



FAMILY HEARTBEATS UNMASKED



SHARING STORIES.
EMPOWERING COMMUNITIES.
SAVING GENERATIONS.



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About Family Heartbeats Unmasked

Affecting over one million people in the U.S., FH is often underdiagnosed and undertreated, particularly in Black and other minority communities. The personal experiences shared through this campaign, coupled with educational resources and physician-led PSAs, highlight the importance of knowing your family health history and the life-saving potential of early diagnosis and treatment. Through this campaign, the ABC seeks to empower communities with knowledge and tools to combat FH and reduce cardiovascular disparities.