



Love Your Heart 2022 Annual Report



LIVE WELL
SAN DIEGO

LOVE  YOUR HEART

LOVE YOUR HEART

We are pleased to share with you the 11th Annual Love Your Heart Report and offer our thanks to all who participated in the 2022 event.

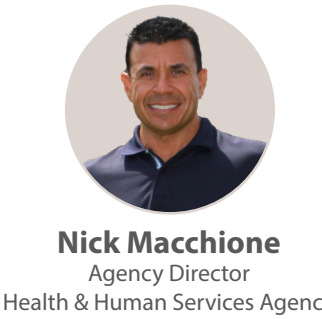
Not even another year of the COVID-19 pandemic could derail our important and collective lifesaving efforts towards improving heart health. More than 2-years later and we are still nimble and proactive in our response to both the pandemic and its links to heart disease.

The data continues to tell us stories of both the great strides that have been made and the work that still needs to be done. **Heart disease remains the 2nd leading cause of death in San Diego County.** More than 4,000 of our family, friends, and neighbors die each year from coronary heart disease or stroke.

Thankfully, through 11 years of Love Your Heart, we have made a real difference. Tens of thousands of San Diegans have participated over the years, leading to a greater understanding of hypertension resulting in hundreds of lives saved. During the 2022 event, free blood pressure screenings were provided to 46,411 participants at 287 sites across the U.S. and Mexico, with 473 hypertensive crises identified that may have otherwise gone undetected.

Through strong partnerships with local and bi-national organizations, we increased the availability of tools and strategies to help individuals and families become stewards of their own heart health. We distributed 6,000 free blood pressure monitors among partner organizations who supplied them to residents in the communities most impacted by heart disease and COVID-19.

Love Your Heart has a simple mission – to reduce heart disease and stroke by helping residents know their blood pressure numbers. We hope to keep this momentum going throughout the year as we work together to build a region that is healthy, safe, and thriving.



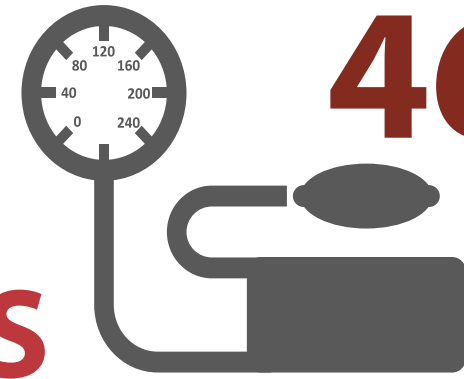
Love Your Heart is an example of a coordinated, binational action to help residents understand their blood pressure and improve their odds for preventing cardiovascular disease. This campaign aims to educate and raise awareness of the increased risks of uncontrolled hypertension – namely, heart disease and stroke.

The efforts of our Love Your Heart partners reflect the work of a diverse group of international stakeholders, including regional health professionals, community and faith organizations, businesses, universities, and governments working together to eliminate health disparities and improve heart health in the region.

As each organization brings its distinct strengths and talents to the table, we are each in a unique position to help empower the public to take control of their heart health. Together, we are creating a heart-healthy binational region so that all can have the opportunity to live their best life for years to come.



KNOW OUR NUMBERS

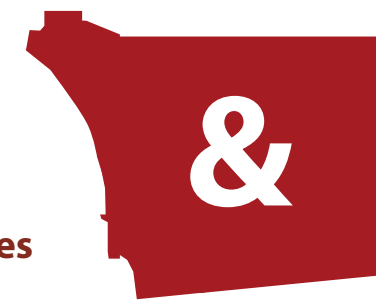


46,411

Total Blood Pressure Screenings Online and In-Person at **287 Sites** Across U.S. and Mexico

5,173

Total Blood Pressure Screenings In-Person at **94 Sites** Across San Diego County



100

Total Blood Pressure Screenings **Submitted Online**

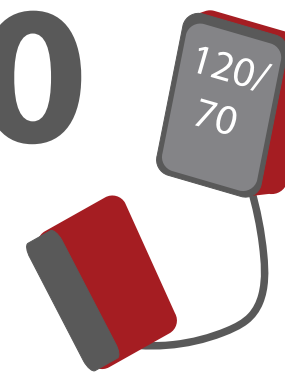
38,008

Total Blood Pressure Screenings at **193 Sites** Across Mexican Border Region



6,000

Total Blood Pressure **Monitors Distributed** Across San Diego County



Total Screenings at **Hypertensive Crises Levels** **473**



47% Percent of Screenings with a **Blood Pressure Above Normal**



3,382 Unique Visitors to **LoveYourHeartSD.org** and **LYH@Home**



7,520,903

Total Reach of Marketing for Social Media, Print, Radio, Billboard, and Transit

LOVE YOUR HEART

An Overview

February 2022 marked the 11th annual Love Your Heart event which continued to help thousands of participants across the U.S. and Mexico know their blood pressure numbers and learn what they mean.

As the COVID-19 pandemic continued, and out of an abundance of safety, event partners maintained a hybrid approach to blood pressure screenings, by offering online and in-person opportunities for blood pressure checks. An online form on LoveYourHeartSD.org allowed for self-screenings to be measured and submitted from home. In-person blood pressure checks were hosted at locations where residents were already receiving essential services, such as medical clinics or grocery stores.

As a result of efforts across the U.S. and Mexico, a total of 46,411 participants had their blood pressure screened either at home or in-person at one of 287 sites (Figure 1). In San Diego County, 5,273 participants were screened, while 38,008 participants were screened through our sister event, Ama Tu Corazón which reaches participants binationally in the states along the United States-Mexico border. There were 129 participants screened outside of San Diego County in Southern California through a partnership with Northgate Gonzalez Markets and Cochise Health & Social Services.

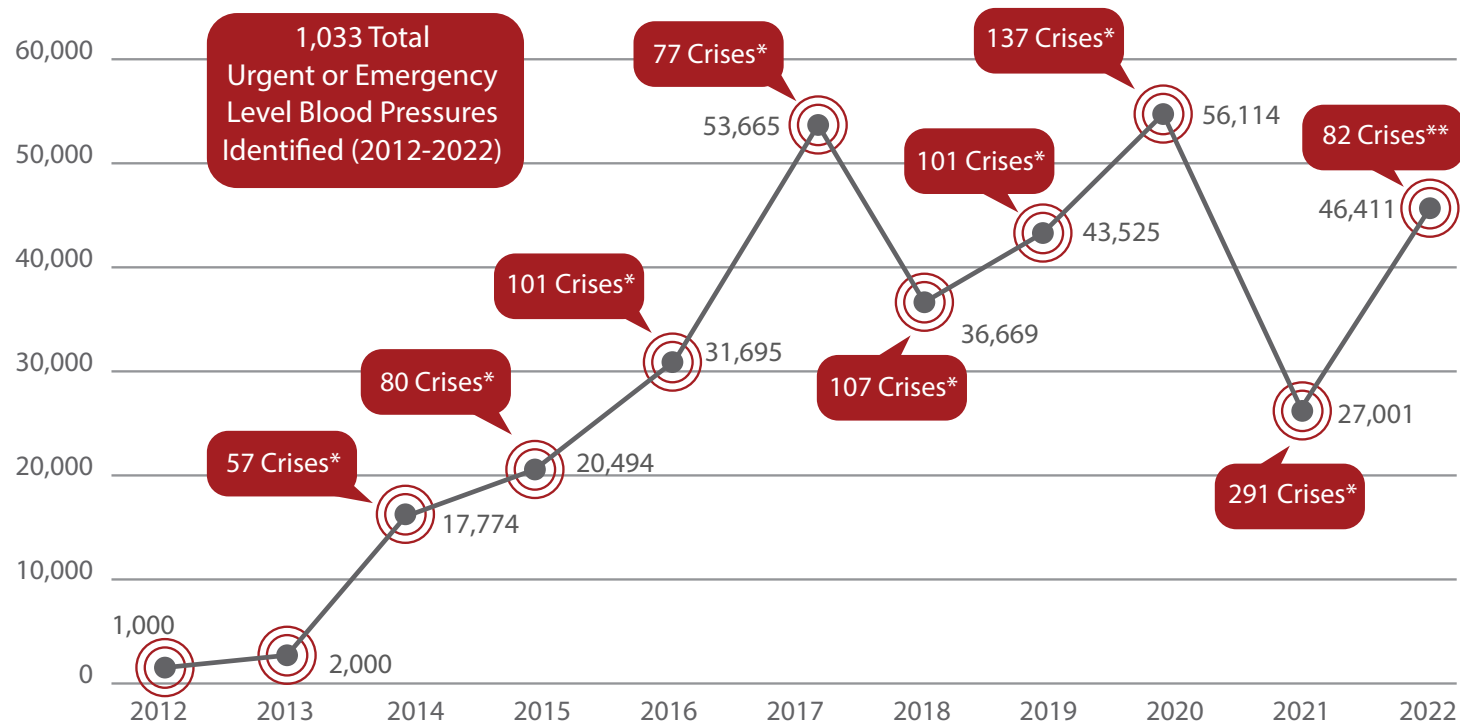


Figure 1. Love Your Heart Blood Pressure Screening Performed Each Year 2012-2022

*Urgent or Emergency level blood pressures reported are for San Diego County only.

**In 2022, a total of 473 hypertensive crises identified across all sites.

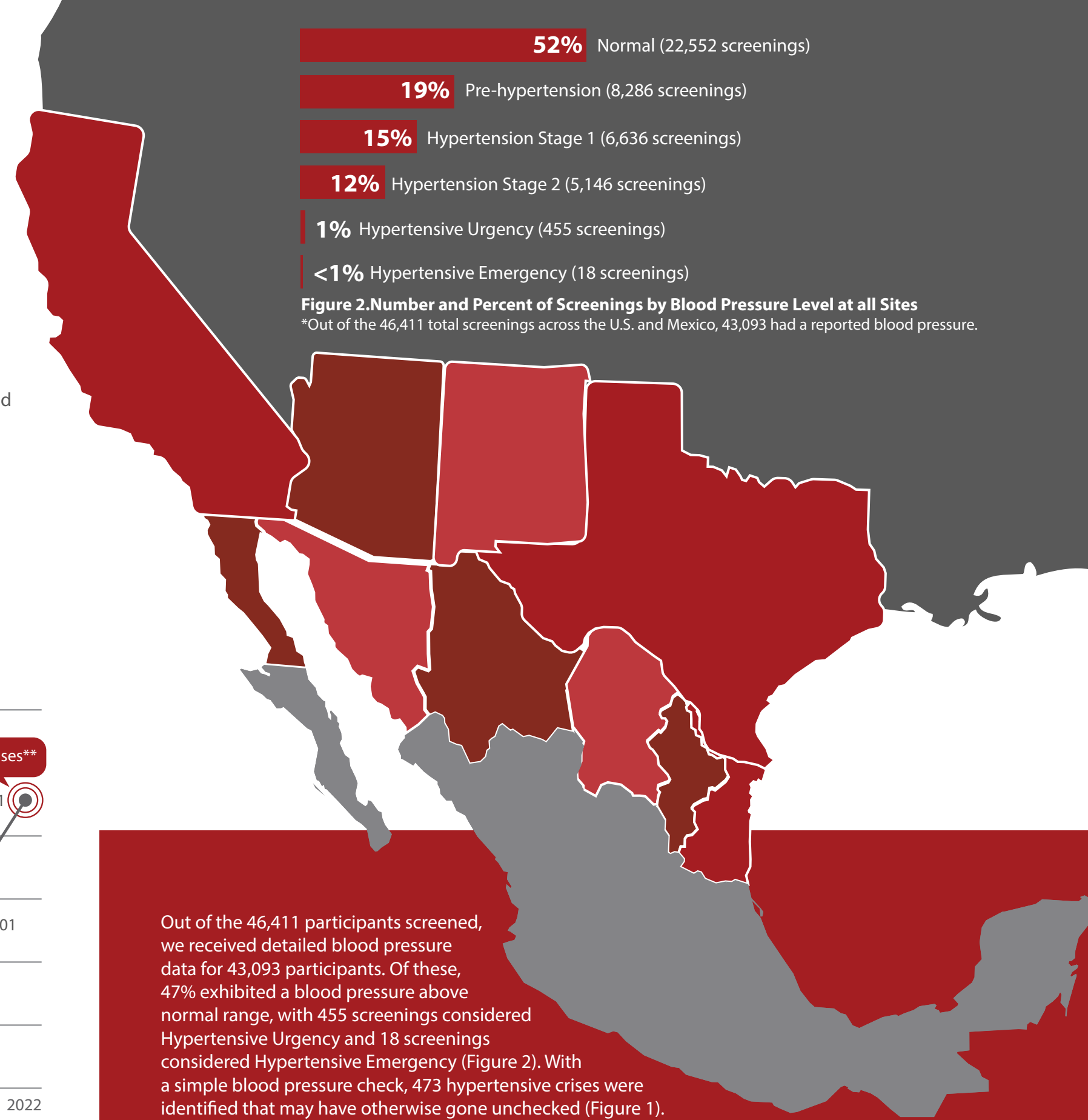


Figure 2. Number and Percent of Screenings by Blood Pressure Level at all Sites

*Out of the 46,411 total screenings across the U.S. and Mexico, 43,093 had a reported blood pressure.

Out of the 46,411 participants screened, we received detailed blood pressure data for 43,093 participants. Of these, 47% exhibited a blood pressure above normal range, with 455 screenings considered Hypertensive Urgency and 18 screenings considered Hypertensive Emergency (Figure 2). With a simple blood pressure check, 473 hypertensive crises were identified that may have otherwise gone unchecked (Figure 1).

San Diego County

In San Diego County, our priority was to provide heart health education and opportunities for blood pressure screenings to the populations most impacted by heart disease and COVID-19. Partner organizations continued to utilize Community Health Workers, local community members trusted in helping their neighbors, to assist with distribution of 6,000 free blood pressure monitors and educational materials in multiple languages in order to reach these special populations.

During Love Your Heart Week of Action, February 12-20, partners hosted community education events online and in-person to bring people together safely outdoors and raise awareness of the importance of knowing your numbers.

Of the 5,273 participants screened in San Diego County in-person and through LoveYourHeart@Home, detailed data was received for 5,272 participants. Of these, nearly 2 of every 3 participants screened exhibited a blood pressure above normal range, with 76 screenings considered Hypertensive Urgency and 6 screenings considered Hypertensive Emergency (Figure 3).

Of the 5,202 participants screened in San Diego County that reported their gender, 61% were women with nearly 3 out of 5 participants reporting a blood pressure higher than normal (Figure 4). Nearly 3 out of 4 male participants had an elevated blood pressure, showing the potential need for additional outreach to the male population in 2023.

Figure 5 shows the locations across Southern California that served as Love Your Heart blood pressure screening sites throughout the Week of Action. Outside the county, Southern California sites hosted by Northgate Gonzalez Markets and Cochise Health & Social Services screened 129 participants, of which 54% had a blood pressure above normal range.

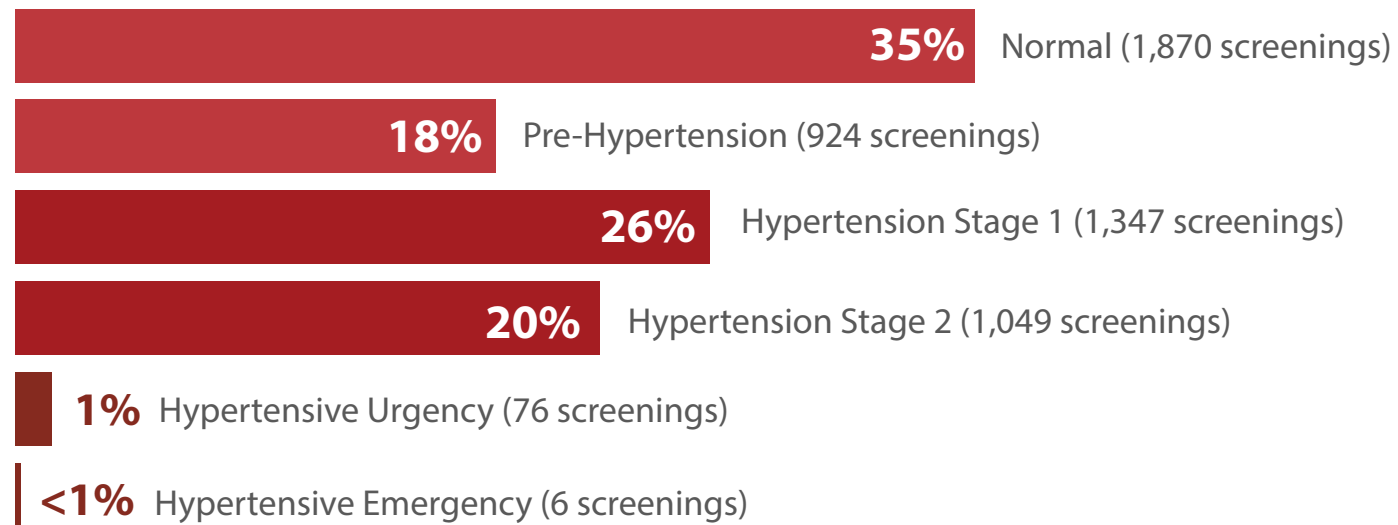
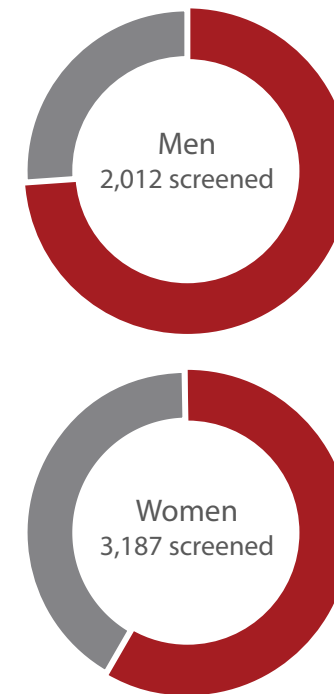


Figure 3. Number and Percent of Screenings by Blood Pressure Level in San Diego County

*Out of 5,273 total screenings in San Diego County, 5,272 had a reported blood pressure.



● Normal Blood Pressure
● Higher Than Normal Blood Pressure

Figure 4. Participant Blood Pressure by Gender in San Diego County

*5,202 participants screened at San Diego County sites provided their gender.

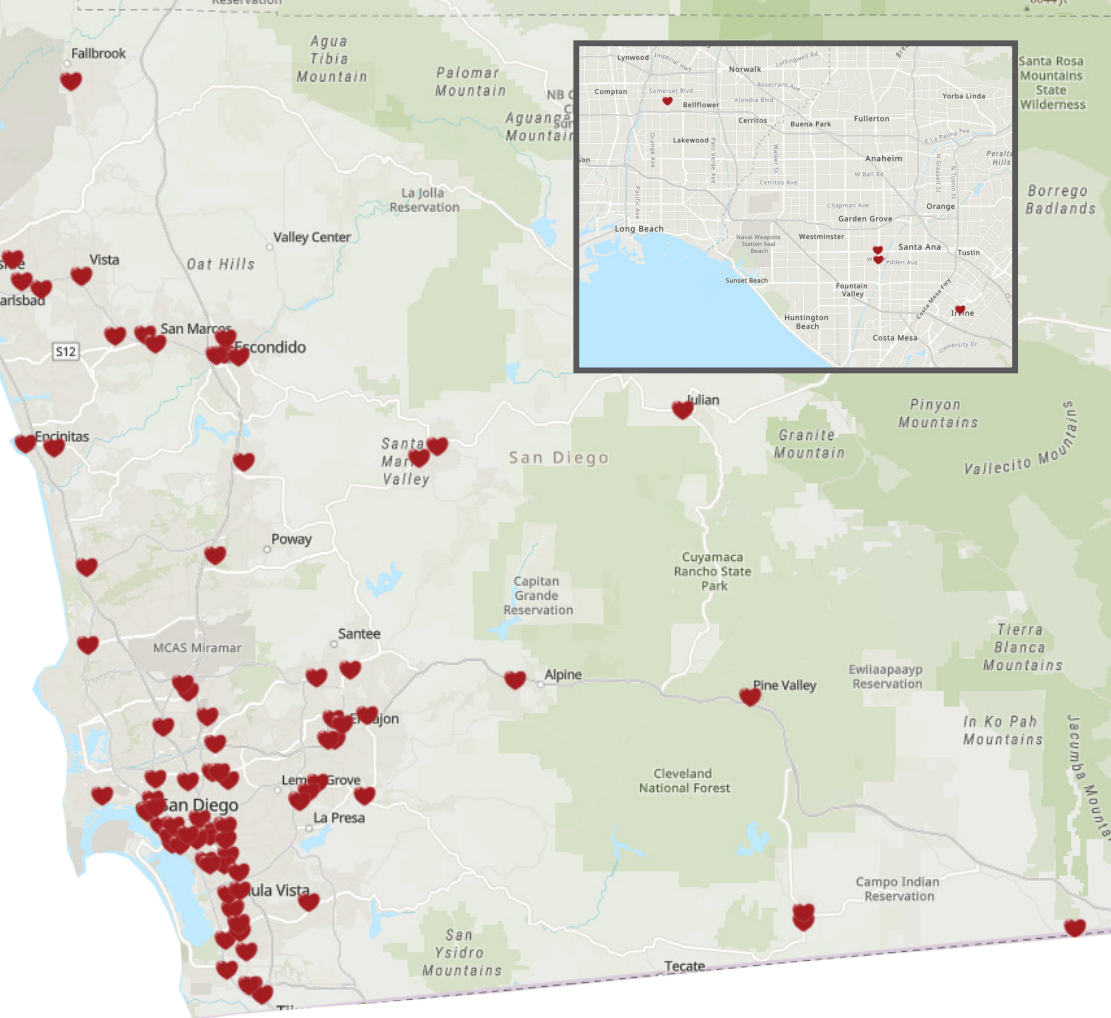
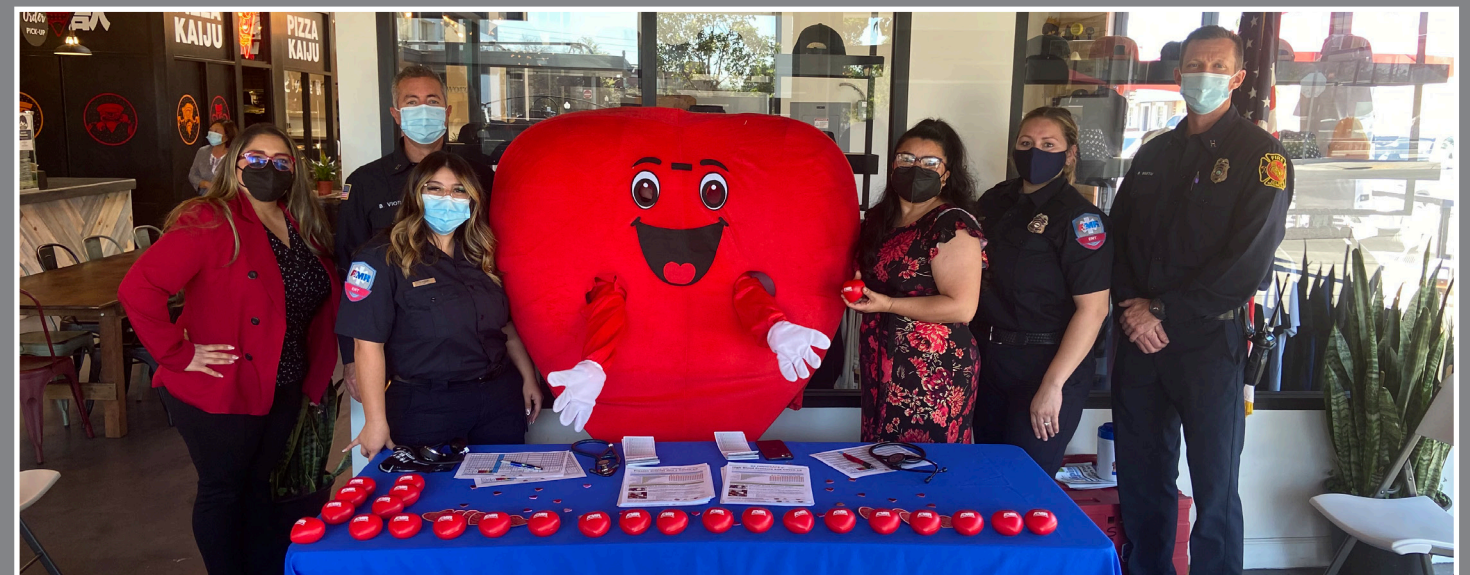


Figure 5. Love Your Heart Screening Sites Across San Diego County

*Inset map shows the sites in Los Angeles and Orange County.



American Medical Reponse team on Love Your Heart Day in National City.

Ama Tu Corazón

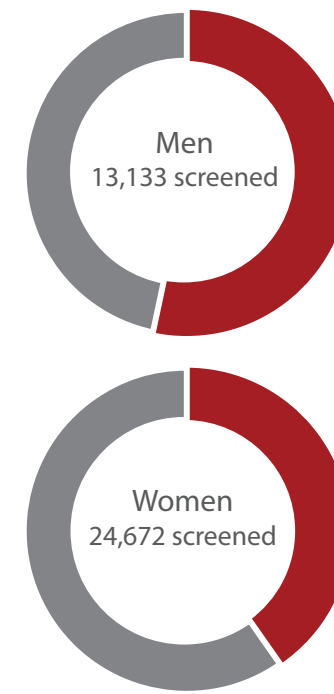
Ama Tu Corazón is a binational effort to expand the reach of the Love Your Heart campaign across the U.S.-Mexico border region. It is a partnership between the County of San Diego and the United States-Mexico Border Health Commission, Mexico Section, and Baja California Outreach Office to coordinate blood pressure measurements on both sides of the border.

Ama Tu Corazón relies primarily on existing healthcare infrastructure to conduct the majority of the campaign screenings and outreach. Efforts also include campaigning door-to-door in smaller towns and cities throughout the Mexican border states to ensure the maximum number of residents have access to life-saving knowledge and care.

Of the 38,008 participants screened through Ama Tu Corazón, detailed data was received for 37,692 participants. Of those, 45% had a higher than normal blood pressure with 371 Hypertensive Urgency and 12 Hypertensive Emergencies recorded (Figure 6).

Of the 37,805 participants screened through Ama Tu Corazón that reported their gender, 65% were women with nearly 2 out of 5 female participants reporting a blood pressure higher than normal (Figure 7). Over half of male participants had an elevated blood pressure.

Figure 8 shows the locations across the U.S.-Mexico border region where Ama Tu Corazón partner organizations hosted 193 blood pressure screening sites. Blood pressure screenings were offered at 193 sites in the Mexican Border States of Baja California, Sonora, Chihuahua, Coahuila, Nuevo León, and Tamaulipas, and at the Ventanillas de Salud within the Mexican Consulates of the U.S. Border States: California, Arizona, New Mexico, and Texas (Figure 8).



● Normal Blood Pressure
● Higher Than Normal Blood Pressure

Figure 7. Participant Blood Pressure by Gender at Ama Tu Corazón

*37,805 Ama Tu Corazón participants provided their gender.

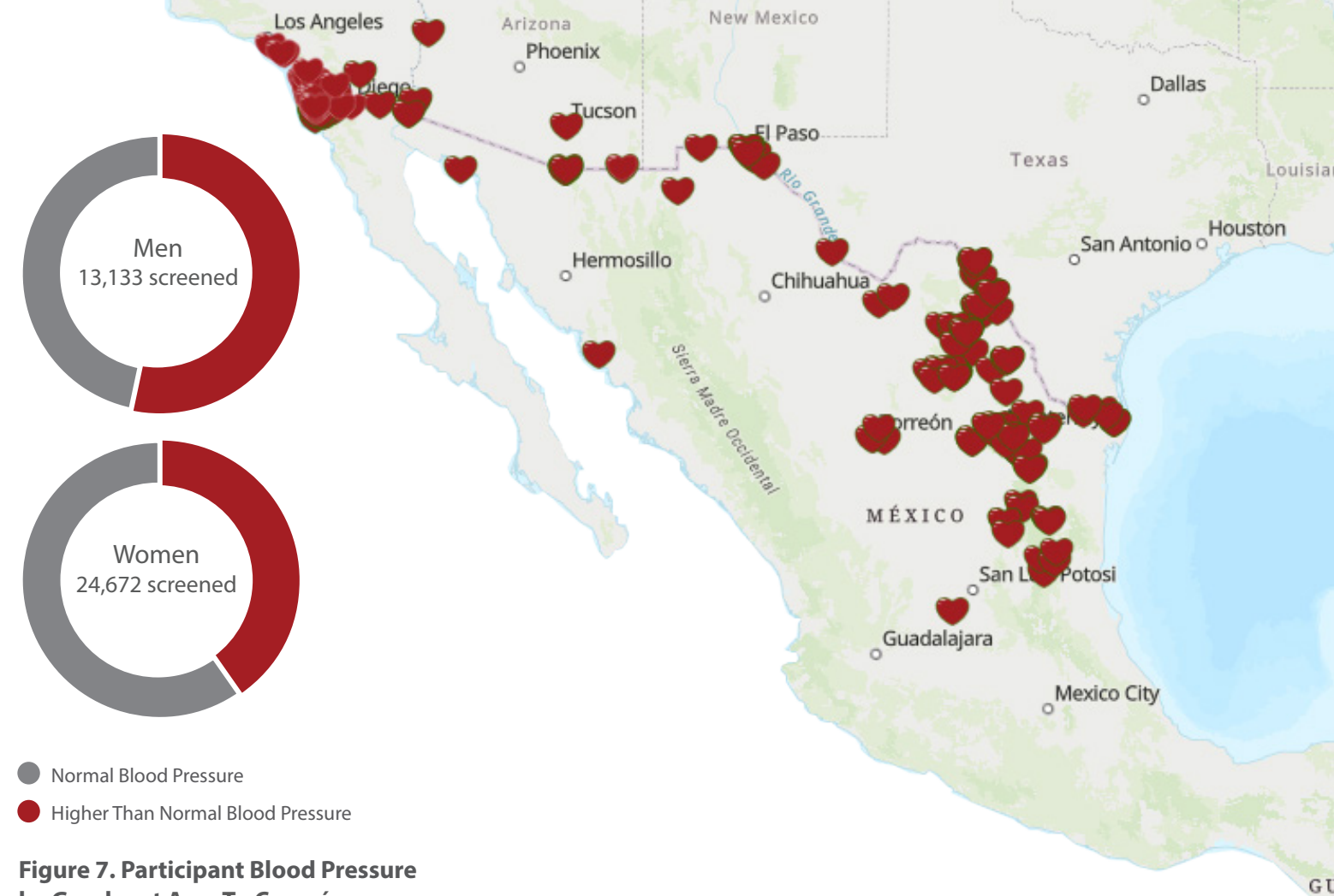


Figure 8. Screening Sites Across Mexico, California, Arizona, New Mexico and Texas

54% Normal (20,623 screenings)

19% Pre-Hypertension (7,348 screenings)

14% Hypertension Stage 1 (5,263 screenings)

11% Hypertension Stage 2 (4,075 screenings)

1% Hypertensive Urgency (371 screenings)

<1% Hypertensive Emergency (12 screenings)

Figure 6. Number and Percent of Screenings by Blood Pressure Level Across Ama Tu Corazón sites

*Out of 38,008 total Ama Tu Corazón screenings, 37,692 had a reported blood pressure.



Participants having their blood pressure taken at one of the many Mexico sites.

Love Your Heart @ Home

For a second year in a row, LoveYourHeart@Home was available for anyone who wanted to Be COVID Safe by submitting their blood pressure screening numbers online in either English or Spanish. Although this year saw an increase of in-person sites compared to 2021, 100 people still submitted their numbers online in English and Spanish.

To assist residents with blood pressure checks, Community Health Workers from partner organizations were engaged to provide heart health education and distribute home blood pressure monitors to households at high risk of both COVID-19 and cardiovascular diseases (Figure 9).

Thanks to an outpouring of support from partners, 6,000 blood pressure monitors were distributed at locations frequented for essential services, such as grocery stores, food pantries, and COVID-19 testing sites (Figure 10). Materials were also distributed at partner events that were geared towards specific communities who were at higher risk such as refugees and immigrants. Educational packets were translated into relevant languages and distributed alongside other essential resources.



(Clockwise) Boxes full of blood pressure monitors organized for distribution. Love Your Heart staff and volunteers at the warehouse. Volunteers organizing the monitors for pick-up.

Blood Pressure Monitor Distribution

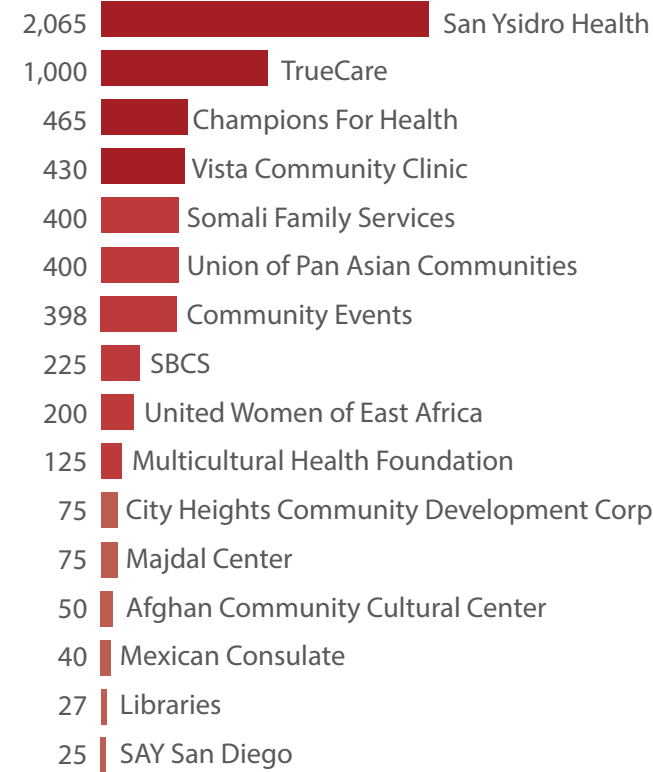


Figure 9. Number of blood pressure monitors distributed by community organization or event

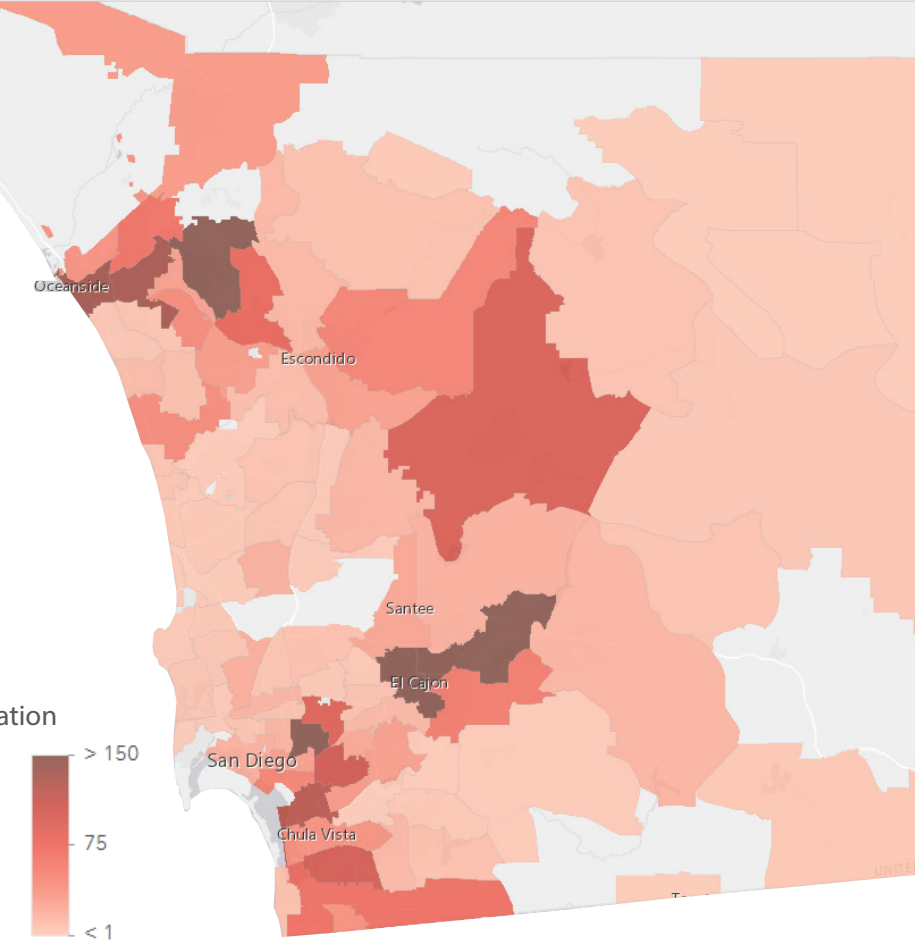


Figure 10. Number of blood pressure monitors distributed by zip code as of May 10, 2022

Hypertension & COVID-19

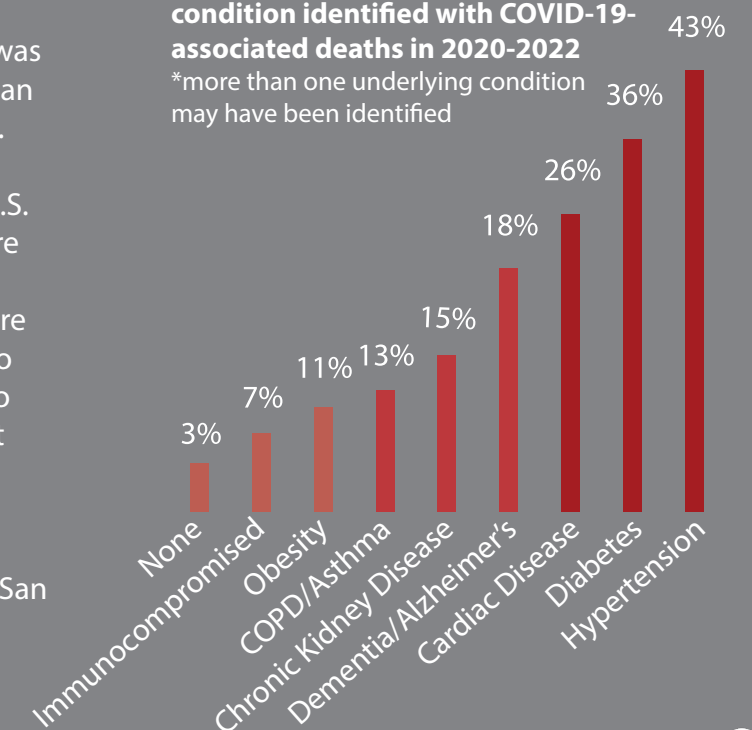
High blood pressure, or hypertension, may increase one's risk of severe complications from COVID-19 infection. Between March 2020 and January 2022, hypertension was the most common underlying condition identified in San Diego County's COVID-19-associated deaths (Figure 11).

According to the American Heart Association, 47% of U.S. adults were known to be living with high blood pressure between 2015-2018. The National Institutes of Health also estimates that 1 in 3 adults with high blood pressure are not aware they have it, as hypertension often has no symptoms causing it to go untreated. That is why it is so important to have your blood pressure checked at least once a year.

To help reduce this risk, Love Your Heart educational materials were supplied at all COVID-19 testing sites in San Diego County.

Figure 11. Most common underlying condition identified with COVID-19-associated deaths in 2020-2022

*more than one underlying condition may have been identified



In the Community

Love Your Heart 2022 was a hybrid of in-person and online events after a fully virtual year in 2021. Events occurred throughout the first two weeks of February.

February 4th, 2022



San Diego Gulls Game

Friday, February 4th was Love Your Heart night at the San Diego Gulls game. Hearty the Heart, Love Your Heart's cheerful mascot, promoted heart health to fans while walking the concourse and again on the Jumbotron along with a special Love Your Heart video message. It reminded Gulls fans of the importance of having your blood pressure checked, especially with the additional risk of COVID-19 complications.

February 6th, 2022

San Diego Blood Bank Blood Drive

“It was extremely powerful donating blood during Love Your Heart. Not only can you protect your health by knowing your numbers, but you can save lives through the donation of blood.”

Jennifer Tuteur, MD, FAAFP
Deputy Chief Medical Officer, County of San Diego



February 12th, 2022

Walk for Your H.E.A.R.T.

“Walking the main street looking at the murals is a great way to get the community active and involved while working on their heart health!”

Elaine Lyttleton
President of Ramona H.E.A.R.T. Mural Project



Refugee & Newcomers Resource Fair

Love Your Heart 2022 saw many new and exciting ways to help community members live Heart Healthy. One of those was the first ever Love Your Heart Community Fair held on Saturday, February 12th, the first day of the Love Your Heart Week of Action. The event was held at the Islamic Center of San Diego – East County, in partnership with community groups such as the Afghan Community Culture Center, Jewish Family Services, License to Freedom, Health Net, American Medical Response, CalFresh and many, many more!

Together with a diverse but united group of partners, this event was tailored to the needs of the refugee communities using a trauma-informed approach. Over 500 individuals had an opportunity to 'know their numbers' and take charge of their health, and were connected to a variety of resources, including vaccinations, housing, nutrition, behavioral health, and more. Multiple languages, religions, and cultures were represented, drawing a diverse crowd and raising awareness of cardiovascular disease to families that may not have otherwise focused on that aspect of their health.

Collective Impact In Action

Together, Resource Fair partners were able to:

Save one life by identifying an adult male with a dangerously high blood pressure, who received care on the spot!

Equip 300 households with take-home blood pressure monitors.

300

1

80

Administer 80 COVID-19 vaccines to adult and pediatric attendees.

Provide Blood Pressure Screenings to 165 adults.

165



“What a great example of the positive outcomes that can be achieved through collective impact in alignment with our region's *Live Well San Diego* vision.”

Bardia Moojedi
Love Your Heart Event Coordinator

Enhanced Outreach

As COVID-19 continued to limit the number of in-person screening site partners typically involved in localized event outreach, a larger multi-channel marketing campaign was needed to support outreach and further promote the importance of knowing your numbers. The campaign utilized media, digital, print, outdoor, and radio to support the event.

This year's media event took place online on February 11, 2022, and featured speakers from the County of San Diego, as well as Aetna Better Health California, American Heart Association, and the U.S.-Mexico Border Health Commission, Mexico Section. The event generated 142 media mentions with a local TV audience of 197,645; radio audience of 3,352,631; and an online news audience of 141,050,257. In addition, partner events, such as the Refugee and Newcomers Community Fair, drew the attention of local news stations, leading to more than a dozen additional clips across ABC10, NBC 7, KUSI, and CBS 8.

Specialized digital and print campaigns were created to better reach the populations most impacted by hypertension and COVID-19. Social media advertisements (112,228 impressions) and community newspaper ads (211,000 impressions - Voice & Viewpoint, Indian Voices, El Latino, Filipino Press and Star News) were tailored to specific audiences to help personalize the campaign's message.

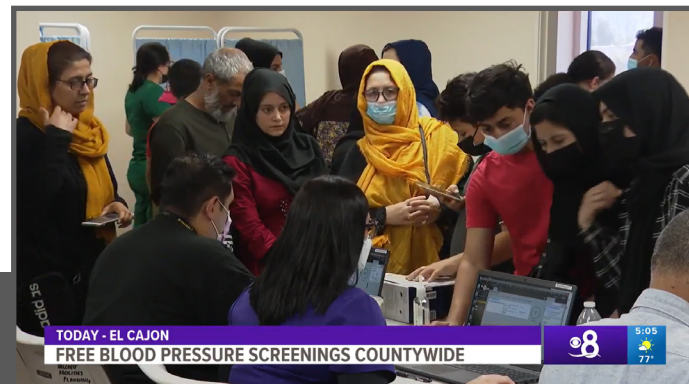
Through a partnership with iHeart Media, heart health promotion included billboards, transit posters (on buses and bus shelters), and radio ads in both English and Spanish. Outreach in North County collected 1,175,321 impressions along the 78 Freeway through Oceanside, Vista, San Marcos, and Escondido. Outreach in Southeastern San Diego collected 1,376,114 impressions between the 8 and the 94 Freeways. Outreach in East San Diego and South Bay collected 1,293,609 impressions near College Grove, National City, and Imperial Beach. Radio ads across the Total Traffic and Weather Network of stations (English and Spanish) garnered 3,352,631 impressions.



197,645
National TV Audience



141 Million
Online News Audience



From left to right: Photos showing the Resource Fair featured on local news channels CBS 8 & ABC10



3,352,631
Impressions
on the radio



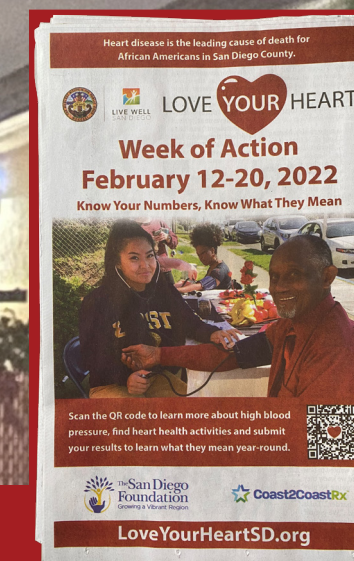
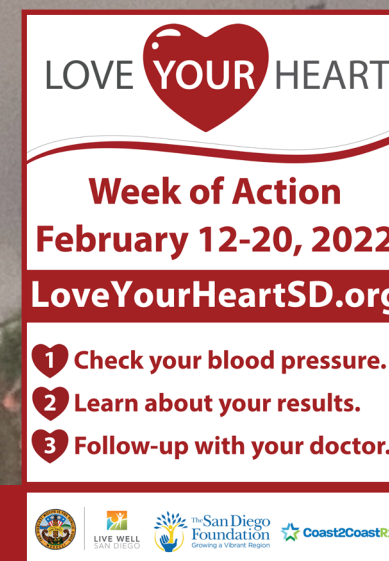
211,000
Reach of local
newspapers



3,845,044
Impressions from
billboard and transit



112,228
Reach of
social media



From left to right: Bus shelter advertisement; Voice and Viewpoint newspaper clipping; Facebook post. Background: Billboard in a City Heights neighborhood.

Thank You to Our 2022 Partners

Afghan Community Culture Center
American Heart Association
American Lung Association
American Medical Response
Be There San Diego Partners
Brian Davey, DDS
Calexico Chamber of Commerce
CalFresh Healthy Living (SNAP-Ed)
Campesinos Sin Fronteras
Champions for Health
Chiricahua Community Health Centers
City Heights Community Development Corporation
City of Carlsbad
City of Laredo Health Department
Coast2Coast
COBINAS - Consejo Binacional de Salud
Cochise Health & Social Services
Comisión de Salud Fronteriza México Estados Unidos
Consulado de Mexico en McAllen
County of San Diego Department of Parks and Recreation
County of San Diego Health and Human Services Agency
CSA San Diego
Aetna/ CVS Health
Dirección Municipal de Ciudad Juárez
East County Senior Service Providers
El Rio Community Health Center
Escuela de Enfermería Instituto Campo de Oro
Escuela de Enfermería Madame Curie
Estado de Sonora Secretaría de Salud Pública
Facultad de Enfermería Victoria
Feeding San Diego
Fit City Adventures
San Diego Gulls
Health Net
Herrick Healthcare Library
Hospital General Acuña
Hospital General Piedras Negras
Instituto de Seguridad de Servicios Sociales de los Trabajadores del Estado
Instituto Mexicano del Seguro Social (IMSS)
Instituto Tecnológico de Ciudad Victoria
Islamic Center of San Diego
ISSSTESON
Jewish Family Service
Kaiser Permanente
KGTV ABC 10 San Diego
License to Freedom
Majdal Center
MANA de San Diego
Mariposa Community Health Center

Mexican Consulate General in San Diego
Módulo de Salud al Migrante
Multicultural Health Foundation
Northgate Gonzalez Markets
Ohr Shalom
Palm Pharmacy
PERIOD.
Pensiones Civiles del Estado de Chihuahua
PrevenIMSS
Project Vida
Quad Counties Council on Alcohol and Drug Abuse
Ramona H.E.A.R.T Mural Project
San Diego Blood Bank
San Diego Black Nurses Association
San Diego County Library
San Diego Regional Chamber of Commerce
San Diego Refugee Communities Coalition
San Ysidro Health
SAY San Diego
SBSCS
SDCCU
Secretaría de Salud del Estado de Baja California
Jurisdicción de Servicios de Salud
Secretaría de Salud del Estado de Chihuahua
Secretaría de Salud del Estado de Coahuila
Secretaría de Salud del Estado de Nuevo León
Secretaría de Salud del Estado de Sonora
Secretaría de Salud del Estado de Tamaulipas
SIMNSA
Somali Family Services of San Diego
Sonia's Healthy Corner
Starbucks
TrueCare
Union of Pan Asian Communities
United Women of East Africa Support Team
Universidad Autónoma de Baja California
Universidad Autónoma de Ciudad Juárez
Universidad Autónoma de Tamaulipas Facultad de Comercio y Administración Victoria
Universidad de Morelos
University of California San Diego Health
University of California San Diego School of Pharmacy
University of New Mexico Cancer Center
VEBA
Vista Community Clinic
YMCA of San Diego County

**We thank you for your participation
from the bottom of our HEARTS!**

