

New Focus on Where Heart Disease and Breast Cancer Meet
Statement by American Heart Association calls for advancement of cardio-oncology

***Note: Embargoed until Thursday February 01, 2018 at 05:01 a.m. eastern**

The Ohio State University Wexner Medical Center

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NEWS PACKAGE

SUGGESTED TEASE	HEART DISEASE AND BREAST CANCER ARE TWO OF THE DEADLIEST DISEASES AMONG WOMEN, BUT THEY'RE NOT COMPLETELY SEPARATE. COMING UP, NEW RESEARCH EXPLORES HOW THESE TWO HEALTH CONCERNS ARE RELATED.
ANCHOR LEAD	HEART DISEASE IS THE NUMBER ONE KILLER OF WOMEN ² , AND A NEW STATEMENT BY THE AMERICAN HEART ASSOCIATION ¹ REVEALS A CONNECTION TO ANOTHER SERIOUS THREAT: BREAST CANCER. SOME CANCER TREATMENTS SUCH AS CHEMOTHERAPY AND RADIATION CAN DAMAGE THE HEART, AND THE CONNECTION DOESN'T END THERE. BARB CONSIGLIO HAS MORE ON THE INTERSECTION BETWEEN BREAST CANCER AND HEART DISEASE AND WHAT YOU CAN DO TO PREVENT BOTH.
(PACKAGE START) ----- CG: Courtesy: The Ohio State University Wexner Medical Center :00 - :03	(Nats - Sound) :02
Shots of Tonda bowling	JUST AS TONDA GONCE (GONE-ce) WON HER FIGHT AGAINST BREAST CANCER, SHE QUICKLY FOUND OUT THERE WAS A WHOLE NEW BATTLE IN FRONT OF HER. :05
CG: Tonda Gonce Breast cancer & heart disease survivor	12:59:10 <i>"It turns out that the main artery, the main one that you do not come back from, was 99% blocked."</i> :10
CG: Dr. Laxmi Mehta Ohio State Wexner Medical Center	11:06:32 <i>"Her last chemotherapy dose had to be held because her heart function was low, had dropped, and she needed to see a cardiologist."</i> :09
Closeup of Tonda	TONDA NEEDED A STENT TO OPEN HER BLOCKED

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<p>Shots of chemotherapy</p> <p>Shots of Dr. Mehta examining patient's heart</p>	<p>ARTERY, WHICH WAS LIKELY CAUSED BY HER CANCER TREATMENT.</p> <p>COMPLICATIONS LIKE THESE AREN'T UNCOMMON. IN FACT, OLDER BREAST CANCER PATIENTS MORE OFTEN DIE OF HEART DISEASE THAN THE CANCER ITSELF.³ :13</p>
<p>Graphic - AHA logo and statement.</p>	<p>(Nats- Heart Sound beating) :02</p>
<p>Shots of Dr. Mehta reading echocardiograms</p>	<p>WHICH IS WHY THE AMERICAN HEART ASSOCIATION PUBLISHED THE FIRST SCIENTIFIC STATEMENT ABOUT THESE TWO MAJOR THREATS TO WOMEN'S HEALTH.</p> <p>DOCTOR LAXMI MEHTA (LOCK-shmee MAY-tuh) OF THE OHIO STATE UNIVERSITY WEXNER MEDICAL CENTER WAS THE PRIMARY AUTHOR. SHE SAYS EXPERTS RECOGNIZE THAT ONCOLOGISTS AND CARDIOLOGISTS NEED TO WORK TOGETHER CLOSELY TO GIVE PATIENTS THE BEST CHANCE AGAINST BOTH DISEASES. :29</p>
<p>Dr. Mehta (CG'd earlier)</p>	<p><i>"There has to be so much more in this field as the number of patients in the United States and worldwide increase in terms of having cancer and in terms of having heart disease. There has to be growing research in this area."</i> :12</p>
<p>Shots of Tonda making healthy snack</p>	<p>THE CONNECTION BETWEEN BREAST CANCER AND HEART DISEASE EXISTS LONG BEFORE THEY BECOME A PROBLEM.</p> <p>BOTH SHARE COMMON RISK FACTORS SUCH AS SEDENTARY LIFESTYLE AND OBESITY.</p> <p>SO WOMEN WHO FOLLOW LIFESTYLE RECOMMENDATIONS FROM THE AMERICAN HEART ASSOCIATION NOT ONLY DRAMATICALLY REDUCE THEIR RISK OF HEART DISEASE, THEY'RE ALSO LESS LIKELY TO DEVELOP BREAST CANCER. :13</p>
<p>Dr. Mehta (CG'd earlier)</p>	<p><i>"Being active or exercising can actually help in the outcomes of both disease processes. Eating a healthy diet is imperative for both as well. Healthy weight is important."</i> :12</p>
<p>Shots of Tonda bowling</p>	<p>IT'S ADVICE THAT TONDA HAS TAKEN TO HEART TO MOVE PAST BOTH DISEASES AND INTO A HEALTHIER FUTURE.</p> <p>AT THE OHIO STATE WEXNER MEDICAL CENTER, THIS IS BARB CONSIGLIO REPORTING. :08</p>
<p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>OHIO STATE AND OTHER MAJOR HOSPITALS NOW HAVE CARDIO-ONCOLOGY SPECIALISTS WHO HELP</p>

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	<p>WOMEN WITH BOTH DISEASES.</p> <p>TO LEARN MORE ABOUT HOW YOU CAN PREVENT THESE DISEASES, CHECK OUT THE AMERICAN HEART ASSOCIATION'S "LIFE'S SIMPLE SEVEN" – WE HAVE A LINK ON OUR WEBSITE.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>@American_Heart and @OSUWexMed explore how the link between 2 major women’s health issues can help treat and prevent both. http://bit.ly/2DwCZkf</p> <hr/> <p>Breast cancer and heart disease are both major threats to women’s health, and a new scientific statement by the American Heart Association and a doctor from The Ohio State University Wexner Medical Center says they’re very closely linked. How exploring this connection can lead to better treatment and prevention of both diseases: http://bit.ly/2DwCZkf</p>
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EXTRA BITES

<p>CG: Dr. Laxmi Mehta Ohio State Wexner Medical Center</p>	<p>Dr. Mehta says healthy choices and checkups are important : <i>“We want to make sure all of our patients, whether they have heart disease, breast cancer or any other disease processes, that they lead a healthy lifestyle in terms of heart healthy diet, in terms of exercise, in terms of avoiding smoking and in terms of having their blood pressure, cholesterol checked on a regular basis.”</i></p> <p>Dr. Mehta states the purpose of the AHA statement: <i>“The statement really is there to provide a concise document for the medical community on the overlap between heart disease and breast cancer in terms of risk factors, in terms of the treatment and preventative therapies.”</i></p> <p>Dr. Mehta states how cardio-oncology centers help patients: <i>“They look at patients who’ve had, who have cancer and end up developing cancer or who have cancer and already have underlying heart disease and try to figure out what’s the best treatment to cure their cancer and have them survive their cancer, and then also take care of their hearts.”</i></p> <p>Dr. Mehta says cardio-oncology is an emerging field: <i>“There has to be growing research in this area. And so the field of cardio-oncology has really boomed. It’s still on the rise, it’s still in its infancy, but I’m hoping that this paper can help drive more interest in that area as well.”</i></p> <hr/>
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CG: Tonda Gonce
Breast cancer & heart disease survivor

Tonda talking about the blockage that they found in her main artery:
“They call it the widow-maker for a reason. If I would have had a heart attack, they could not have saved me. It would have been done. And to realize that it was 99% blocked is so frightening, to realize that that’s how bad it was.”

Tonda talking about her motivation for living by the AHA guidelines for heart health:
“I know I’m not young-young, but young enough that I still have a lot to live for. My kids, my children, I’d like to see them get through college, and be married, and all that good stuff. I still have a lot of years and things I need to do.”

References

¹*Cardiovascular Disease and Breast Cancer: Where these Entities Intersect*, **American Heart Association, February 1, 2018**. Online: [put link here](#).

²*Facts About Heart Disease in Women*, **American Heart Association, Go Red for Women**. Online: <https://www.goredforwomen.org/fight-heart-disease-women-go-red-women-official-site/about-heart-disease-in-women/facts-about-heart-disease/>

³*Cardiovascular disease competes with breast cancer as the leading cause of death for older females diagnosed with breast cancer: a retrospective cohort study*, **BMC, June, 2011**. Online: <https://breast-cancer-research.biomedcentral.com/articles/10.1186/bcr2901>

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