

## New Jersey Heart Association and Rothman "Go Red for Women"

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Rothman and New Jersey Heart Association "Go Red for Women"

(Washington, DC)&mdash;Congressman Steve Rothman (D-NJ) recently met with heart disease and stroke survivors from Bergen County who thanked him for his support of increased funding for heart disease and stroke prevention research, as well as the Heart Disease Education, Analysis Research, and Treatment (HEART) for Women Act. Heart disease is the leading cause of death for women, yet only 13% of women view it as a threat.

Companies seeking FDA-approval for drugs or medical devices are not required to research or report any differences in the safety and effectiveness of treatments by sex, race, or ethnicity. The HEART for Women Act, which Rep. Rothman has co-sponsored, would close this safety gap.

The residents were in town for the American Heart Association's (AHA) Heart and Stroke Lobby Day 2007 on April 24th, including Rose Rench of Hasbrouck Heights, as well as Joan Blady-Helfman and her son, Max, of Watchung. Rose is a survivor of cardiovascular disease. Joan and Max were advocating on behalf of a friend who died of a heart attack in her 30s. She was Max's soccer coach and the mother of his good friend.

Pictured (L-R): Thomas Zapf of Lincoln Park, Director of Corporate Giving for Macy's East, a sponsor of the "Go Red for Women Campaign"; Richard McDonough, Chief of the Roseland Police Department and leader in the "Go Red for Women" campaign; Rep. Rothman; Rose Rench of Hasbrouck Heights; Richard Zaback, Community Liaison for HealthSouth; and Joan Blady-Helfman, RN, of Watchung.

Zapf and McDonough are holding a poster in memory of McDonough's sister, Sharon, who died from heart complications due to cardiac arrest at the young age of 38. All those pictured, including Congressman Rothman, are wearing red in honor of the Heart Association's "Go Red for Women" campaign to end disparities in heart disease awareness, treatment and prevention among women and men: <http://www.goredforwomen.org/> .

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