's next?

- 1) Get a baseline health screening if you have a chronic condition or have medical questions or concerns.
- 2) Identify and address your obstacles.
- 3) Assess yourself.
- 4) Set your goals.
- 5) Consider keeping an activity log.



# MOVE MORE, WITH MORE INTENSITY, AND SIT LESS



**10 minutes** of stretching  
is like walking the  
length of a football field



**20 minutes** of vacuuming  
is like walking one mile



**2.5 hours** of walking every  
week for a year is like walking  
across the state of Wyoming



**1 hour** of dancing every week  
for a year is like walking from  
Chicago to Indianapolis



**30 minutes** of singles  
tennis is like walking a 5K



**30 minutes** of grocery  
shopping every other  
week for a year is like  
walking a marathon





# ADD YOUR TIME UP!

You get the same benefits if you divide your time into two or three 10- to 15-minute segments a day.

- Squeeze in a walk.
- Walk, jog in place or use the treadmill at the gym.



# EXERCISE AT WORK

## Active Workdays

- Schedule time for physical activity on your calendar and treat it as any other important appointment.
- Participate in or start a walking club at work.
- Walk during the workday.



# EXERCISE AT HOME

## Household Chores Count

- Clean the house.
- Rake leaves, prune trees and work in the garden.
- Walk or bike to the corner store.
- Wash the car.







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# Control Your Blood Pressure

## #EmPOWERChange

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# IF YOU HAVE HIGH BLOOD PRESSURE, YOU ARE NOT ALONE

Nearly half of American adults have high blood pressure. Many don't even know they have it.

The best way to know if you have high blood pressure is to have your blood pressure checked.



# URGENT COMMUNITY NEED



**Over 1 in 2**  
African-Americans



**Over 1 in 3**  
Asians,  
Pacific Islanders



**Over 1 in 3**  
Hispanics, Latinos



**Over 1 in 4\***  
American Indians,  
Alaska Natives

**Nearly half of people with high blood pressure **do not** have it under control.**

\*Data for this population is from 2017 and may not reflect current prevalence.



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American Heart Association.  
**EmPOWERED to Serve™**



# WHAT IS BLOOD PRESSURE?

**When your heart beats, it pumps blood into your blood vessels.**

This creates pressure against the blood vessel walls. This blood pressure causes your blood to flow to all parts of your body.

**High Blood Pressure (HBP) is when your blood pressure is consistently too high.**



# WHAT THE NUMBERS MEAN

## Your BP is recorded as two numbers:

### Top Number = Systolic Pressure

- Indicates how much pressure your blood is exerting against your artery walls when the heart beats.
- In this example, systolic pressure is **110 millimeters** of mercury (mm Hg).

### Bottom Number = Diastolic Pressure

- Indicates how much pressure your blood is exerting against your artery walls while the heart is resting between beats.
- In this example, diastolic pressure is **67 millimeters** of mercury (mm Hg).





# HEALTHY AND UNHEALTHY BLOOD PRESSURE RANGES

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 – 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 – 139	or	80 – 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120





# POINT 1: PREVENTING AND MANAGING HBP

**If your blood pressure is normal** (less than 120 systolic and less than 80 diastolic), it should be screened during regular health care visits at least once per year for anyone 20 years of age or older.



# POINT 1: PREVENTING AND MANAGING HBP

If you are diagnosed with high blood pressure (higher than 130 systolic or higher than 80 diastolic), your health care provider may recommend:

- Monitoring your blood pressure numbers at home in addition to your regular health care visits.
- Following a treatment plan that includes lifestyle changes and, if needed, prescription medication.





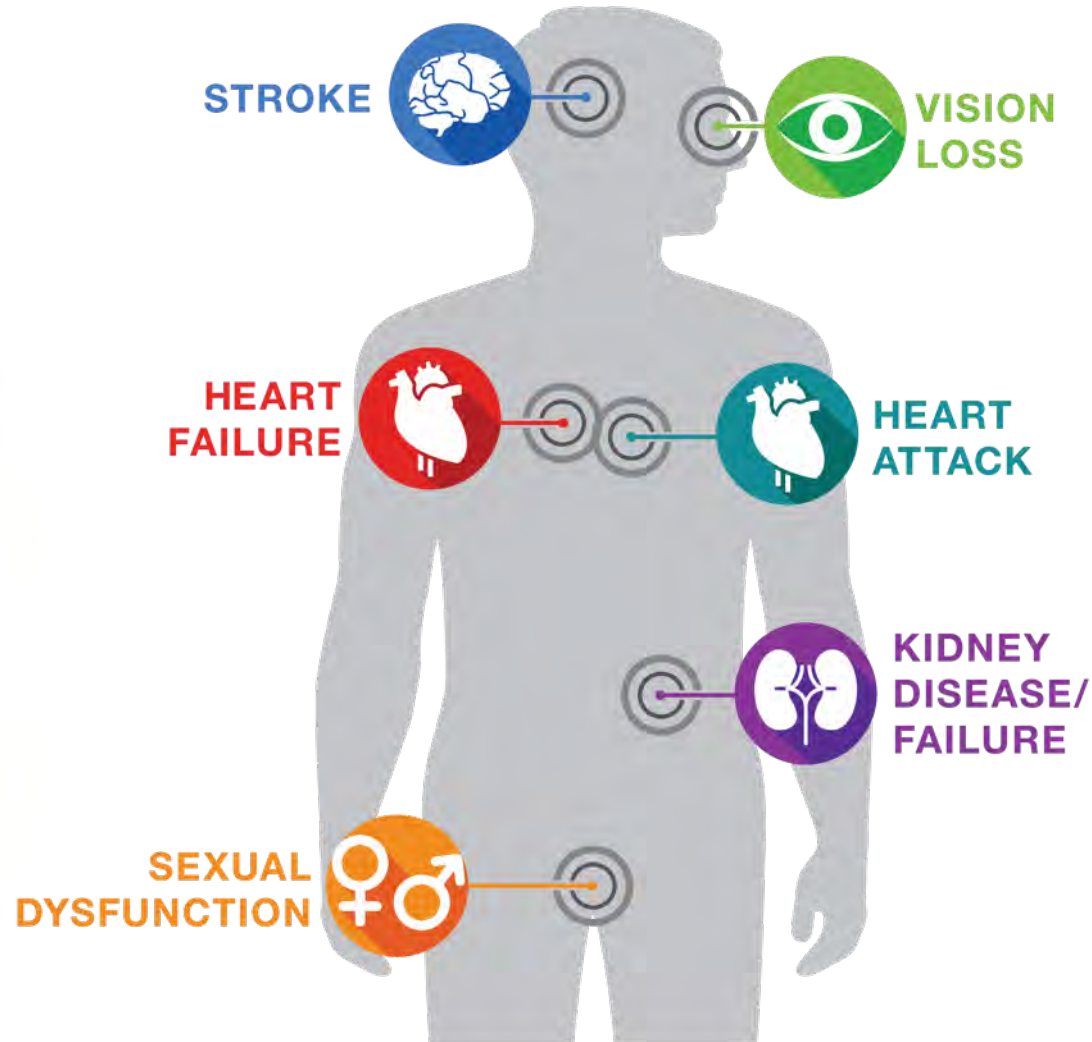
## POINT 2: HAVING HBP CAN HURT YOUR BODY

- Most of the time there are no obvious symptoms.
- Certain physical traits and lifestyle choices can put you at a greater risk for high blood pressure.
- When left untreated, the damage that high blood pressure does to your circulatory system is a significant contributing factor to heart attack, stroke and other health threats.





# CONSEQUENCES OF HBP



## Did you know?

When your blood pressure is too high for too long, it damages your blood vessels – and can lead to atherosclerosis, which are fatty deposits that build up and can clog your arteries.

This increases the workload of your circulatory system while decreasing its efficiency.

# ABOVE 130/80 IS HIGH RISK

## Hypertension Stage 1 (130-139 systolic and 80-89 mm Hg diastolic)

At this stage, your health care provider is likely to prescribe lifestyle changes and may consider adding BP medication based on your risk of atherosclerotic cardiovascular disease (ASCVD), such as heart attack or stroke.

## Hypertension Stage 2 (140/90 mm Hg or higher)

At this stage, your health care provider is likely to prescribe a combination of blood pressure medications and lifestyle changes.



**Follow the treatment plan  
that your health care provider  
recommends for you.**

# RISK FACTORS FOR DEVELOPING HBP

## Non-Modifiable Risk Factors

- Family history
- Increased Age
- Male Gender
- Race
- Chronic Kidney Disease (CKD)



**Understanding these risk factors**  
can help you be more aware of how  
likely you are to develop high blood pressure.



# RISK FACTORS FOR DEVELOPING HBP

## Modifiable Risk Factors

- Lack of physical activity
- Unhealthy diet,  
*especially one high in sodium  
and cholesterol*
- Being overweight or obese
- Drinking too much alcohol
- High cholesterol
- Diabetes
- Smoking and  
tobacco use
- Stress



**You can change these risk factors**  
to help prevent and manage high blood pressure.

# POINT 3: BE EMPOWERED WITH BP CONTROL

You can manage your blood pressure and keep it in check by:

- Not smoking, vaping or using tobacco products
- Eating a heart-healthy diet
- Reaching and maintaining a healthy weight
- Getting regular physical activity
- Limiting your sodium (salt) intake
- Limiting your alcohol intake
- Taking your medications properly



Even small changes will make a big difference.

# TAKE MEDICINE, IF PRESCRIBED

**Partnering with your health care provider is the best way to reach your treatment goals and enjoy the benefits of better health.**

- You may need to take medication every day for the rest of your life.
- You may need more than one type of prescription medication.
- Be aware of how certain over-the-counter (OTC) medications, like decongestants, may affect your BP.





# MONITOR YOUR BP AT HOME

**If you have HBP, home monitoring can help your health care provider determine whether treatments are working.**

Monitoring your BP at home is as easy as buying a BP cuff, using it correctly and tracking the numbers.

BP monitors can be purchased in most pharmacies and online. An automatic, cuff-style, bicep (upper arm) monitor is recommended.

**Use the AHA's Check. Change. Control. Tracker™, a free online tool: [heart.org/ccct](https://heart.org/ccct)**



# HIGH BLOOD PRESSURE

**By working with your health care provider and making lifestyle changes, you can control your blood pressure.**

To learn more about high blood pressure and what you can do about it, visit: [heart.org/hbp](https://heart.org/hbp)





# CALL TO ACTION – CONTROL YOUR BLOOD PRESSURE

## Keep your blood pressure in check:

- Lower sodium intake – reduce your intake of salty foods
- Get active – increase physical activity
- Drink alcohol in moderation, if you drink
- Reduce weight
- Eat better



**Ask five friends to join you in taking one step to better blood pressure control.**





American Heart Association®

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American  
Stroke  
Association.

A division of the  
American Heart Association.

# Spot A Stroke F.A.S.T.

## #EmPOWERChange



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**#5 cause of death**

and a leading cause of disability among adults in the U.S.

Kills nearly **147K people** a year, about one in every 19 deaths

About **800K Americans** each year suffer a new or recurrent stroke

On average every 3 minutes and 33 seconds someone dies of stroke

Up to **80%** may be prevented

About **55,000 more women** than men have a stroke each year.

**EVERY 40 SECONDS,  
SOMEONE IN  
THE UNITED STATES  
HAS A STROKE**



# SOME POPULATIONS ARE AT HIGHER RISK

- **Black Americans** are at greater risk for stroke than any other race, having high rates of obesity and diabetes, which contribute to cardiovascular disease.
- **Hispanics/Latinos** have some of the highest rates of high blood pressure, diabetes and obesity, all risk factors for stroke.
- Stroke is the seventh leading cause of death among **American Indians** and **Alaska Natives**.



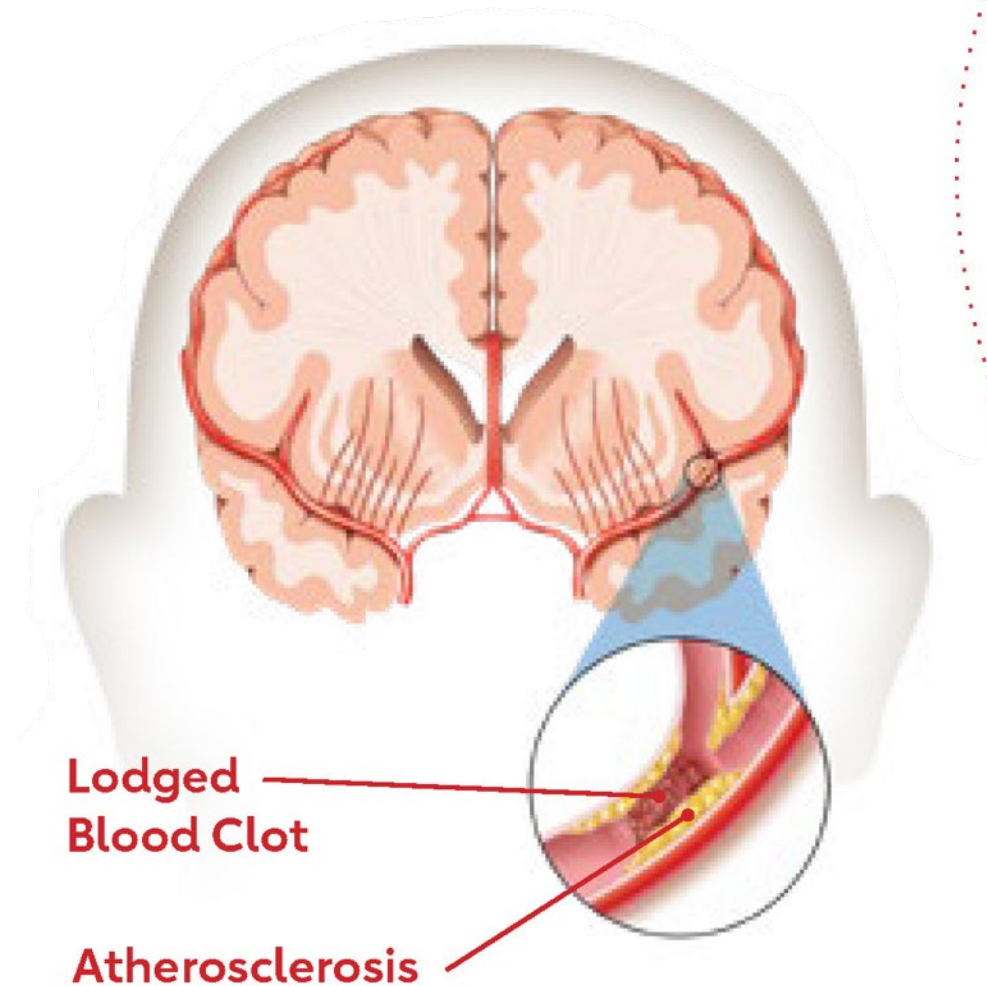


# WHAT IS A STROKE?

**A stroke happens when there's an interruption of the blood flow to the brain.**

About nine out of every 10 strokes (87%) are caused by a blockage. A stroke caused by a blocked artery is called an ischemic stroke.

When the part of the brain that's affected by the blocked artery can't get enough blood and oxygen, the brain cells in that part of the brain die, causing a stroke.

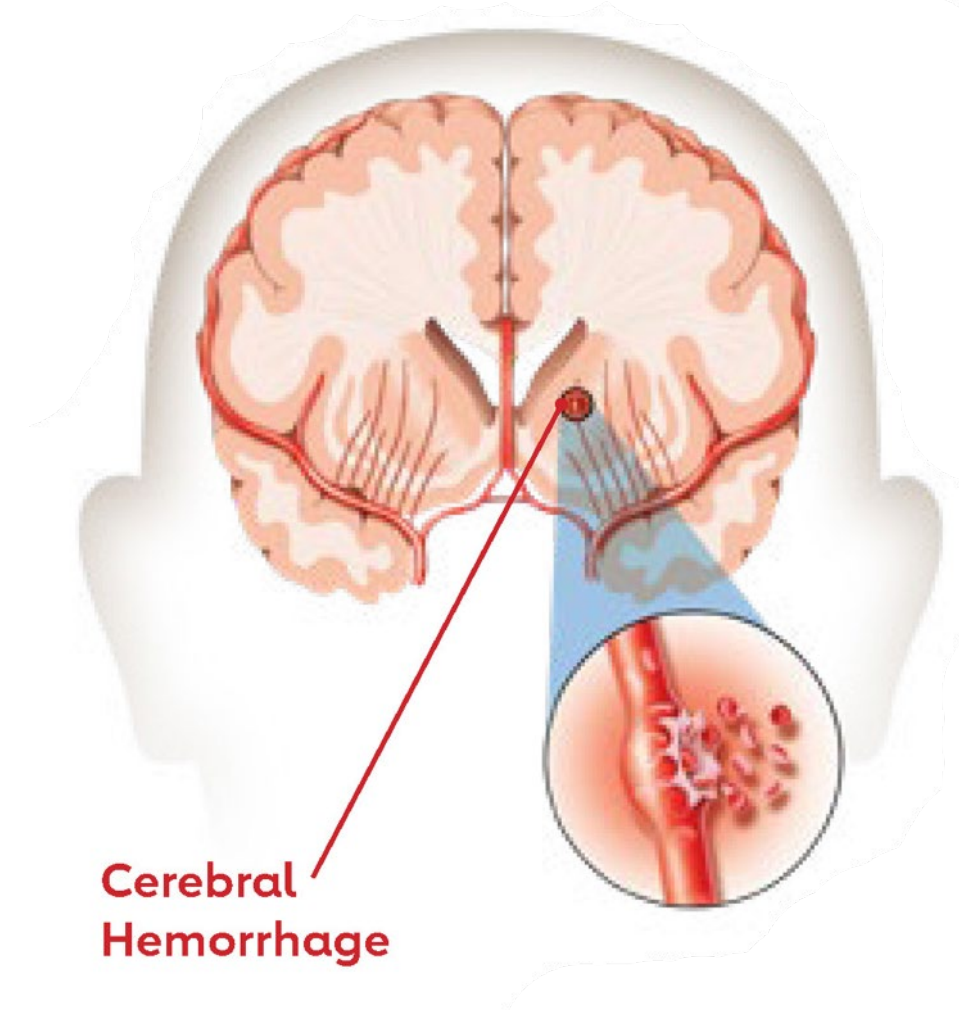


# WHAT IS A STROKE?

When a blood vessel (artery) carrying blood and oxygen (nutrients) to the brain bursts, this type of stroke is called a **hemorrhagic stroke**. Hemorrhagic strokes are less common than ischemic strokes.

A **TIA (Transient Ischemic Attack)** is often called a mini stroke, but it's a major warning. A TIA is a temporary blockage of blood flow to the brain. A TIA may signal a full-blown stroke ahead.

*If you suspect you've had or are having a TIA, don't ignore it! **Call 911**. Get immediate medical attention, even if the symptoms go away.*



# STROKE IS PREVENTABLE



**4 OUT OF 5 STROKES CAN BE PREVENTED**  
with healthy lifestyle changes and by working with your health care provider to control conditions that raise your risk for stroke

To learn more or to get involved,  
call 1-888-4STROKE (1-888-478-7653) or visit [stroke.org](https://stroke.org).



# AM I AT RISK?

**55+**

## Age

The chance of having a stroke doubles for each decade of life after age 55.



## Heredity (Family History)

Your risk is almost twice as high if a parent, sister or brother has had a stroke.



## Race

Black Americans have a much greater risk of death from stroke.



## Sex

Women have more strokes than men. Stroke kills more women than men.



## Prior Stroke, TIA or Heart Attack

If you've already had a stroke, your risk increases.

# POINT 1: Embrace Life's Essential 8™

## Embrace Life's Essential 8™ to Reduce Your Risk for Stroke Seven Small Steps to Big Changes

### 1. Get Active.

Try to get 150 minutes of moderate aerobic exercise or 75 minutes of vigorous exercise (or a combination of both), preferably spread throughout the week.

### 2. Eat Better.

Enjoy a variety of fruits and vegetables, choose whole grains, low-fat dairy products, skinless poultry and fish and nuts and legumes. Use nontropical vegetable oils. Limit saturated and trans fats, sodium, red meats, sweets and sugar-sweetened beverages.



# POINT 1: Embrace Life's Essential 8™ (continued)

3. **Lose Weight** and keep your weight under control.

4. **Stop Smoking.**

Don't smoke, vape or use tobacco or nicotine products and avoid secondhand smoke or vapor.

5. **Control Cholesterol** and treat high cholesterol if you have it.

6. **Manage Blood Pressure** and treat high blood pressure if you have it.

7. **Reduce Blood Sugar** and control your blood sugar if you have diabetes.

**Plus, have regular checkups and take any medications as prescribed.**



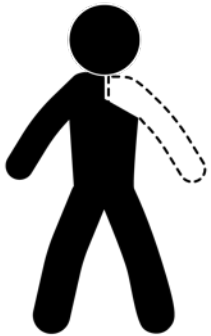


# F.A.S.T. WARNING SIGNS



## Face Drooping

Does one side of the face droop or is it numb? Ask the person to smile. Is the person's smile uneven?



## Arm Weakness:

Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?



## Speech Difficulty:

Is speech slurred? Is the person unable to speak or hard to understand? Ask the person to repeat a sentence, like "The sky is blue." Is the sentence repeated correctly?



## Time to Call 911:

If someone shows any of these symptoms, even if the symptoms go away, call 911 and get the person to the hospital immediately. Check the time, so you'll know when the first symptoms appeared.

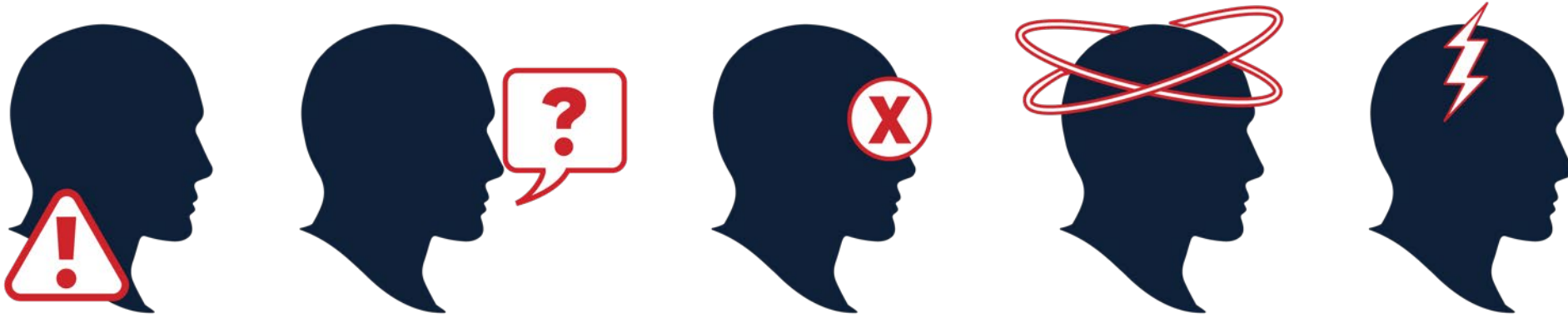
## POINT 2: Learn the F.A.S.T. Warning Signs

### Learn the Warning Signs of a Stroke F.A.S.T.: Face. Arm. Speech. Time.

- F.A.S.T. is an easy way to remember the sudden signs of a stroke.
- When you can spot the signs, **call 911 for help right away**. Check the time so you'll know when the symptoms first appeared.



# OTHER SYMPTOMS



**If someone shows any of these symptoms,  
call 911 or emergency medical services.**

- Sudden numbness or weakness of the leg, arm or face
- Sudden confusion or trouble understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or loss of coordination
- Sudden severe headache with no known cause



# VIDEO: **SPOT A STROKE F.A.S.T.**



**STROKE**  
**HAS NO AGE**  
**REQUIREMENT**

# POINT 3: Think You're Having a Stroke? Call 911.

**Stroke is an EMERGENCY.**  
Early treatment leads to higher survival rates  
and lower disability rates.

- Call 911
- Guidelines recommend that you are transferred to the nearest hospital that can deliver the necessary treatment
- Don't drive yourself or ask family members or friends to drive you
- Don't misinterpret your symptoms

On average, **1.9 million brain cells die every minute** that a stroke goes untreated. Getting medical attention by calling 911 is critical.





# TAKE THESE STEPS TODAY

## Before there's an emergency:

- Find out which hospitals in your area have 24-hour emergency stroke care.
- Keep a list of emergency phone numbers next to your phone and with you at all times, just in case.
- Print information about the warning signs of stroke:  
[www.stroke.org/WarningSigns](http://www.stroke.org/WarningSigns)





# CALL TO ACTION

- Embrace **Life's Simple 7** to Reduce Your Risk of Stroke
- Learn the **F.A.S.T.** Warning Signs of Stroke
- Think You're Having A Stroke?  
**Call 911 – Don't Wait...**  
**Time Lost is Brain Lost**

**Share what you've learned  
with five friends:**

Tell them about F.A.S.T. and  
calling 911 immediately.



# YOUR VOICE MATTERS

We all have the power to make a difference by speaking out for policies that help build healthier communities and healthier lives.

Join **You're the Cure** today and be among the first to know when major policy initiatives pass or when your help is needed to advocate for a healthy future.

Text **EMPOWER** to **46839** to join today!





# USE YOUR VOICE TO CREATE HEALTHIER COMMUNITIES

You can help us work to draw communities together on the path to building a sustainable culture of health.

Go to [EmPOWEREDtoServe.org](https://EmPOWEREDtoServe.org)

Sign up to become an ambassador and learn how you can be a part of the movement!

**Join us as we impact the health of ALL in our communities!**

