

## February 2017 Presidents Message

Dear Hadassah Friends,

This month, a 1967 song by Sonny and Cher is running through my head – “The Beat Goes On.” How does that relate to Hadassah 50 years later? Think about the beat of your heart and the hearts of your loved ones. We need all those heart beats to enjoy our lives. And what are you and Hadassah going to do to ensure that the heartbeats go on? My message to you this February, Heart Month, is to learn from Hadassah about your heart and how to care for it.

It might surprise you to know that a woman is 10 times more likely to die of heart disease than she is of breast cancer. Scientists estimate that up to 82% of heart disease is preventable. Every woman owes it to herself and to her loved ones to be aware of how she can take positive steps to protect her heart against heart disease. This is where Hadassah plays its part. ***Every Beat Counts, Hadassah’s Heart Health Program***, has already saved lives and educated over 11,000 women. If you participated in last year’s virtual walk from Jerusalem to Hadassah’s National Convention in Atlanta, you tried to walk up to 10,000 steps each day between April and July. I personally only made it to Chattanooga, but I had fun! This year, Hadassah will be introducing ***Every Bite Counts, Hadassah’s Nutrition Program***. I’d like to see all of Tampa Ameet Chapter participating. As Hadassah has recently expanded its partnership with the Jewish Community Centers of North America, we hope to combine our JCC’s facilities with our chapter’s know-how and womanpower to promote better heart health in Tampa.

In Israel, Dr. Zfat-Zwas, of Hadassah’s Linda Joy Pollin Cardiovascular Wellness Center, recruited policy makers in the Knesset to sign a declaration to promote women’s heart health awareness and the need for gender-specific treatment. Lawmakers were told how Hadassah’s Dr. Ronen Beeri has noticed several differences between men and women including:

- + Women have degenerative diseases of the valve at a younger age.
- + Women may undergo some experiences, such as radiation treatments for breast cancer, which may cause them to develop stenosis (a narrowing of the heart’s arteries, veins, or valves) more quickly.
- + Research found that only 34.3% of Israeli Jewish women and 25.9% of Israeli Arab women know that heart disease is a major cause of women’s deaths.

At the end of November, a sold-out Gender Medicine Conference was held by Hadassah Israel in partnership with the City of Ranaana. Some of the more interesting findings are:

- + Marital stress is the most important predictor of poor diagnosis for women with heart disease.
- + Women with lower socioeconomic status, who are more prone to heart disease, are, in fact, monitored less and referred for rehabilitation less than men.
- + “Sitting is today’s smoking,” said Dr. Zfat-Zwas. “We need to aim for fitness, not thinness.” While 150 minutes a week is the recommended goal for exercise, even 10 minutes per day does something.

Dr. Ronen Beeri, Director of HMO’s Cardiovascular Research Institute, is collaborating with colleagues at Mt. Sinai (NY) Medical Center in using gene therapy to replace failing heart cells. They hope that viruses

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will transport specific genetic material into the heart which will raise the level of calcium – an event necessary for healthy heart contractions. If success in mouse models transfers to humans, some day our heart cells might regenerate with the use of stem cells.

All of this research and education “goes on” with your generous help. Consider a gift to Hadassah for heart research. Speak to Michele Norris about your contribution.

You can also keep busy with Tampa Ameet’s activities in the next few months.

February 28, 2017 @ 11:00 a.m.	Memorial Hospital Luncheon	2901 W Swann Ave, Tampa, FL 33609	
March 20, 2017	Play Mah Jong with the Mavens	Allegro (formally Horizon Bay) 800 W. Azeele St., Tampa, FL 33606	\$25
November 30 – December 4, 2017	Cruse with Tampa Ameet Tampa to Cozumel	1101 Channelside Dr, Tampa, FL 33602	\$TBD

Remember, the power to care for your heart is in your hands. Join with me and Hadassah to keep the research going and ensure that “The Beat Goes On.”

From my heart to yours,

Etty Segal

Ameet, Chapter President

**HADASSAH**

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