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## **Nine of 10 women attempt exercise goals after initial failure, survey shows**

*Survey shows many women set but don't reach exercise goals; American Heart Association launches Choose To Move Countdown to help*

DALLAS – Oct. 16, 2007 – Sixty-nine percent of women set a goal around exercise during the past 12 months but only 22 percent achieved theirs, according to a new American Heart Association survey.

The survey showed that exercise goals – particularly New Year's resolutions – are a high priority for women, but that most do not commit time or use the best tools to succeed. Those who succeeded used tools that were easily accessible and free. The association also found that:

- Women who work on their goal for more than six months have a better record of achievement; whereas, about half of those who fail stop trying in the first two months.
- Women who achieved their goal to exercise more wrote down their goals, used calendars to manage their time and tracked their progress with paper charts and online trackers significantly more than those who weren't successful.

To encourage women to set and achieve goals, the American Heart Association created Choose To Move Countdown, a downloadable desktop tool that participants access at [GoRedForWomen.org](http://GoRedForWomen.org). The Choose To Move Countdown includes daily exercise tips, words of encouragement and nutrition advice for 84 days/12 weeks – long enough to help women develop healthy habits that can result in positive lifestyle changes.

“Today's busy woman needs a program that is flexible and attainable to make a permanent shift to a healthier lifestyle,” said Jennifer Mieres, M.D., spokeswoman for the American Heart Association's Go Red For Women campaign and director of nuclear cardiology at New York University. “The American Heart Association's Choose To Move program does just that. Specifically, the 12-week program offers many tools and techniques that can be tailored to the unique needs of every woman.”

The survey also found that women who were successful believed their goal was very important, highly achievable and that they put forth a fair or great amount of effort. The most common choice over physical

activity – after spending time with family and at work – is spending time on the Internet for personal reasons, according to the survey.

“We know that life is busy with countless demands. But we also know that just 30 minutes of exercise a day can help prevent heart disease in women, reduce stress and enhance energy,” Mieres said. “It’s time for women to realize that heart disease can happen to them, and to make a choice to be active.”

With Choose To Move, women are asked a series of questions each week that help them identify their needs and challenges, as well as outline a step-by-step plan for achieving attainable goals. Choose To Move also encourages women to create a reward system so they remain motivated. Most recently, the American Heart Association launched an online community where women can talk freely about their progress, offer tips and support one another.

The Choose To Move Countdown offers women daily exercise tips, words of encouragement and nutrition advice for 84 days/12 weeks; long enough to help women develop healthy habits that can result in positive lifestyle changes. You can register for Choose To Move and the Countdown by visiting [GoRedForWomen.org](http://GoRedForWomen.org) or calling 1-800-AHA-USA1 (1-800-242-8721).

**Choose To Move** is part of the American Heart Association’s **Go Red For Women** national movement to raise awareness of cardiovascular disease as the No. 1 killer of women and inspire women to take action and reduce their risk.

The survey was conducted in September 2007 by a market research firm, Synovate, Inc. among women age 18+.

#### **About the American Heart Association**

Founded in 1924, the American Heart Association today is the nation’s oldest and largest voluntary health organization dedicated to reducing disability and death from diseases of the heart and stroke. These diseases, America’s No. 1 and No. 3 killers, and all other cardiovascular diseases claim more than 870,000 lives a year. In fiscal year 2005-06 the association invested more than \$543 million in research, professional and public education, advocacy and community service programs to help all Americans live longer, healthier lives. To learn more, call 1-800-AHA-USA1 or visit [americanheart.org](http://americanheart.org).

#### **About the Sponsor**

The **Mrs. Dash** brand is a sponsor of the American Heart Association’s **Choose To Move** program. Every product from Mrs. Dash is made with a unique combination of 14 natural herbs and spices that’s salt-free with no MSG. Mrs. Dash 10-Minute Marinades and Hamburger Grilling blend are the latest addition to the Mrs. Dash family of products. Visit [mrsdash.com](http://mrsdash.com) for hundreds of delicious, low-salt recipes.

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