

Find the AAAnswers Campaign Fact Sheet

Find the AAAnswers is a multi-faceted, public education campaign designed to increase awareness and understanding among consumers, physicians, legislators and policy makers about abdominal aortic aneurysms (AAA), and to drive at-risk individuals to be screened.

About the Program

The campaign will offer a variety of programs and resources to help individuals, local communities and healthcare professionals take action. Activities include:

- Regional education and screening events to drive awareness of AAA in select local communities nationwide
- An interactive Web portal where individuals can learn more about AAA, campaign initiatives, and make a personal pledge to get screened (www.FindtheAAAnswers.org)
- Educational materials and resources on AAA screening for healthcare professionals, patients and their loved ones
- Public service announcements on the importance of AAA screenings
- Events with healthcare advocates and policy influencers to identify current challenges in AAA care and advocate for meaningful change

The campaign launched during a roundtable briefing attended by physicians, health advocates, patients and the media on September 22, 2009 in New York. Inspired by his father's battle with AAA, Joe Theismann – a former professional football quarterback and sportscaster – serves as the national spokesperson for this campaign.

Campaign Partners

Find the AAAnswers is sponsored by Medtronic and supported by the Find the AAAnswers Coalition, an alliance of concerned physician societies that have come together to provide information about AAA and improve the number of at-risk individuals that get screened.

Coalition partners include:

- American College of Preventive Medicine (ACPM)
- Society for Vascular Surgery (SVS)
- Society for Vascular Ultrasound (SVU)

About Abdominal Aortic Aneurysms (AAA)

An AAA is a balloon-like bulge in the body's main artery that can burst unexpectedly and cause sudden death – making AAA the 3rd leading cause of sudden death in men over 60.¹ More than one million people are living with undiagnosed AAA².

It is estimated that at least 95% of all AAAs can be successfully treated if detected prior to rupture.³ In contrast, if AAAs remain undetected until rupture, only 10% - 25% survive.⁴⁻⁷ A simple ultrasound screening could save these lives.

The risk of AAA rises if you're age 60+, a male, have a history of smoking, high blood pressure, high cholesterol or a family history of the disease.

The Find the AAAnswers campaign literally aims to provide the missing information and answers that will improve the statistics of and drive screening for AAA.

For more information, visit www.FindtheAAAnswers.org

References:

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- ⁴ Mealy K, Salman A. The true incidence of ruptured abdominal aortic aneurysms. *Eur J Vasc Surg* 1988;2:405-8.
- ⁵ Johansen K, Kohler TR, Nicholls SC, et al. Ruptured abdominal aortic aneurysm: the Harborview experience. *J Vasc Surg* 1991;13:240-5; discussion 245-7.
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- ⁷ Brown PM, Pattenden R, Vernooy C, Zelt DT, Gutelius JR. Selective management of abdominal aortic aneurysms in a prospective measurement program. *J Vasc Surg*. 1996;23:213-220.