Featuring Life's Simple 7® brochures and videos. See pages 4-5 for details.
Committed to building healthier lives, free of cardiovascular diseases and stroke.

Helping healthcare providers reach patients, caregivers and at-risk groups to promote ideal cardiovascular health is at the core of the American Heart Association mission. Built on an extensive foundation of research and science, our patient education resources reinforce disease management and prevention, create awareness, and inspire change.

Reach key audiences with targeted health content

Communicating with unique patient segments is easier with titles that speak specifically to the audience. Spanish and Spanish/English bilingual titles are indicated throughout the catalog, as are titles that help reach women, children, and multicultural populations. Just look for the symbols below:

Save up to 35% with quantity discounts

The more you order, the more you save. Combine titles to determine quantity and discount level.

Prices and availability are subject to change. Quantity discounts apply to eligible patient education products only and cannot be combined with any other savings offer. Electronic products, kits, posters, custom products, DVD collections, Active Partnership products and previous purchases, including those not yet received, are not eligible for discount. Minimum order of $25 required (before shipping and imprinting costs, if applicable).
Customization options help your customers promote their brands.

OPTION 1: Custom Imprinting

Customers can add contact information to the back cover of most brochures and booklets. Choose from two type styles shown below to add up to 5 lines (30 characters/line) of messaging (black ink only).

<table>
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<th>Imprinting Charges</th>
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Add $40 set-up fee to total price (one-time fee).

Note: Minimum imprint order 100 copies, 50 of each title. Refunds on imprinted items only if due to StayWell error. Please allow 3 to 4 weeks for delivery. Imprint requests are subject to approval by the American Heart Association and StayWell.

Add a logo

Customers can add a logo by calling 800-617-8194 or e-mailing gethelp@kramesstaywell.com for special pricing and instructions.

OPTION 2: Custom Product Development

- Adjust length or reading level
- Change photographs and artwork to address specific ethnicity, age or other preferences
- Increase text size for easier reading
- Integrate color palettes to reinforce branding
- Translate a title to reach individuals in their native language, customs and healthcare practices; many titles are already available in Spanish/English bilingual editions

Customers can also work with the American Heart Association and StayWell to create a fully customized piece.

It’s Easy to Get Started

Customers can learn more or receive a custom quote by e-mailing gethelp@kramesstaywell.com.
Keep it Simple with Life's Simple 7®

Life’s Simple 7® provides steps for achieving ideal cardiovascular health and is the basis of the American Heart Association’s My Life Check® online assessment. Visitors of mylifecheck.heart.org use data from their health care visits to determine their personal heart score and develop an action plan for a healthier life.

The booklets and videos shown are an integral part of helping patients adopt and maintain healthier behaviors.

Life’s Simple 7®: Seven Steps to a Healthy Heart

A concise yet thorough explanation of the American Heart Association’s seven steps for achieving ideal cardiovascular health. Encourages the reader to take the AHA My Life Check® assessment and create an action plan for a healthier life.

#50-1644 English (12 pages) | $40.45/pkg of 50
#50-1698 Spanish (12 panels) | $41.95/pkg of 50

My Personal Health Tracker

Our redesigned wallet card provides more space to record personal health information, track medications and monitor cholesterol, blood pressure, weight, and glucose at each doctor’s visit. It also identifies risk factors and emphasizes four key numbers for patients to know to manage them. This affordable tool complements our Life’s Simple 7® brochure and My Life Check® assessment.

#50-1722 (16 panels) | $19.75/pkg of 25

Stop Smoking

Quit Smoking for Good

A detailed, step-by-step guide to stop smoking and maintain a nonsmoking lifestyle. Includes a no-smoking contract, advice for family and friends, information on tools to help quit and stay smoke-free, tips to plan for and prevent urges, handling slips, and an action plan for staying a nonsmoker for life.

#50-1657 (32 pages) | $38.75/pkg of 25

Stop Smoking Video

Filled with proven behavior change strategies and personal anecdotes, this video inspires people to quit smoking. Outlines a strategy that includes talking with a health care provider, focusing on rewards, planning for roadblocks and choosing reinforcement.

#50-1697 (Run time: 4:13) | $149.00

Get Active

Just Move!

Our Guide to Physical Activity

Provides information on physical activity, with strategies on how “non-athletes” can make physical fitness a regular part of life. Encourages goal setting, and includes an activity checklist, a calorie-use chart, and an exercise diary to track progress.

#50-1632 English (16 pages) | $49.50/pkg of 50
#50-1635 Spanish/English (32 pages) | $44.95/pkg of 25

Get Active Video

The challenges of busy lifestyles are addressed to motivate viewers to devote time to exercise. Covers the benefits of exercise, how much exercise is needed, planning for success, and tips for making exercise enjoyable.

#50-1691 (Run time: 4:11) | $149.00

Maintain a Healthy Weight

Losing Weight the Healthy Way

The basics of weight management in a brief, easy-to-read booklet. Includes information on how to develop a healthy eating plan, select and prepare food, and become more physically active.

#50-1680 English (24 pages) | $51.95/pkg of 50
#50-1679 Spanish/English (48 pages) | $59.95/pkg of 25

Lose Weight Video

Provides information and advice on losing weight by reducing calories and increasing calorie burn. Strategies include recognizing eating habits, dodging food “traps,” planning healthy meals, and getting active.

#50-1695 (Run time: 4:31) | $149.00

Control Blood Sugar

Diabetes, Heart Disease & Stroke

This helpful guide explains diabetes (what it is, how it is diagnosed, types) and offers practical advice for reducing risk by managing diabetes and controlling blood glucose, blood pressure, and cholesterol, quitting smoking, eating healthfully, increasing physical activity. It also addresses additional stroke risk factors.

#50-1725 English (24 pages) | $51.95/pkg of 50
#50-1726 Spanish/English (48 pages) | $51.20/pkg of 25

Reduce Blood Sugar Video

A mix of words, action shots and anatomical animations teaches the basics of maintaining healthy blood sugar levels. Explains how the body turns food into energy and the risks of high blood sugar. Overviews food choices, physical activity and maintaining a healthy weight.

#50-1696 (Run time: 4:24) | $149.00
**Eat Better**

**Easy Food Tips for Heart-Healthy Eating**
*Merit Award • National Health Information Awards*

Shows practical ways to reduce saturated and trans fats, added sugars, and sodium from one’s diet. Recommends healthy food choices, tells how to read nutrition labels, and provides guidelines for a heart-healthy diet. A convenient reference everyone should keep… right next to the refrigerator!

#50-1625 English (24 pages) | $51.95/pkg of 50  
#50-1620 Spanish/English (48 pages) | $51.00/pkg of 25

**Making Healthy Food and Lifestyle Choices**

A healthy diet and lifestyle are key weapons in the fight to prevent cardiovascular disease. Overviews how simple changes in lifestyle and diet can improve health. Encouraging tone inspires behavior change and helps assure people that these goals can be achieved.

#50-1689 (24 pages) | $59.90/pkg of 50

**Eat Better Video**

This healthy eating call to action encourages people to develop a plan for adopting lifelong healthy eating habits. Touches on the benefits of a healthy diet, choosing and preparing healthy foods and staying on track.

#50-1693 (Run time: 5:06) | $149.00

**Manage Blood Pressure**

**Understanding and Controlling Your High Blood Pressure**

Realizing that one has high blood pressure (HBP) is key to keeping it in check and this useful brochure helps individuals understand their condition and adopt healthy lifestyle changes to manage it. Recently updated, revisions include:

- Updates based on new high blood pressure guidelines released in November 2017 to redefine “High Blood Pressure” to help identify condition earlier and reduce risk for heart disease and stroke and other diseases
- Updated risk factor information including both modifiable and relatively fixed risk factors
- New graphic to enhance content on how HBP damages the body
- New information included on proper use of home blood pressure monitoring
- Includes new free online resource: Check. Change. Control® Tracker, offered by AHA as a way to track and monitor blood pressure.

#50-1731 English (20 pages) | $51.98/pkg of 50  
#50-1732 Spanish/English (40 pages) | $47.93/pkg of 25

**Manage Blood Pressure Video**

Outlines a plan for managing blood pressure, including knowing your numbers, working with your health care provider and adopting a healthy diet and exercise. Animations show the effects of high blood pressure and why it is important. A positive narrative people can relate to helps motivate action.

#50-1694 (Run time: 4:00) | $149.00

**Also Available:**

**Life’s Simple 7® Convenience Pack for Health Care Providers**

Includes 50 of each Life’s Simple 7® print title in English. Increase impact at health fairs, wellness screenings and other community events.

#9208 | $490.50

**Life’s Simple 7® Video Collection**

The video collection includes all seven Life’s Simple 7® videos on one DVD.

#50-1690 | $495.00 | Volume discounts do not apply.

Need content in a digital format? E-mail gethelp@kramesstaywell.com to learn more.
**Nutrition/Exercise**

**Tips for Eating Out**  
*Silver Award • National Health Information Awards*

An excellent tool for heart-healthy dining! Provides ordering ideas for the following food categories: Cajun, Chinese, Family Style, Fast Food, French, Greek/Middle Eastern, Indian, Italian, Japanese, Mexican, Steakhouse, Thai, Vegetarian, Vietnamese, and more.

#50-1631 (28 pages) | $57.25/pkg of 50

**Heart-Healthy Snacks**  
*Bronze Award • National Health Information Awards*

Take the guilt out of snacking with simple tips that help people of all ages avoid empty calories and make smart snack choices. Promote heart-healthy eating and weight management with suggestions that satisfy cravings for crunchies, munchies, sweets and more. Five popular American Heart Association snack recipes are featured.

#50-1721 (16 pages) | $49.50/pkg of 50

**Shaking Your Salt Habit**  
*Bronze Award • National Health Information Awards*

This handy brochure provides a checklist for assessing current salt consumption, and helps identify high- and low-sodium foods. In addition to providing strategies for dining out, it also profiles a wide range of alternative seasonings and the foods they can be used with. Just updated to reflect the new high blood pressure guidelines released in November 2017, revisions include:

* Updated sodium intake targets for adults with HBP
* Updated sample menu for lower sodium food options
* Updated guidelines for physical activity to reduce risks

#50-1736 (24 pages) | $69.95/pkg of 50

**Walking for a Healthy Heart**

An upbeat brochure on the benefits of walking and the ways people can make physical fitness part of their lives. Stresses that you don’t have to be an athlete to appreciate the benefits of regular physical activity. Includes a 12-step walking program designed to increase cardiovascular health.

#50-1661 (16 pages) | $49.50/pkg of 50

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**Healthy Eating Starts Here!**

**Heart-Healthy Recipes**

Offer patients the ultimate heart-healthy cookbook to encourage good eating habits. They’ll find 32 easy-to-use recipes organized by: appetizers, soups and salads; entrees; side dishes; and desserts. Nutritional analyses are provided, along with tips for making good food choices.

#50-1684 (48 pages) | $3.49

**Heart-Healthy Recipes Bilingual Edition**  
*Bronze Award • National Health Information Awards*

Promote heart-healthy eating to more diverse populations with 22 culturally appropriate recipes presented in English and Spanish. Recipes include snacks, soups, salads, entrées, vegetables and sides, breads and breakfast dishes, and desserts. The booklet provides a nutritional analysis for each recipe, plus tips for making healthy food choices.

#50-1701 Spanish/English (48 pages) | $3.49

**Heart-Healthy Recipes for People with Diabetes**

Healthy eating is key to managing diabetes, heart disease and stroke. Our collection of 37 delicious recipes helps people with diabetes establish an eating plan low in saturated and trans fats, sodium and added sugars. Recipes include snacks, soups, salads, entrées, vegetables/sides, breakfasts, and desserts. A nutritional analysis is included for each recipe.

#50-1718 (48 pages) | $3.49

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Order at [www.kramesstore.com/aha](http://www.kramesstore.com/aha) or call 800-333-3032
**Risk Factors/Warning Signs**

**Controlling Your Risk Factors: Our Guide to Reducing Your Risk of Heart Attack and Stroke**
Empower patients to reduce their risk of heart attack and stroke with this complete, easy-to-read resource. Identifies risk factors that cannot be controlled and provides guidance for managing those that can: cholesterol, physical inactivity, blood pressure, smoking, obesity, diabetes. Also emphasizes four key numbers for patients to know to treat their risk: total cholesterol, blood pressure, blood sugar, and BMI. It encourages patients to discuss their risk with their healthcare providers to determine the best treatment options.

#50-1716 (32 pages) | $37.95/pkg of 25
#50-1717 Spanish/English (64 pages) | $31.45.pkg of 10

**Signs of a Heart Attack**
A concise brochure that details the signs of a heart attack and the need for immediate medical attention. The first-person format of this brochure makes it easy to understand for audiences. This brochure is written at a fourth-grade reading level.

#50-1647 English (6 panels) | $40.35/pkg of 50
#50-1626 Spanish (6 panels) | $25.20/pkg of 50

**Warning Signs of a Stroke**
This easy-read brochure provides basic information about stroke warning signs and what to do if any of them occur. Written at a lower reading level to better address underserved populations, the brochure also introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 911) as an easy way to identify symptoms and take fast action.

#50-1705 English (6 panels) | $34.50/pkg of 50
#50-1712 Spanish (6 panels) | $34.50/pkg of 50

**Are You at Risk of Heart Attack or Stroke?**
A quick, convenient way to assess one’s risk of heart attack or stroke. A series of questions about age and sex, family and medical history, smoking, cholesterol, blood pressure, obesity, diabetes, and physical exercise helps readers determine where to focus their efforts to reduce their risk. Describes risk factors, and lists warning signs of heart attack and stroke.

#50-1643 (12 pages) | $39.95/pkg of 50

**Women, Heart Disease and Stroke**
Supports the Go Red For Women program!
This brochure provides women of all ages with information that raises awareness of heart disease and stroke, related risk factors (family history, diabetes, cholesterol, and high blood pressure), warning signs, and what to do in an acute event. Women are urged to work with their healthcare provider to make a plan for achieving ideal cardiovascular health.

#50-1720 (32 pages) | $39.70/pkg of 25

**My Personal Health Tracker**
Our redesigned wallet card provides more space to record personal health information, track medications and monitor cholesterol, blood pressure, weight, and glucose at each doctor’s visit. It also identifies risk factors and emphasizes four key numbers for patients to know to manage them. This affordable tool complements our Life’s Simple 7® brochure and My Life Check® assessment.

#50-1722 (16 panels) | $19.75/pkg of 25
Risk Factors/Warning Signs

Understanding and Improving Your Cholesterol
This brochure helps patients understand how cholesterol affects the body and what they can do to improve their cholesterol and reduce the risk of heart disease and stroke. Features clear explanations of LDL, HDL, triglycerides and emphasizes four key numbers for patients to know to treat their risk: total cholesterol, blood pressure, blood sugar, and BMI. It encourages patients to discuss their risk with their healthcare providers to determine the best treatment options. Also includes the latest information about improving cholesterol through diet.

#50-1713 English (20 pages)  $51.98/pkg of 50
#50-1714 Spanish/English (40 pages)  $46.99/pkg of 25

Quit Smoking for Good
*Merit Award • National Health Information Awards*
Provides a detailed, step-by-step guide to stop smoking and maintain a nonsmoking lifestyle. Includes a no-smoking contract, advice for family and friends, information on the various tools available to help quit and stay smoke-free, tips to plan for and prevent urges, handling slips, and an action plan for staying a nonsmoker for life.

#50-1657 (32 pages)  $38.75/pkg of 25

Smoking and Your Risk of Heart Disease and Stroke
This booklet details the effect smoking has on the cardiovascular system and specifically how smoke and secondhand smoke can increase the risk of heart attack and stroke. Offers detailed tips for quitting, and includes coping skills.

#50-1642 English (12 pages)  $40.90/pkg of 50
#50-1719 Spanish/English (24 pages)  $42.50/pkg of 25

Diabetes, Heart Disease & Stroke
Millions of Americans have diabetes or prediabetes, putting them at higher risk for cardiovascular diseases and stroke. This helpful guide explains diabetes (what it is, how it is diagnosed, types) and offers practical advice for reducing risk by managing diabetes and controlling blood glucose, blood pressure, and cholesterol, quitting smoking, eating healthfully, increasing physical activity. It also addresses additional stroke risk factors.

#50-1725 English (24 pages)  $51.95/pkg of 50
#50-1726 Spanish/English (48 pages)  $51.20/pkg of 25

Heart Attack & Stroke: Every Second Counts Wallet Card
Because every second counts…our affordable wallet card is a fast, easy way to help people recognize the warning signs of heart attack and stroke. It’s ideal for distributing to patients, employees, and in any community setting. Compact size fits in wallets, purses, and pockets.

#50-1723 (8 panels)  $14.75 pkg of 25

Spot a Stroke F.A.S.T. Poster
Affordable poster provides basic information in English and Spanish about stroke warning signs and what to do if any of them occur. The poster introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1) as an easy way to identify symptoms and take fast action. It’s ideal for waiting rooms, exam rooms, break rooms, and anywhere else this vital lifesaving information should be available. Posters are 11” x 17” and are sold in packs of 3 posters.

#50-1724  $9.95 each
Blood Pressure Control

**Understanding and Controlling Your High Blood Pressure**

Realizing that one has high blood pressure (HBP) is key to keeping it in check and this useful brochure helps individuals understand their condition and adopt healthy lifestyle changes to manage it. Recently updated, revisions include:

- Updates based on new high blood pressure guidelines released in November 2017 to redefine “High Blood Pressure” to help identify condition earlier and reduce risk for heart disease and stroke and other diseases
- Updated risk factor information including both modifiable and relatively fixed risk factors
- New graphic to enhance content on how HBP damages the body
- New information included on proper use of home blood pressure monitoring
- Includes new free online resource: Check. Change. Control.® Tracker, offered by AHA as a way to track and monitor blood pressure.

#50-1731 English (20 pages) | $51.98/pkg of 50
#50-1732 Spanish/English (40 pages) | $47.93/pkg of 25

**High Blood Pressure and Stroke**

Just updated to reflect the new high blood pressure guidelines released in November 2017, this brochure emphasizes why it’s important to get blood pressure checked and how to manage high blood pressure. Updates include content that redefines “High Blood Pressure” to help identify the condition earlier and reduce the risk for heart disease and stroke. It also includes information on how 10-year risk will help determine the best treatment approach, including lifestyle changes and medication.

#50-1734 (12 pages) | $45.25/pkg of 50

**Also Available:**

Shaking Your Salt Habit: Our Guide to Reducing Sodium to Lower Your Blood Pressure

See page 6 for details.

Reach more diverse populations with Spanish or Spanish/English bilingual editions.

- 50-1698 Life’s Simple 7® ........................................ page 4
- 50-1679 Losing Weight the Healthy Way ....................... page 4
- 50-1726 Diabetes, Heart Disease and Stroke .................... page 4
- 50-1635 Just Move! ................................................ page 4
- 50-1620 Easy Food Tips ........................................... page 5
- 50-1732 Understanding and Controlling Your
  High Blood Pressure .......................................... page 5
- 50-1714 Understanding and Improving Your Cholesterol .... page 5
- 50-1701 Heart-Healthy Recipes .................................. page 6
- 50-1717 Controlling Your Risk Factors ......................... page 7
- 50-1626 Signs of a Heart Attack (Spanish only) ............... page 7
- 50-1719 Smoking and Your Risk of Heart Disease and Stroke ... page 8
- 50-1724 Spot a Stroke F.A.S.T. Poster ........................ page 11
- 50-1706 Living with Atrial Fibrillation .......................... page 11
- 50-1715 Understanding Stroke: Are You at Risk? ............. page 11
- 50-1712 Warning Signs of Stroke (Spanish only) ............ page 11
- 50-1606 Bacterial Endocarditis Wallet Card (Spanish only) ... page 13
- 50-1702 After Your Heart Attack ................................. page 14
- 50-1685 Living with Heart Failure ............................... page 14

**High Blood Pressure in African Americans**

*Bronze Award • National Health Information Awards*

High blood pressure effects African Americans more than any other racial or ethnic group. This booklet speaks directly to this population, teaching about this important risk factor and supporting efforts to promote healthy lifestyle habits and encourage regular blood pressure screenings. Content focuses on understanding blood pressure, risk factors for HBP, and common treatments such as eating healthier, getting regular physical activity and the role of medications.

#50-1735 (16 pages) | $31.45/pkg of 25

**High Blood Pressure**

Provide “blood pressure basics” with this concise, reader-friendly brochure that defines blood pressure and why it’s important to keep it in a healthy range. Updated in late 2017 to reflect the new high blood pressure guidelines released in November 2017, this brochure explains how blood pressure is measured, including a helpful chart of blood pressure categories by the numbers. Updates include content that redefines “High Blood Pressure” to help identify the condition earlier and reduce the risk for heart disease and stroke. It also includes information on how 10-year risk will help determine the best treatment approach, including lifestyle changes and medication. Also includes a new free online resource: Check. Change. Control.® Tracker, offered by AHA as a way to track and monitor blood pressure.

#50-1733 (8 pages) | $39.90/pkg of 50
Living with Disability After Stroke
Enhanced with relevant information from Stroke Connection® magazine, this booklet helps stroke survivors and caregivers with activities of daily living such as personal care, bathing, eating, dressing, and toileting. Also includes home and transfer safety information as well as suggestions for keeping active and physical rehabilitation.

#50-1675 (32 pages) | $24.40/pkg of 10

Communication Challenges After Stroke
Motivational “how-to” guide provides a roadmap for overcoming communication problems after stroke. Discusses rehabilitation techniques for aphasia, dysarthria, apraxia and non-verbal language problems such as reading and writing. Incorporates information from Stroke Connection® magazine.

#50-1677 (32 pages) | $24.40/pkg of 10

Changes in Behavior & Emotions After Stroke
Focuses on some of the most common behavioral, cognitive and emotional challenges faced by stroke survivors. Clearly explains the differences between left- and right-brain strokes. Also acts as a tool for caregivers with practical advice and information from Stroke Connection® magazine.

#50-1676 (32 pages) | $24.40/pkg of 10

Preventing Another Stroke
Help patients who have had a stroke take action to lower their risk of having another. Enhanced with content from Stroke Connection® magazine, this guide shows patients how to identify risk factors and understand which can be managed or changed. Topics include high blood pressure, diabetes, heart disease, diet, physical activity, smoking, and managing medicines. Resources for additional information are also included.

#50-1678 (32 pages) | $24.40/pkg of 10

Also Available:

Stroke Connection® Special Editions Discharge Pack
Our convenient Discharge Pack makes it easy to ensure stroke survivors and caregivers have the information they need to overcome the challenges of recovery and prevent future problems. The pack includes one of each title shown above and an encouraging letter from the American Stroke Association all conveniently packaged in sets of 10 for easy distribution.

#9210 | $121.99/pkg of 10
Understanding Stroke: Are You at Risk?
Use this concise overview to help patients understand the types of stroke and identify risk factors, especially those that pertain to them. Patients learn which risk factors can be treated, modified or controlled and which cannot. Key points are provided to help patients recognize and respond immediately to symptoms of stroke.

#50-1703 English (16 pages)  $49.95/pkg of 50
#50-1715 Spanish/English (32 pages)  $39.70/pkg of 25

High Blood Pressure and Stroke
Just updated to reflect the new high blood pressure guidelines released in November 2017, this brochure emphasizes why it’s important to get blood pressure checked and how to manage high blood pressure. Updates include content that redefines “High Blood Pressure” to help identify the condition earlier and reduce the risk for heart disease and stroke. It also includes information on how 10-year risk will help determine the best treatment approach, including lifestyle changes and medication.

#50-1734 (12 pages)  $45.25/pkg of 50

Warning Signs of a Stroke
This easy-read brochure provides basic information about stroke warning signs and what to do if any of them occur. Written at a lower reading level to better address underserved populations, the brochure also introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 911) as an easy way to identify symptoms and take fast action.

#50-1705 English (6 panels)  $34.50/pkg of 50
#50-1712 Spanish (6 panels)  $34.50/pkg of 50

Sex After Stroke: Our Guide to Intimacy After Stroke
Sexual issues are among the most important in recovery, but they can be the hardest for stroke survivors and their partners to discuss. This booklet gives facts about fears and concerns, timing for resuming sexual activity, special physical challenges, sexual positions, alternatives, and more.

#50-1653 (16 pages)  $32.50/pkg of 25

Living with Atrial Fibrillation
Discusses atrial fibrillation as a major risk factor for stroke. Provides information on medications, including the anticoagulant warfarin—one of the most effective methods of treatment and prevention of stroke.

#50-1654 English (16 pages)  $31.45/pkg of 25
#50-1706 Spanish/English (32 pages)  $39.70/pkg of 25

Download FREE review samples at www.kramesstore.com/aha
Heart Attack & Stroke: Every Second Counts Wallet Card

Because every second counts...our affordable wallet card is a fast, easy way to help people recognize the warning signs of heart attack and stroke. It’s ideal for distributing to patients, employees, and in any community setting. Compact size fits in wallets, purses, and pockets.

#50-1723 (8 panels) | $14.75/pkg of 25

Heart Attack & Stroke: Every Second Counts

STROKE

May is National Stroke Awareness Month!

Spot a Stroke F.A.S.T. Poster

Affordable poster provides basic information in English and Spanish about stroke warning signs and what to do if any of them occur. The poster introduces F.A.S.T. (Face drooping, Arm weakness, Speech difficulty, Time to call 9-1-1) as an easy way to identify symptoms and take fast action. It’s ideal for waiting rooms, exam rooms, break rooms, and anywhere else this vital lifesaving information should be available. Posters are 11” x 17” and are sold in packs of 3 posters.

#50-1724 | $9.95 each

Bilingual

Order at www.kramesstore.com/aha or call 800-333-3032
Medications

**Anticoagulants and Antiplatelet Therapy**
Provides an overview of the benefits of anticoagulant and antiplatelet drug therapy, including appropriate precautions for patients. Newly revised, the guide now includes more comprehensive information on treatment to prevent blood clots. Expanded information includes data on new anticoagulant medication options and the addition of content on antiplatelet agents and dual antiplatelet therapy (DAPT). The guide also includes important information on usage considerations and side effects, as well as a medication tracker.

#50-1730 (16 pages) | $60.78/pkg of 50

**Aspirin, Heart Disease and Stroke**
*Bronze Award • National Health Information Awards*
Presents American Heart Association recommendations on aspirin therapy for the prevention of heart disease and stroke, as well as its use in acute event treatment.

#50-1634 (12 pages) | $45.25/pkg of 50

**Managing Your Medicines**
Contains tips and tools to help readers learn new strategies for medication adherence. Its positive tone encourages readers to become active participants in their health care, and urges them to work closely with their health care provider(s). Features a tear-out card for tracking medications, cholesterol, weight, and blood pressure.

#50-1664 (16 pages) | $31.45/pkg of 25

Treatments and Procedures

**Living with Your Pacemaker**
Explains how pacemakers work, problems to watch for, and how to ensure that they continue to work properly. Includes a pacemaker ID card for patients.

#50-1660 (16 pages) | $49.50/pkg of 50

**About Your Bypass Surgery**
*Merit Award • National Health Information Awards*
Offers bypass patients information and reassurance, explaining in positive terms why surgery is performed and how it works. Takes a careful look at pre-op procedures, the healing process, home recovery, and how exercise will help patients regain strength.

#50-1645 (28 pages) | $57.25/pkg of 50

**Coronary Angioplasty and Stenting**
Provides a complete summary of this very common cardiac procedure. Discusses the advances that have been made, and addresses new devices and medications used during and after the procedure. Includes detailed figures and cross sections to facilitate understanding.

#50-1674 (16 pages) | $49.50/pkg of 50

**Your Cardiac Catheterization**
*Merit Award • National Health Information Awards*
Describes how this important procedure is used to examine the heart to measure pressure, take pictures of the arteries bringing blood to the heart, and assess heart function. Includes detailed illustrations.

#50-1659 (20 pages) | $51.98/pkg of 50

**Available separately or together as a kit …**

**Your Heart Valve Surgery**
Give patients this helpful overview of heart valve surgery so they can understand and discuss options with their healthcare provider. Explains how heart valves work, disorders, repairs (TAVR, Ross Procedure) and mechanical and biological replacement options. Also describes pre- and post-op procedures, in-hospital and at-home recovery, living with a new heart valve, and more.

#50-1704 (28 pages) | $68.95/pkg of 50

**Bacterial Endocarditis Wallet Card**
An ID card for patients with congenital heart disease, acquired heart disease (such as heart dysfunction), prosthetic heart valves, or a history of endocarditis who need protection from bacterial endocarditis. Patients can show the card to providers before undergoing dental or surgical procedures to ensure that proper precautions are taken. Includes anesthesia dosage guidelines. Two-sided wallet card; 4” x 9/16”, folds to 4” x 2 3/8”.

#50-1605 | $13.65/pkg of 100
#50-1606 Spanish | $13.65/pkg of 100

**Your Heart Valve Surgery and Bacterial Endocarditis Wallet Card Kit**
This all-in-one kit comes complete with 50 booklets and 100 wallet cards. Volume discounts do not apply.

#50-1607 | $78.75/pkg of 50 booklets, 100 wallet cards

Volume discounts do not apply.
Heart Disease

Living with Heart Failure
Explains the causes and symptoms of congestive heart failure. Content includes risk factors, types of heart failure, how heart failure is diagnosed and classified, ejection fraction, as well as updated information on treating and managing symptoms.

#50-1728 English (28 pages)  $46.75/pkg of 25
#50-1665 Spanish/English (48 pages)  $59.95/pkg of 25

Bilingual

Sex and Heart Disease
A cardiac event doesn’t mean the end of intimacy. Give patients the facts about the possible effects of heart attack or surgery on sexual activity. Expanded content answers questions for those with angina, heart failure, or congenital heart diseases and for those resuming sex after heart attack, heart surgery or ICD implantation.

#50-1707 (24 pages)  $51.95/pkg of 50

Understanding Angina
Merit Award • National Health Information Awards
What is angina? What causes it? What’s the difference between angina and a heart attack? This brochure answers these and other questions on diagnosis, treatment, and more.

#50-1646 (16 pages)  $52.95/pkg of 50

Conditions

If Your Child Has a Congenital Heart Defect
Describes and illustrates a variety of common heart defects, tells how heart defects are diagnosed, and discusses the child’s special needs. Helps prepare parents for the medical and surgical treatments their child may require.

#50-1683 (64 pages)  $31.45/pkg of 10

Bilingual

Innocent Heart Murmurs
Allay parents’ fears about murmurs with this brief but informative brochure. It reassures parents that an innocent murmur doesn’t indicate a disease, require medication, or put any restrictions on a child’s normal activities or development.

#50-1617 (6 panels)  $36.25/pkg of 50

Bilingual

Your Child’s Abnormal Heart Rhythm
Use this reassuring guide to help parents understand how the heart works, the most common heart rhythm problems in children and how they are diagnosed and treated. Topics include heart rhythm abnormalities, common diagnostic tests and treatment options.

#50-1629 (24 pages)  $42.50/pkg of 25

Bilingual

Your Mitral Valve Prolapse
Merit Award • National Health Information Awards
In simple terms, this brochure explains mitral valve prolapse, including how it occurs, causes, symptoms, diagnosis, and treatment. Updated with guidelines on the prevention of bacterial endocarditis.

#50-1671 (12 pages)  $36.25/pkg of 50

About Your Peripheral Artery Disease
Patients with PAD have a higher risk for heart attack and stroke, so it’s critical they understand the importance of early diagnosis, treatment and reducing their risks. This brochure explains PAD, including symptoms, diagnostics and treatment options.

#50-1737 (12 pages)  $47.50/pkg of 50

Also Available:

Living with Atrial Fibrillation
See page 11 for details.

Bacterial Endocarditis Wallet Card
See page 13 for details.
Improve outcomes with Active Partnership, our comprehensive cardiac rehab workbook and DVD set

**An Active Partnership for the Health of Your Heart**
WINNER: Silver Award, National Health Information Awards

The Active Partnership workbook and DVD set can enhance your cardiac rehab program or can be given to patients unable to attend a formal program. The program offers encouragement, knowledge and resources to help participants communicate with their healthcare team, manage medications and make lasting lifestyle changes. Topics include risk factor management, understanding CAD, communication skills, taking medication, diet, physical activity, weight loss, stress management, smoking cessation, and dealing with depression. Set includes 208-page workbook and 90-minute DVD.

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Active Partnership materials can be purchased by patients and caregivers at www.ShopHeart.org.

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Kimberly S. Finney, RN, BSN, Cardiac Rehabilitation Specialist, Maui Memorial Medical Center, Wailuku, HI

“(Our patients) have found it informative without being too technical. It’s been a valuable contribution to our program.”

Jan Bennett, RN, PeaceHealth Southwest Medical Center, Vancouver, WA

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