

**Heart Disease is the Number One Killer of Women...
we're launching a community counter-attack!**



Follow the Fifty

MODELS OF HEART HEALTH

The Heart Truth® Community Casting Call

WANTED:

Fifty (50) women, ages 25-60, from northeastern Connecticut to become models of heart health!

Potential models must have one or more heart disease risk factors:

- Smoke
- Overweight/obese
- Body Mass Index over 25
- High Blood Pressure
- High Cholesterol
- Diabetes
- Over age 55
- Angina or previous heart attack
- Physically inactive
- Family history of early heart disease

Women from all racial, social, ethnic, age and income levels are welcome. The campaign seeks to reach rural and low-income populations.

Interested applicants will be required to complete a questionnaire to determine their eligibility. Models must be willing to make public certain heart health conditions and risk factors. Selected models will be announced in early March.

SAVE THE DATE!

Saturday, December 1, 2012
Hyde Cultural Center, Woodstock, CT

All 50 models appear in the *Red Dress Divas in December Holiday Spectacular & Community Celebration*, a festive concert, fashion show and fundraiser, produced by Broadway Live Productions!

♥ **Getting healthy has never been more fun! Become a part of our *Follow the Fifty* community-wide health initiative and lower your risk factors for heart disease.**

♥ **Enjoy an entire year of heart-healthy activities, events, trainings, presentations, and social opportunities designed to improve your health and empower others to follow your example as a community role model.**

♥ **There are plenty of supporting roles for other women and men, too! Community Coaches and Cheerleaders are also needed to build Heart Truth Teams. Families, businesses, civic groups and organizations are encouraged to *Follow the Fifty* by sponsoring/supporting a model.**

Do you have the heart to do it?

**Model Recruitment Applications/Questionnaires available at www.followthefifty.org and www.nddh.org
Application deadline: Friday, February 24, 2012**

Questions: Call the Northeast District Department of Health at 860-774-7350 or email contactus@followthefifty.org

Follow the Fifty is a public health partnership of:



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