



American Heart Association Launches Atrial Fibrillation PSA Campaign

It is estimated that 2.7 to 6.1 million Americans live with atrial fibrillation, or AFib. AFib is an irregular heartbeat that increases one's risk for stroke five times. Tragically, strokes caused by AFib are more deadly and disabling than most other strokes. Despite these dangers, AFib is a condition often undertreated and underdiagnosed.

That's why the American Heart Association is raising awareness of this dangerous heart condition. By sharing these PSAs, we hope that more people will be able to identify the signs and symptoms of AFib and seek timely treatment.

The American Heart Association is an IRS, 501(c)3 accredited organization. We need the support of stations like yours to deliver the message of better health for a better life in your community. We encourage and seek opportunities to appropriately integrate this campaign platform into our existing communications efforts, programs, events and alliances.

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