

Hypertrophic Cardiomyopathy Plea Letter

TITLE: Hypertrophic Cardiomyopathy in Youth and Student Athletes

The American Heart Association is shedding light on the alarming statistics surrounding HCM, the leading cause of sudden cardiac death in young athletes, with a disproportionately high risk among Black males.

Hypertrophic cardiomyopathy (HCM) is the thickening of the heart's main pumping chamber (the left ventricle) and is the most prevalent genetic heart condition. HCM is the **most common** form of inherited heart disease and can affect people of any age.

This important PSA aims to raise awareness among students, caretakers, coaches, and athletic directors, particularly those from Black and Hispanic/Latino communities, where it is likely that HCM more often goes undiagnosed. High school and college-level athletes could prevent serious health outcomes if they were aware of the signs and symptoms of HCM and the importance of screening.

By broadcasting this PSA, you'll be championing the cause of early detection and prevention of HCM, potentially saving lives within our youth sports communities.

To learn more visit, <https://www.heart.org/HCMStudentAthlete>

Length: :15, :30

Language: English

Sponsor: American Heart Association

Target Audience: General Markets, Black and Hispanic/Latino communities, HBCU and HSI Student Athletes, other Students and Alumni, Audiences ages 17-25; parents and caregivers, 40-65