

Foundation News ...



Scarlet and Cardiovascular Disease: A Unique Combination of Talent

What does fashion, hair and generous hearts have in common? On March 1, 2008 Aveda Salons and the Iowa Heart Foundation organized and hosted "Scarlet: A Fashion Show with a Heart." Professional models as well as Iowa Heart Center models Nicole Birkett and her daughters Madelynn and Ella, Dr. Laurie Kuestner and her daughter Forest, Teresa and Shannon Coulson and Jenny Held volunteered their time to focus on heart disease. The premiere event showcased fashion and hair with a "heart" flair. A three act show featured inspirations from Moulin Rouge and Avant Garde clothing and hairstyles as well as "before and after" makeovers. The silent auction event included many donated items from Des Moines businesses and retailers such as a spa/makeover day, an autographed Joe Montana football, clothing, jewelry, art, television, IPOD, and a variety of restaurant and gift basket items. A delicious, heart-healthy menu and live ballerinas highlighted the evening. This event was an outstanding success with over \$12,000 raised for use in the Childhood Obesity project.



From left: Jenny Held, Julie Younger, Foundation President, Teresa Coulson and daughter Shannon Coulson show their new hair/fashion.

Foundation Cookbooks

A few of the "Family Favorites" cookbooks are still available for a \$15.00 donation to the Iowa Heart Foundation. The cookbook is filled with over 350 recipes (healthy and family favorites). The cookbooks make wonderful gifts and may be ordered by calling (515) 633-3555.

Lifesaving 101: Free CPR Training

What is the cost of saving a life? On Saturday, April 19, 2008, the Iowa Heart Foundation sponsored its first free CPR training at the West Des Moines Iowa Heart Center office lead by volunteer instructors. One participant stated they took the class because "I felt it was important to

learn how to respond to an emergency." In just 2 hours, participants learned the life-saving skills of CPR and choking for an adult or child victim. Hands-on practice combined with an instructor lead DVD training format proved CPR is a skill anyone can learn. The "Friends and Family CPR

class" provided the public as well as cardiac patients the opportunity to learn how to respond in the event of a cardiac or respiratory arrest (emergency). Future classes are being planned. Interested individuals may contact Kim Oswald at (515) 633-3555.

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Special points of interest:

- Fundraising from the Heart (Scarlet)
- Foundation Cookbooks
- Lifesaving 101: Free CPR Training

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History of Iowa Heart Foundation and A Renewed Commitment

The Iowa Heart Foundation was founded in 1991 by Iowa Heart Center cardiologists (Gordon, Iannone, McGaughey, Hart) and Dan Aten, CEO for charitable, educational, and scientific purposes to promote cardiovascular health in our communities. Early efforts of the Foundation focused on prevention research and education. In April 2007, the Foundation was restructured to provide a renewed commitment to Iowa communities in an effort to "give back to Iowans." Three key initiatives are being carried out through:

- **Charitable Healthcare Services** with contributions assisting patients with financial need to obtain cardiovascular care. Donations support compassionate medication assistance programs placing critical, lifesaving medications in the hands of patients who cannot afford costly cardiac medications.
- **Professional Education** with contributions supporting knowledge sharing on cardiac disease through programs for patients, families, communities, and professional organizations. Clinically expert physicians, nurses, and registered dietitians provide programs on a variety of cardiac topics.
- **Community Service** with contributions providing community health education and screening programs impacting health practices of Iowans.

Kim Oswald, Executive Director states, "Each of us has an awesome opportunity to help others by giving back in our communities." For additional information on how you can be a part of the Iowa Heart Foundation, please visit the website at www.iowaheartfoundation.org

"Gratitude is merely the secret hope of further favors."

Francious de la Rochefoucauld

Community Education: Childhood Obesity Project

A major initiative making an impact on cardiac disease has been termed "COP" or the Childhood Obesity Project focused in rural Iowa communities. This program targets cardiac risk factors, nutrition education, and the role of increasing activity in middle school youth to combat the development of heart disease. "We are partnering with rural schools to provide both education materials and professional staff expertise," states Kim Oswald, Executive

Director. Registered Dietitian, Cindy Conroy has developed a "cardiac resource kit" which will be donated to each school district filled with heart and artery models and cardiac / nutrition resource posters/handouts for health and PE teachers to use in future training within the school. The event started in March 2008 with nine rural counties targeted for the 2008-2009 year. For additional information, contact Kim Oswald at (515) 633-3555.



Cindy Conroy , Registered Dietitian, provides nutrition training to middle school children in the Adel Middle School.

The New Buzzword - Philanthropy!

A word recently gaining renewed attention is **Philanthropy**. The encyclopedia defines this as "the volunteering of time, assistance or money for the public good. The term is from the Latin word *philanthropia* which means 'love of man.' The philanthropy impulse is as old as recorded history." Many ancient societies and religions recognized the value of aiding individuals who were less fortunate. Recently, philanthropy is associated with sharing of

talent, resources, and time in an effort to assist those in need and a wide variety of other causes and charities. The encyclopedia defines a Foundation as a non-profit organization with funds and programs managed by a Board of Directors for the purpose of aiding social, educational, charitable, or other activities serving the common welfare. The focus of a Foundation is on philanthropic work. The Iowa Heart Foundation is dedicated to promote

cardiovascular health with 100% of funds remaining in Iowa communities serving Iowans.



Caring and helping are the foundation of philanthropic work.

Community Education: Women and Heart Disease

Providing onsite training for community groups and organizations are cornerstones of the Iowa Heart Foundations commitment to education through increasing awareness of cardiac disease. Clinically trained experts such as Rachel Onsrud, ARNP, are providing quality education programs in Iowa communities. On May 14, 2008, Rachel provided a program called, "Be Good To Yourself. It's the Only Heart You Have" to teachers and staff at the Training School in Eldora, Iowa.

Heart disease is the leading killer of women in Iowa and the nation. Over 35 female teachers and staff from the facility

attended the informative program. Cardiovascular risk factors, signs/symptoms of a heart attack, hypertension, cholesterol and the role of diet, activity and stress were discussed. Participant feedback and questions after the program confirmed the need to share knowledge on the impact of heart disease in women.

Future programs are being planned on a variety of topics by clinical experts. Interested community groups may contact Kim Oswald to schedule an education program at (515) 633-3555.

"If you have knowledge, let others light their candle at it." Margaret Fuller



Rachel Onsrud, ARNP shares knowledge on cardiac disease at the Training School in Eldora, Iowa.

"Snack Attack" - Cardiac Disease Prevention of Iowa Youth

The Iowa Heart Foundation is dedicated to community service including health education practices of Iowans. The education of rural youth is one key initiative increasing awareness of the incidence of childhood obesity and its role in cardiac disease. Obesity among youth is increasing at an alarming rate with an identified need to educate on portion size, snack choices, and label reading. Registered Dietitian Cindy Conroy presented, "Snack Attack-

Be A Winner in the Battle for Healthier Choices," at the Dallas County 4-H multi-project workshop in February 2008. The 4th through 7th grade students and leaders participated in the program (see picture right). Conroy stated, "Educating middle school age children to make healthier snack choices is one step in the battle against childhood obesity." For additional information on this project, please contact Cindy Conroy at (515) 633-3555.



Cindy Conroy, Registered Dietitian, provides nutrition training to Dallas County 4-H'ers at a multi-project workshop.

ISU Interns Play Role in Iowa Heart Foundation

An agreement between the Iowa Heart Foundation and Iowa State University (ISU) dietetic interns join cooperative efforts to impact Iowans. Interns placed at the West Des Moines Iowa Heart Center office for a 2 week clinical rotation are working with Registered Dietitians to develop community education programs for the Childhood Obesity Project (COP). Interns also lend their knowledge in conducting nutritional analysis of recipes for the upcoming heart

healthy cookbook scheduled to be released in November 2008. Cindy Conroy, Registered Dietitian, stated, "The Foundation offers a unique opportunity for a dietetic intern to assist in the development of community-based education programs for all age groups." A second rotation of ISU students will arrive in August 2008 with a unique partnership seen as a "win-win" for everyone. For additional information on the program, please contact Cindy Conroy

at the Iowa Heart Foundation by calling (515) 633-3555.



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IOWA HEART Foundation

**“Dedicated to promoting
cardiovascular health.”**



Run/Walk for Your Life Event



Lace up those tennis shoes and join us for our first annual “Run For Your Life” run/walk event to be held on August 16,

2008 at Water Works Park in Des Moines, Iowa. The event begins at 8:00am. The run/walk aims to increase awareness of heart disease and its impact on individuals, families, and communities.

The run (3K or 5K) or walk is designed to fit any fitness level whether it be the beginning walker or the seasoned runner. The event is open to the public, families, and cardiac patients. Snacks and a live band will encourage participants to the finish line. Anyone making a \$25.00 donation to

the Iowa Heart Foundation will receive a T-shirt and gift bag. Proceeds generated from this event have been designated for charitable healthcare services for Iowans. Pre-registration is required by calling (515) 633-3555 or visiting the website at www.iowaheartfoundation.org

Iowa Heart Foundation Memorials or Donations

If you wish to memorialize a loved one or if you have the financial means to assist those who cannot afford cardiac care or medications, we would gratefully welcome your donation.



Feel free to mail your donation to the Iowa Heart Foundation, 5880 University Avenue, West Des Moines, IA 50266. Your memorial or donation is 100% tax deductible. An acknowledgment letter will be mailed to confirm your tax-deductible gift. We wholeheartedly thank you for your generosity and kindness in helping us serve Iowans and their communities.

Iowa Heart Foundation Board of Directors

Julie Younger, President
David Gordon, M.D., Director
Amar Nath, M.D., Secretary
W. Ben Johnson, M.D., Treasurer

Kim Oswald, Ed.D., Executive Director
Cindy Conroy, Registered Dietitian

The Iowa Heart Foundation is a non-profit 501(c)(3) organization dedicated to serving Iowans and their community. Contributions which are made to the Iowa Heart Foundation are 100% tax-deductible.