



## **Outreach Toolkit**

**thirteen**  
WNET NEW YORK

# **Mysterious Human Heart Outreach Toolkit Outline**

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## Introduction

The heart is the engine of human life. Beating almost 100,000 times a day, more than 36 million times each year, it endures abuse and trauma with extraordinary resilience. And yet, as more nations become prosperous and lifestyles change, heart disease has become the world's number one killer of men and women alike. In America alone, approximately 3,000 people a day die from cardiovascular disease.

THE MYSTERIOUS HUMAN HEART is a new in-depth, comprehensive television series from award-winning filmmaker David Grubin about the heart: how it works, what can go wrong with it, and how we treat it. The three-hour series follows the true, compelling stories of men and women, young and old alike, whose hearts have led them to a brush with mortality. Through these encounters, the series will explore the most common misconceptions about this unique organ, and document the latest scientific and medical revelations - discoveries that have transformed our understanding of the heart and given us new insights into the best ways to prevent heart disease and treat it when it does occur.

To promote preventive care and heart-healthy lifestyles in communities across America, THE MYSTERIOUS HUMAN HEART is accompanied by a broad-based outreach campaign. To extend the impact and reach of the series, eight public television stations are creating community events and awareness campaigns centered on the series and its attendant resources. The structure of these events and awareness campaigns is determined by the participating stations. Initiatives integrate local resources, organizations, and community groups into dynamic partnerships that accomplish the following goals:

- Increase awareness of the issues and themes presented in THE MYSTERIOUS HUMAN HEART;
- Connect audiences with local resources or networks that promote heart health;
- Partner with a chapter of national organizations such as the American Heart Association or WomenHeart;
- Create activities and events that encourage audiences to examine their own health and lifestyle choices.

This Outreach Toolkit is designed to facilitate the planning and execution of community outreach events. Here you will find information about the series, funders, partners, and outreach staff; printable promotional materials, and strategies for assessing impact.

## Funders

### Press Release

MEDTRONIC, ASTRAZENECA AND MARS, INCORPORATED JOIN FORCES TO FIGHT HEART DISEASE THROUGH THE MYSTERIOUS HUMAN HEART - A THREE-PART SERIES FROM FILMMAKER DAVID GRUBIN, PREMIERING OCTOBER 15 AND 22, 2007 ON PBS.

Additional Support Is Provided By Fannie E. Rippel Foundation.

Medtronic, AstraZeneca and Mars, Incorporated have joined in the fight against heart disease by getting out the word about heart health awareness and disease prevention through their combined support of THE MYSTERIOUS HUMAN HEART, the new three-hour PBS series from David Grubin Productions and Thirteen/WNET New York in association with WETA Washington, D.C. Additional funding is provided by the Fannie E. Rippel Foundation.

To inform and educate individuals about the benefits of maintaining healthy life styles and the key to combating heart disease - prevention - Medtronic, AstraZeneca and Mars, Incorporated have chosen public television as one of the most effective and academically rigorous venues for reaching the nation with important public information. This new, in-depth PBS series by award-winning filmmaker David Grubin explores what we thought we knew, what we know now, and what we're on the verge of learning about the heart.

The sponsorship of the series was driven by individual corporate missions of fostering heart- healthy goals. For Medtronic, it's the growing realization that heart disease is an equal-opportunity health threat that disregards age, sex, and race yet it can be more insidious in certain populations. "It's not a secret that heart disease affects more Americans than any other illness," said David Etwiler, Vice President of Community Affairs for Medtronic. "But we are learning more and more about the heavy toll it takes in varied patient populations - women, African-Americans, Hispanics, and children to name a few. Only recently have we as a society focused more effort in understanding how heart disease affects different people in different ways. Supporting THE MYSTERIOUS HUMAN HEART is an integral part of Medtronic's overall efforts to ensure equal patient access to education, support and advocacy."

At AstraZeneca, an important focus is developing a team approach between patients and doctors to tackle the challenges of heart health. "AstraZeneca's rich history in cardiovascular research and development spans over 40 years," said Mike Tilton, Vice President of Primary Care Cardiovascular, AstraZeneca. "Programs like these help to educate Americans about the burden and consequences of cardiovascular diseases. We hope this series will encourage patients to take charge of their heart health, speak with their physicians and, if necessary, work to develop a treatment plan that's right for them."

For Mars, Incorporated, the grant was made partly in recognition that the series will take viewers to the far borders of research into the heart and the factors that threaten it. "Mars,

Incorporated is proud to support THE MYSTERIOUS HUMAN HEART," says Harold Schmitz, Chief Science Officer, Mars, Incorporated. "As a company, we've devoted over 15 years of scientific research in preventative cardiovascular health by unlocking the mysteries of cocoa flavanols and their effect on the heart. Mars is committed to excellence in research, and so we are enthusiastic about this series that brilliantly showcases so much of what is known about the human heart - and represents years of work by so many dedicated scientists."

"When it comes to heart disease, information can save lives," says series executive producer David Grubin. "Medtronic, AstraZeneca and Mars, Incorporated all understand this, as well as the influence and credibility of public television. I am deeply grateful for their support."

THE MYSTERIOUS HUMAN HEART premieres Mondays, October 15th and 22nd at 9 p.m. (ET) on PBS (check local listings). The three part series takes an in-depth look at the advances being made in the prevention and treatment of heart diseases through the experiences of everyday people.

THE MYSTERIOUS HUMAN HEART is presented on PBS by Thirteen/WNET New York, and is a co-production of David Grubin Productions ("Secret Life of the Brain") and Thirteen/WNET New York in association with WETA Washington, D.C. David Grubin is executive producer. For Thirteen/WNET New York: Jared Lipworth is executive producer; William R. Grant is executive-in-charge. For WETA Washington, D.C.: Dalton Delan and Jeff Bieber are executive producers.

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Medtronic is the global leader in medical technology, doing business in more than 120 countries around the world. It is especially active in the fields of cardiac rhythm disease management, cardiovascular disorders, and neuromodulation.

AstraZeneca is a major international healthcare business engaged in the research, development, manufacture and marketing of prescription pharmaceuticals and the supply of healthcare services. It has leading positions in cardiovascular, as well as gastrointestinal, neuroscience, respiratory, oncology and infection products.

Mars, Incorporated, is a privately-held company that produces some of the world's leading confectionery, food, petcare, beverage, and health & nutrition products. Dedicated to sound science, Mars, Incorporated has spent decades researching preventive nutrition, cardiovascular health and sports nutrition to create innovative nutrition products.

The Fannie E. Rippel Foundation exists to support organizations that are maintained for the relief and care of, or research concerning, the elderly and women of all ages. One area of emphasis is the treatment and prevention of heart disease.

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David Grubin Productions has produced over 100 films on subjects ranging from history to art, from poetry to science, winning David Grubin, the company President, every major award in his field, including three George Foster Peabody awards, two Alfred I. duPont-Columbia University awards, and nine Emmys. David Grubin Productions has been widely acclaimed for its biographies of American Presidents: LBJ, FDR, TR: The Story of Theodore Roosevelt, Truman, and Abraham and Mary Lincoln: A House Divided for American Experience on PBS. Other award winning works include Healing and the Mind, Napoleon, and The Secret Life of the Brain. Recent productions include RFK (also for American Experience), Destination America, and Marie Antoinette. Upcoming is The Jewish Americans, scheduled to air on PBS in 2008. Additional information is available at [www.grubin.com](http://www.grubin.com).

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Thirteen/WNET New York is one of the key program providers for public television, bringing such acclaimed series as Nature, Great Performances, American Masters, Charlie Rose, Religion & Ethics NewsWeekly, Wide Angle, Secrets of the Dead, NOW With David Brancaccio, and Cyberchase - as well as the work of Bill Moyers - to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as The Ethnic Heritage Specials, The Thirteen Walking Tours, New York Voices, and Reel New York. Thirteen extends the impact of its television productions through educational and community outreach projects - including the Celebration of Teaching and Learning - as well as Web sites and other digital media platforms. More information can be found at: [www.thirteen.org](http://www.thirteen.org).

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WETA Washington, D.C., is the third-largest producing station in the public television system and the flagship public broadcaster in the nation's capital. WETA productions and co-productions include The NewsHour with Jim Lehrer, Washington Week with Gwen Ifill and National Journal, America at a Crossroads, In Performance at the White House, The Library of Congress Gershwin Prize for Popular Song and documentaries by filmmaker Ken Burns, including The War, coming to PBS in September 2007, and David Grubin's The Jewish Americans coming to PBS in January 2008. Sharon Percy Rockefeller is president and CEO. For more information on WETA and its programs, visit the website at [www.weta.org](http://www.weta.org).

### **Medtronic**

Medtronic is the global leader in medical technology- alleviating pain, restoring health, and extending life for millions of people around the world. Medtronic develops and manufactures a wide range of products and therapies with emphasis on providing a complete continuum of care to diagnose, prevent and monitor chronic conditions. Every

five seconds, somewhere in the world, a person's life is saved or improved by a Medtronic product or therapy.

### **AstraZeneca**

AstraZeneca is a major international healthcare business engaged in the research, development, manufacture and marketing of prescription pharmaceuticals and the supply of healthcare services. It is one of the world's leading pharmaceutical companies with healthcare sales of \$26.47 billion and leading positions in sales of gastrointestinal, cardiovascular, neuroscience, respiratory, oncology and infection products. AstraZeneca is listed in the Dow Jones Sustainability Index (Global) as well as the FTSE4Good Index.

In the United States, AstraZeneca is a \$12.44 billion healthcare business with more than 12,000 employees. For nearly three decades, AstraZeneca has offered drug assistance programs side by side with its medicines, and over the past five years, has provided over \$3 billion in savings to more than 1 million patients throughout the US and Puerto Rico. AstraZeneca has been named one of the "100 Best Companies for Working Mothers" by Working Mother magazine and is the only large pharmaceutical company named to FORTUNE magazine's 2007 list of "100 Best Companies to Work For." In 2006, for the fifth consecutive year, Science magazine named AstraZeneca a "Top Employer" on its ranking of the world's most respected biopharmaceutical employers.

### **Mars, Incorporated**

Mars, Incorporated, is one of the world's largest privately held, family owned companies. The company produces some of the world's leading snackfood, food, petcare, beverage, and health food products, and operates in more than 65 countries. Headquartered in McLean, Virginia, Mars, Incorporated employs more than 40,000 associates worldwide with more than 100 manufacturing facilities globally. The company's global sales exceed \$21 billion annually.

### **Fannie E. Rippel Foundation**

The Fannie E. Rippel Foundation is guided by four objects and purposes:

1. To aid, assist, found, equip and provide for maintenance of corporations, institutions or associations, organizations or societies which are maintained for the relief and care of, or research concerning, the elderly and women of all ages.
2. To provide and furnish funds for the erection of or to aid in the erection of hospitals; to provide and furnish funds for the equipment of or to aid in the equipment of hospitals either in whole or in part; to aid or provide for the maintenance of hospitals in whole or in part.
3. To provide and furnish funds for corporations, institutions and other organizations organized, maintained and existing for one or more of the followings purposes: (1) treatment of heart disease, (2) research concerning heart disease, (3) engaging in activities in support of treatment of heart disease, or (4) engaging in activities in support of research in heart disease.

4. To provide and furnish funds for corporations, institutions and other organizations organized, maintained and existing for one or more of the following purposes:  
(1) treatment of cancer, (2) research concerning cancer, (3) engaging in activities in support of treatment of cancer, or (4) engaging in activities in support of research in cancer.

## **National Partner Organizations**

### **American Heart Association**

Founded in 1924, the American Heart Association today is the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of cardiovascular diseases and stroke. These diseases, America's No. 1 and No. 3 killers, claim over 870,000 lives a year. In fiscal year 2005-06 the association invested over \$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).

### **WomenHeart: the National Coalition for Women with Heart Disease**

The National Coalition for Women with Heart Disease is the nation's only patient advocacy organizations representing the 8,000,000 American women living with heart disease. We aim to improve their quality of life and healthcare and promote early detection, accurate diagnosis and proper treatment by providing patient support, information and advocacy services.

WomenHeart:

- Operates more than 50 Support Networks for women heart patients across the country
- Plans, together with Mayo Clinic, an annual Science & Leadership Symposium to educate and train women heart patients to become active advocates and community educators
- Hosts an Advocacy Institute to advance healthcare policies that benefit women with cardiovascular diseases
- Publishes a monthly, online newsletter with readership of over 10,000 members
- Manages a comprehensive website featuring an online blog, research & news updates, and many online resources

WomenHeart is 501CB, non-profit, organization that is supported by individual donations and corporate grants. Visit online at [www.WomenHeart.org](http://www.WomenHeart.org) to learn more on how to support WomenHeart.

## **Project Contacts**

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## Episode Descriptions

Each of the three programs that make up THE MYSTERIOUS HUMAN HEART focuses on a different aspect of what we thought we knew, what we know now, and what we're on the verge of learning about the heart. This material is presented through the real-life dramas of people who suddenly learn that a normal, functioning heart is not something that can be taken for granted.

THE MYSTERIOUS HUMAN HEART premieres Mondays, October 15th and 22nd at 9 p.m. (ET) on PBS (check local listings). The series is a co-production of David Grubin Productions and Thirteen/WNET New York in association with WETA Washington, D.C.

### **Endlessly Beating**

Thomas Jennings, Producer/Writer; Mica McCarthy, Co-Producer; Don Bernier, Editor

Highlight: Endlessly Beating examines the heart as a muscle - pumping almost 100,000 times a day, pushing approximately five quarts of blood in an endless course to deliver oxygen to every cell of the human body. This hour tells the story of the normal heart through the histories of three people with end-stage heart failure, where a pump may be a temporary remedy, but in the long term, a transplant is almost always necessary.

The normal heart is a muscle about the size of a fist. With every beat it drives three ounces of blood through its intricate chambers and around five quarts throughout the entire body. Though we know much about how it operates, the heart is, nonetheless, a miraculous organ that has baffled the generations of scientists who have tried to mechanically replicate its power and efficiency.

Endlessly Beating profiles patients living with end-stage heart failure. These patients live on the edge of life, existing in a compromised state that will inevitably need drastic intervention. Temporary treatments include drug therapy and the use of mechanical assist devices. But in the long term, these patients almost always will need a heart transplant.

Of the three individuals this hour follows, one will eventually receive that life-saving gift; another must depend on an experimental new device to keep her alive until a new heart can be found; and the third recovers with the aid of a heart pump, which lets his once-failed heart return to normal.

Beth Bradley, age 49, a radio journalist living in Connecticut, was preparing for retirement when doctors found a blockage in one of her coronary arteries. During the procedure to remove the blockage, the artery split, and the loss of blood to her heart damaged the muscle. She had to be placed on an emergency heart pump, which takes the load off her failing heart. But although the device keeps her alive, it slowly destroys her blood, forcing her to require frequent blood transfusions. The transfusions of foreign blood, in turn, cause her body to produce organ-rejecting antibodies, which make finding a donor heart almost impossible.

Viktor Foldevi, a 23-year-old living in suburban Atlanta, went into heart failure when he was 21, but no transplant program would take him because of his history of drug abuse. The one exception was the Texas Heart Institute, known for its pioneering work in heart transplantation. World-famous surgeon Bud Frazier took on the case, believing that a heart pump might give Victor's heart time to rest and recover - making a heart transplant unnecessary. The pump has acted as a "bridge to recovery," something that is rare in heart science but proves that the heart can sometimes be resilient enough to overcome even the most dire prognosis.

Bob Cunningham, age 64, lives in Long Island where he owns a small home improvement company with his son, Sean. In November 2006, he discovered that his heart was failing. A heart pump was the temporary solution, but Bob needed a new heart. After a false alarm, Bob's doctors finally locate a donor heart, and the program follows Bob through the entire heart transplant process, including the collection of his new heart. Bob's surgery turns into a near disaster as surgeons battle against the clock to remove his enlarged heart and mechanical pump, and keep him alive long enough to receive the new heart.

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### **The Spark of Life**

David Murdock, Producer/Writer; Lincoln Farr, Associate Producer; Seth Bomse, Editor

Highlight: The Spark of Life looks at the physiological electrical mechanisms that keep a heart beating regularly and efficiently - and what happens when this most essential rhythm of life goes awry. The program takes viewers from New York to Brazil and into the lives of patients who suffer similar symptoms that actually signal different disorders. The range of treatment options - if not cures - is startling.

In this hour viewers will learn how the body's internal electrical system synchronizes the four chambers of the heart into a precisely timed dance that squeezes the muscle and pushes out blood to the lungs and the rest of the body - once a second, 100,000 times a day, three billion times over a lifetime.

The past 50 years have brought enormous advances in our ability to understand that dance. Dramatic new treatments have been developed to help sustain its vital rhythm and to prolong life. These treatments, in turn, have inspired new, very modern dilemmas for patients and doctors alike. Even with advances, arrhythmias lead to 300,000 cases of sudden cardiac death in America each year.

The Spark of Life explores the heart's electrical rhythm - from its most basic functions to its cellular underpinnings - through the experiences of patients, families and physicians facing life-altering decisions.

Kevin Oill, an 18-year-old college freshman in New York State with no prior indication

of heart disease, suddenly collapses while watching television with friends. Miraculously, his buddies save his life using CPR and a portable defibrillator. An investigation reveals that Kevin has a genetic condition called Long QT Syndrome, an arrhythmia that kills 3,000 Americans each year without warning. Genetic testing reveals that his mother and two teenage brothers are also at risk for sudden cardiac death. Now they must weigh the benefits and risks of getting internal defibrillators that will be with them for the rest of their lives.

Susan Arvin (age 42), an electrical engineer and mother of three boys in Indianapolis, is one of 2.2 million Americans with a condition known as atrial fibrillation. Her type A personality won't let her slow down but her heart keeps going out of rhythm - beating too fast and too inefficiently - putting her at increased risk for a stroke. Now she is hoping an innovative, high-tech procedure will cure her - but this means allowing doctors to thread numerous wires up into her heart, find the renegade cells, and kill them with high-intensity radio waves.

The heart of Magdal Gonzaga da Silva, a former Brazilian cowboy in his 50s, is in electrical chaos. Sometimes it beats too fast, other times it beats too slowly. At any moment he could go into ventricular fibrillation and die within minutes. The cause of his problem? Chagas disease, which kills 50,000 people a year in South and Central America. Chagas has been called "paradise for researchers studying the electrical pathways of the heart, but hell for the patient." It is caused by a parasite that enters the bloodstream and attacks the muscle of the heart. As there is no cure for Chagas, the patient is doomed to a life of arrhythmias. The best doctors can do is place an internal pacemaker/defibrillator into his chest. When his heart beats too slowly the pacemaker will speed it up, and when it goes into a deadly fast rhythm, the defibrillator will shock it back to normal, and then wait for the next attack.

The hour also includes a historical section profiling the development of the cardiac pacemaker. One of the best ways to explore the complexities of the heart's electrical workings is by recounting the detective drama that began about 50 years ago, when cardiologists first came up with the idea of using electricity to help the heart beat. Dr. Victor Parsonnet, a physician who was key to the pacemaker's development, helps viewers understand the challenges researchers faced in the development of man-made machines designed to help the heart, providing a good investigation into our understanding of the electrical workings of the heart.

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### **The Silent Killer**

David Grubin, Producer/Director/Writer; Tania Castellanos, Producer; Deborah Peretz, Editor

Highlight: The Silent Killer focuses on atherosclerosis, the silent blockage of the coronary arteries, which can trigger devastating and sometimes fatal heart attacks. The key is to recognize the risk factors that feed the disease and control them before it's too

late. This program follows two patients through potentially life-saving interventions, but ultimately, the challenge is learning to live with a disease for which there is no cure.

A heart attack can strike at any time and without warning. In minutes it can irreparably damage our hardest working muscle - the heart. And for many, a heart attack is the first sign of heart disease - the world's number one killer.

This hour of THE MYSTERIOUS HUMAN HEART explores the causes of heart disease. How does cholesterol affect the heart? Obesity? Smoking? High blood pressure? How does stress affect the heart? Genetics? The program examines the causes behind the growing epidemic and what the world's leading scientists are doing to fight it.

Georgia Chan Downard (age 59) is a food professional, trained in France in the 1970s when dollops of butter and cream flavored every dish. She looks and feels healthy but a routine cardiac stress test signals otherwise. Within days, Georgia undergoes a CT scan of her heart and learns that one of her arteries is nearly 85 percent blocked. Georgia has just been diagnosed with coronary artery disease. She is not alone. Nearly 16 million Americans have this most common form of heart disease. More frightening, Georgia is also one of the millions, especially women, who do not experience any symptoms despite the presence of a major blockage in her coronary artery - a particularly dangerous scenario. She is immediately treated with a stent to prop open the blocked artery, but this procedure is not a cure. The hardest part is yet to come: adjusting to the demands of living with heart disease, which include a regimen of exercise, medication and diet changes.

Also featured in this program is Sue Isaac, an African-American nurse in the Coronary Care Unit of New York City's Beth Israel Hospital. Sue had been feeling excessively tired and sought her doctor's advice. An X-ray of her heart indicated a severe blockage in the top of her main artery - a blockage so dangerous that doctors call it "the widow maker." Her situation requires immediate open-heart surgery. But bypass surgery alone cannot cure this chronic disease. Next, she must address her very high blood pressure, a risk factor that afflicts 40% of African Americans, more than any other ethnic group.

Heart disease does not simply appear during middle age. The disease can begin very early in life - deposits of plaque have even been found in the arteries of children. But if it's difficult for adults to make heart-healthy lifestyle changes, it's even harder for children and teens. Micah Gay is a 16-year-old African-American young man who is battling high blood pressure. But what may seem life-threatening in the case of Sue Isaac and Georgia Downard seems inconsequential from a young person's perspective. For doctors, the question is how to raise awareness and encourage young people to make beneficial lifestyle changes long before they develop full-blown and life-threatening symptoms like a heart attack.

After World War II, an epidemic of heart disease began sweeping across America. In 1948, the Public Health Service chose Framingham, Massachusetts for an unprecedented, decades-long study to find out what was causing it. The answer revolutionized cardiac

medicine. The Framingham Heart Study produced a large body of evidence to demonstrate that smoking, too much fat in the diet, high blood pressure, high cholesterol, and lack of exercise, were all directly linked to heart disease - conclusions we all take for granted today, but which were greeted with considerable skepticism at the time. This hour includes interviews with two of the original heart study participants: Joseph Anghinetti and Walter Sullivan, their children and even their grandchildren, who continue the Framingham Heart Study legacy.

In the developing world, growing economies generate wealth and progress, but also increasing rates of heart disease. Habits typical in urban, industrial societies - high-cholesterol diets, lack of exercise, stress - are spreading, causing a mounting worldwide epidemic of heart disease. In Colombia, the World Heart Federation and Plaza Sésamo, the Spanish-language Sesame Street, have partnered to create an ambitious public awareness campaign. With the help of Muppets Lola and Pancho, figures beloved by children all across Latin America, they are creating television programs promoting heart health for Latin America's youngest citizens.

## Frequently Asked Questions

**1. How can my station get outreach materials such as Viewers' Guides and posters?**

The Viewer's Guide can be downloaded as a PDF file in the Media Download Center ([www.pbs.org/wnet/toolkit/media/html?](http://www.pbs.org/wnet/toolkit/media/html?)). Additionally, each station will be receiving hard copies of the Viewer's Guide and poster.

**2. How can I get in touch with local chapters or representatives of WomenHeart or the American Heart Association?**

If you would like help finding local chapters of the American Heart Association or WomenHeart, contact Robin Cannito at Thirteen ([cannitor@thirteen.org](mailto:cannitor@thirteen.org) or 212.560.2085) who will put you in touch with the appropriate organization representative.

**3. How can I get materials (Heart Insight magazine, *From the Heart*) from WomenHeart and the American Heart Association?**

Contact your local AHA or WomenHeart partner, or contact Robin Cannito at Thirteen ([cannitor@thirteen.org](mailto:cannitor@thirteen.org) or 212.560.2085).

**4. Who is the target audience for this program? Why?**

THE MYSTERIOUS HUMAN HEART is targeted to women, particularly African-American and Latina women. Heart disease is the number one killer of women, and many women across the country are unaware of this fact. African-American and Latina women are at even greater risk of getting heart disease.

**5. What is the format of the program? Is it more than one episode, and how long is the series? What are the air dates?**

THE MYSTERIOUS HUMAN HEART is comprised of three sixty-minute episodes. The series premieres with the first two episodes on October 15, 2007 and the last episode airs on October 22.

**6. Will the program and/or Viewer's Guide be translated into Spanish?**

Unfortunately, at this time, the Viewer's Guide will not be available in Spanish.

**7. Can we scroll or flash a toll-free or local resource telephone number during the program?**

Stations cannot scroll or flash information during the program.

**8. Can I get a preview reel of THE MYSTERIOUS HUMAN HEART?**

THE MYSTERIOUS HUMAN HEART reel will be available on or before September 24, 2007. For more information, please contact Robin Cannito at Thirteen ([cannitor@thirteen.org](mailto:cannitor@thirteen.org) or 212.560.2085).

**9. Can local underwriters get credit on the broadcast?**

For information about local underwriting, please contact Andrea Meyers at Thirteen ([meyers@thirteen.org](mailto:meyers@thirteen.org)).

## Local Outreach Activities

To promote preventive care and heart-healthy lifestyles in communities across America, THE MYSTERIOUS HUMAN HEART is accompanied by a broad-based outreach campaign. To extend the impact and reach of the series, public television stations, hospitals, and other heart-healthy organizations are encouraged to create community events and awareness campaigns centered on the series and its attendant resources. The structure of these events and awareness campaigns are to be determined by the participating organizations. Initiatives should integrate local resources, organizations, and community groups into dynamic partnerships that accomplish the following goals:

- Increasing awareness of the issues and themes presented in THE MYSTERIOUS HUMAN HEART;
- Connecting audiences with local resources or networks that promote heart health;
- Partnering with a chapter of national organizations such as the American Heart Association or WomenHeart;
- Creating activities and events that encourage audiences to examine their own health and lifestyle choices.

There are many ways to deliver THE MYSTERIOUS HUMAN HEART, and heart-health awareness, into local communities. Here are just a few suggestions:

**Screening.** Host a screening of segments of THE MYSTERIOUS HUMAN HEART in your community.

**Panel Discussion.** Independently, or in conjunction with a screening, host a panel discussion about heart-healthy featuring local medical and nutritional experts.

**Screening-in-a-Screening.** To add a twist to the traditional screening, supplement it with a heart screening for participants.

**Heart-Healthy Cooking Classes.** Demonstrate heart-healthy cooking techniques and recipes, and invite the audience to participate – by letting them cook, eat, or do both!

Contact the Outreach Staff (page 8) for more ideas and information about successfully executing an event in your community.

## Outreach Assessment

The National Center for Outreach (NCO) has a robust Web site that provides useful information about impact and assessment. Here are some specific pages that will help you measure the impact of your Mysterious Human Heart outreach initiative.

*\*Please note that these pages require that the user complete a free registration.*

NCO Outreach Planning & Assessment Toolkit Introduction

<http://nationaloutreach.org/MeasuringImpact/intro.cfm>

NCO Outreach Planning & Assessment Tutorials

[http://nationaloutreach.org/MeasuringImpact/tutorials\\_all.cfm](http://nationaloutreach.org/MeasuringImpact/tutorials_all.cfm)

NCO: Measuring Impact

<http://nationaloutreach.org/MeasuringImpact/Index.htm>

NCO Outreach Impact Assessment Tools

<http://nationaloutreach.org/MeasuringImpact/ImpactAssessment.htm>

## Press Release

THIRTEEN/WNET NEW YORK PRESENTS THE MYSTERIOUS HUMAN HEART, A NEW PBS SERIES FROM FILMMAKER DAVID GRUBIN THAT EXPLORES THE BODY'S PERPETUAL MOTION MACHINE AND HOW WE COPE WITH CORONARY DISEASES, TO PREMIERE OCTOBER 15, 2007.

Three-Part Series Is Co-Production of David Grubin Productions, And Thirteen/WNET New York In Association With WETA Washington, D.C.

The heart is the engine of human life. Beating almost 100,000 times a day, more than 36 million times each year, it endures abuse and trauma with extraordinary resilience. And yet, as more nations become prosperous and lifestyles change, heart disease has become the world's number one killer of men and women alike. In America alone, approximately 3,000 people a day die from cardiovascular disease.

THE MYSTERIOUS HUMAN HEART, which premieres Mondays, October 15th and 22nd at 9 p.m. (ET) on PBS (check local listings), is a new in-depth, comprehensive television series from award-winning filmmaker David Grubin about the heart: how it works, what can go wrong with it, and how we treat it. The three-hour series follows the true, compelling stories of men and women, young and old alike, whose hearts have led them to a brush with mortality. Through these encounters, the series will explore the most common misconceptions about this unique organ, and document the latest scientific and medical revelations - discoveries that have transformed our understanding of the heart and given us new insights into the best ways to prevent heart disease and treat it when it does occur.

A 19-year-old college freshman, a former cowboy in Brazil, a radio journalist, a one-time drug abuser: the only thing heart patients have in common is a malfunctioning heart. THE MYSTERIOUS HUMAN HEART will introduce viewers to individuals who find themselves on the cutting edge of science and medicine - not only patients, but also the doctors, scientists, engineers, and others whose skills and discoveries are prolonging lives. The series also pays special attention to women and minorities, who have their own unique risks and symptoms, but who have traditionally been neglected when it comes to information about heart health. Filmed around the world and shot in high definition, these stories of inspiration and discovery are enhanced and clarified through incredibly life-like animations that provide viewers with a unique understanding of the inner workings of the heart and the circulatory system. The series also features unique archival footage, powerful dramatic reconstructions and interviews with many of the world's leading heart health experts.

Each of the series' one-hour segments focuses on a different aspect of what we thought we knew, what we know now, and what we're on the verge of learning about the heart. Much of the series' impact will come from the interactions between patients and the specialists who are fighting to save their lives - in some cases by venturing to the far borders of scientific and medical knowledge.

Endlessly Beating, examines the heart as a muscle - pumping almost 100,000 times a day, pushing approximately five quarts of blood in a ceaseless circuit to deliver oxygen to every cell in the human body. The hour tells the story of the normal heart through the histories of three people with end-stage heart failure, where a pump may be a temporary remedy, but in the long term, a transplant is almost always necessary.

The Spark of Life, looks at the physiological electrical mechanisms that keep a heart beating regularly and efficiently - and what happens when this most essential rhythm of life goes awry. The program takes viewers from New York to Brazil and into the lives of patients who suffer similar symptoms that actually signal different disorders. The range of treatment options - if not cures - is startling.

The Silent Killer, focuses on atherosclerosis, the silent blockage of the coronary arteries, which can trigger a devastating and possibly fatal heart attack. The key is to recognize the risk factors that feed the disease and to control them before it's too late. This program follows two patients through potentially life-saving interventions, but ultimately, the challenge is learning to live with a disease for which there is no cure.

As an extension to the broadcast of THE MYSTERIOUS HUMAN HEART, Thirteen/WNET will oversee a Community Outreach campaign that partners with leading heart health organizations like WomenHeart and the American Heart Association, as well as with local public television stations around the country to bring heart health and awareness to local communities. Special attention will be paid to women and minorities. Thirteen will work with WomenHeart and the American Heart Association to design an outreach toolkit that incorporates the series and related materials into existing local and national efforts, and also can be used to create unique outreach events around the series. Additionally, Thirteen/WNET will create a comprehensive online component and a broad-based education program and printed guide.

The series Web site, produced by Thirteen/WNET, will offer a spectrum of resources, including insights into historical attempts to understand the heart, a 3-D "tour" of the heart's anatomy, a multimedia primer on preventing heart disease, and lesson plans aimed at the high school classroom.

The printed Education Guide will be aimed at a general adult audience and will provide accurate, useful information about the ways to prevent heart disease and keep our hearts healthy. It will give the necessary facts about risks, prevention, nutrition, and exercise, and be a useful life tool for adults, parents, and secondary school health education teachers.

THE MYSTERIOUS HUMAN HEART is presented by Thirteen/WNET New York, and is a co-production of David Grubin Productions ("Secret Life of the Brain") and Thirteen/WNET New York in association with WETA Washington, D.C. David Grubin is executive producer. For Thirteen/WNET New York: Jared Lipworth is executive producer; William R. Grant is executive-in-charge. For WETA Washington, D.C.: Dalton

Delan and Jeff Bieber are executive producers. Funding is provided by Medtronic, AstraZeneca, and Mars, Incorporated - makers of CocoaVia. Additional funding is provided by the Fannie E. Rippel Foundation.

For more information go to: [thirteen.org/pressroom](http://thirteen.org/pressroom) or [pbs.org/pressroom](http://pbs.org/pressroom).

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David Grubin Productions has produced over 100 films on subjects ranging from history to art, from poetry to science, winning David Grubin, the company President, every major award in his field, including three George Foster Peabody awards, two Alfred I. duPont-Columbia University awards, and nine Emmys. David Grubin Productions has been widely acclaimed for its biographies of American Presidents: LBJ, FDR, TR: The Story of Theodore Roosevelt, Truman, and Abraham and Mary Lincoln: A House Divided for American Experience on PBS. Other award winning works include Healing and the Mind, Napoleon, and The Secret Life of the Brain. Recent productions include RFK (also for American Experience), Destination America, and Marie Antoinette. Upcoming is The Jewish Americans, scheduled to air on PBS in 2008. Additional information is available at [www.grubin.com](http://www.grubin.com).

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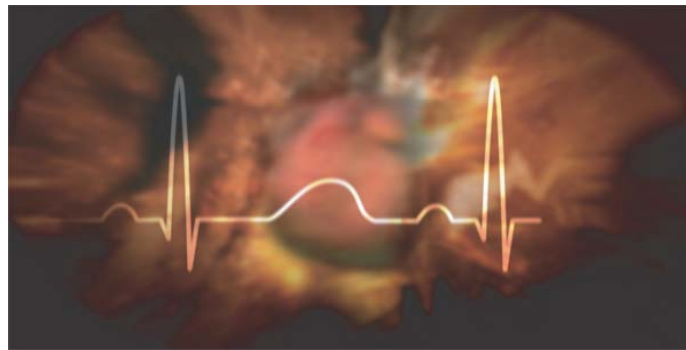
Thirteen/WNET New York is one of the key program providers for public television, bringing such acclaimed series as Nature, Great Performances, American Masters, Charlie Rose, Religion & Ethics NewsWeekly, Wide Angle, Secrets of the Dead, NOW With David Brancaccio, and Cyberchase - as well as the work of Bill Moyers - to audiences nationwide. As the flagship public broadcaster in the New York, New Jersey and Connecticut metro area, Thirteen reaches millions of viewers each week, airing the best of American public television along with its own local productions such as The Ethnic Heritage Specials, The Thirteen Walking Tours, New York Voices, and Reel New York. Thirteen extends the impact of its television productions through educational and community outreach projects - including the Celebration of Teaching and Learning - as well as Web sites and other digital media platforms. More information can be found at: [www.thirteen.org](http://www.thirteen.org).

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WETA Washington, D.C., is the third-largest producing station in the public television system and the flagship public broadcaster in the nation's capital. WETA productions and co-productions include The NewsHour with Jim Lehrer, Washington Week with Gwen Ifill and National Journal, America at a Crossroads, In Performance at the White House, The Library of Congress Gershwin Prize for Popular Song and documentaries by filmmaker Ken Burns, including The War, coming to PBS in September 2007, and David Grubin's The Jewish Americans coming to PBS in January 2008. Sharon Percy Rockefeller is president and CEO. For more information on WETA and its programs, visit the website at [www.weta.org](http://www.weta.org).

## Logos

To download hi-resolution logos for the series, funders, and partners, please visit THE MYSTERIOUS HUMAN HEART Media Download Center at [www.pbs.org/wnet/toolkit/media/html?](http://www.pbs.org/wnet/toolkit/media/html?).



## Customizable Flyer

The flyer for THE MYSTERIOUS HUMAN HEART is designed so that each organization can include its own logo and pertinent information. The flyer can be edited in Photoshop, or users can simply print their information on a label and affix it to the flyer in the area reserved for that purpose.

To download the customizable flyer, please visit THE MYSTERIOUS HUMAN HEART Media Download Center at [www.pbs.org/wnet/toolkit/media/html?](http://www.pbs.org/wnet/toolkit/media/html?) or click the image below.

