

Title:

National Heartburn Alliance Unveils New, Customized Education Tools To "Learn About Your Burn"

Word Count:

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Summary:

Heartburn remains a burning problem for more than 60 million Americans each month but a new Na

Keywords:

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Article Body:

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To address the need for education, NHBA has developed the "Name that Burn Quiz," a personalize

"The new survey findings clearly demonstrate that too many Americans suffering from heartburn

New NHBA Tools

And Resources

In response to the new survey findings, NHBA has added more educational tools to its Web site

&#8226; Episodic, or occasional, heartburn is characterized by infrequent bouts of heartburn t

&#8226; Frequent heartburn occurs two or more days per week. Frequent heartburn sufferers may

&#8226; Severe, or chronic, heartburn occurs more than two days per week and persists while ta

"Name that Burn Quiz" is an interactive screener to help sufferers identify what type of heart

Visitors can read real-life profiles of heartburn sufferers and learn about steps they have ta

Additional Survey Results

&#8226; Only 41 percent of all heartburn sufferers surveyed correctly identified their type of

&#8226; Sixty-two percent of heartburn sufferers surveyed believe heartburn is their own fault

&#8226; Since 2000, an increase of 23 percent of heartburn sufferers surveyed said that they s

&#8226; More than 69 percent of all sufferers surveyed said they would like to know more about

How NHBA Can Help

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