

♥ HEART HEALTH

Survey: Americans Not Stepping Up To Fight Heart Disease

(NAPSA)—According to a recent survey, although the overwhelming majority of Americans (99 percent) view heart health as important—with more than half personally knowing someone who has died from cardiovascular disease—an alarming 46 percent do not work on a daily basis to maintain or improve their own heart health.

The NutriSoy® Heart Health Poll set out to discover Americans' views on heart disease and the roles both exercise and diet play in improving heart health. The survey confirmed a large-scale awareness of heart disease, yet found that many don't take the necessary steps to prevent it. Plus, when people do think of heart health, they tend to focus on diet more than exercise, with 73 percent using the common "not enough time" and "too tired" excuses for skipping a workout.

Kathy Smith, one of the nation's top experts in health and fitness, is concerned about the lack of effort in improving heart health and is committed to showing Americans the importance of both diet and exercise in the prevention of heart disease. Together with NutriSoy soy protein, Smith has developed quick and simple ways for people to become more heart healthy.

"Even the most packed schedule has room for simple diet, exercise and lifestyle changes," says Smith. "Besides improving heart health, there are many benefits to a healthier lifestyle, including more energy, improved weight control, reduced stress, anxiety and fatigue as well as the decreased risk of other health problems such as diabetes."

Smith's simple fitness and nutrition tips are featured in a new resource, *NutriSoy Soy Protein and Kathy Smith's Guide to Heart Health*. The free brochure also includes Smith's advice on how to start exercising several times each week.



A new brochure is packed with simple steps to help people lead a heart-healthy lifestyle.

Walk this way

"It's important for people to throw their excuses out the window and start moving," says Smith. "People don't know how easy it is to incorporate heart-pumping exercise into everyday life."

According to the American Heart Association, the risk of heart attack and stroke can be significantly reduced by fitting in 30 minutes of daily physical activity, such as walking, three to four times each week. Smith recommends walking as a simple, convenient exercise that requires no learning and is easy on the bones and joints.

Among the tips offered in the *Guide to Heart Health* brochure, Smith outlines how to begin a workout routine that includes walking. Of course, as with any new exercise program, it's always best to check with a doctor before getting started.

Build a strong beat

The other half of the heart-health equation is diet. Recent research has shown that a diet that includes soy protein can have real heart health benefits. In fact, the Food and Drug Administration approved the health claim that a diet low in saturated fat and cholesterol that includes 25 grams of soy protein per day may reduce the risk of heart disease. Additionally, the American Heart Association Dietary Guidelines recognize that soy protein—used within a diet low in total and saturated fat—may help to reduce the risk of heart disease.

It's now easier than ever to include heart-healthy soy foods in the diet. For instance, NutriSoy soy protein is now being added to pasta, pretzels, smoothies and protein bars. In order to include a significant amount of heart-healthy soy protein in their diets, people can simply look for tasty products featuring the NutriSoy logo on their packaging.

Taking steps

NutriSoy soy protein is dedicated to helping raise funds to support life-saving research while educating others about the benefits of exercise and healthy eating for heart disease and stroke prevention. For the second year, NutriSoy is a national presenting sponsor of the American Heart Association Heart Walks, taking place in more than 775 cities nationwide.

This year, more than 600,000 people are expected to participate in American Heart Walks by either walking or donating to fight the battle against heart disease and stroke. For more information on a walk near you, log onto the American Heart Association Web site at www.americanheart.org or call 1-800-AHA-USA-1.

Free brochure

The free brochure *NutriSoy Soy Protein and Kathy Smith's Guide to Heart Health* is packed with simple steps people can take to lead a heart-healthy lifestyle. To receive a copy, call 1-866-NUTRISOY.