

Choose To Move Program Overview

Choose To Move is a free 12-week physical activity program designed to help busy women increase their exercise levels and build healthy habits into their daily lives. As part of the American Heart Association's **Go Red For Women** movement, the program provides women with practical solutions to lower their risk for heart disease, today's No. 1 killer.

The American Heart Association and The Cooper Institute developed **Choose To Move** with several goals in mind for women – increase physical activity, eat and select nutritious foods, love their hearts and take time for themselves. Since the American Heart Association launched the program in 1998, more than 200,000 women have enrolled.

A 2006 **Choose To Move** survey found the majority of women do not realize that physical activity is as important to their heart health as managing blood cholesterol, blood pressure and smoking. In fact, like those risk factors, a person is 1.5 to 2.4 times more likely to have coronary heart disease if they are inactive.

By the end of the 12-week program, women can learn to:

- > Accumulate at least 30 minutes of moderate-to-vigorous intensity exercise on most days of the week, even with a busy schedule.
- > Choose healthy foods for themselves and their families.
- > Find new opportunities and local resources to exercise and stay motivated.
- > Avoid traps and trip-ups that keep them from being physically active.

The American Heart Association understands the demands placed on today's woman, but physical activity doesn't have to interfere with your busy schedule. You can accumulate the recommended 30 minutes of moderate-to-vigorous intensity exercise throughout the day – fit in a ten minute walk before and after work, and climb the stairs after lunch for another 10 minutes.

To enroll in the program, women can call **1-800-AHA-USA1** or visit **choosetomove.org**. They will receive a **Choose To Move** journal, full of simple everyday physical activity and nutrition tips, a ledger to track their progress and an educational brochure.