



AHA Launches Bilingual PSA Campaign to Increase Awareness for Atrial Fibrillation (AFib)

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 has produced these PSAs in both *English and Spanish*, as an effort to raise awareness of this dangerous heart condition. By creating spots reaching out diverse communities, we hope 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 ask for your support and the opportunity to integrate this campaign platform into your existing communication efforts.

Julie Grabarkewitz
American Heart Association
National Center
214-706-1134
julie.grabarkewitz@heart.org