

2018 Love Your Heart Annual Report

IMPROVING HEART HEALTH IN THE SAN DIEGO REGION AND BEYOND



LIVE WELL
SAN DIEGO

LIVELLSD.ORG





Supervisor Ron Roberts

It's with great pride and enthusiasm that we share with you the Love Your Heart 2018 Annual Report! This year marks our seventh annual event during which the County of San Diego and its partners provided free blood pressure screenings to members of our community. Love Your Heart is an opportunity for each of our 3.3 million San Diego residents, as well as communities across the U.S. and Mexico, to "know their numbers" and take charge of their heart health.



Nick Macchione

When it comes to heart disease, the stakes cannot be higher. Heart disease is the leading cause of death in the United States and the second leading cause of death in San Diego County. Often high blood pressure has no symptoms, so it can't be detected without being measured. High blood pressure greatly increases the risk of heart disease and stroke and when identified, can be controlled through lifestyle changes and/or medication. Getting a blood pressure check is a simple step to take for improved heart health.

This year, more than 300 sites offered screenings across the United States and Mexico, engaging nearly 37,000 individuals to "know their numbers." Our team identified 107 people with urgent or emergent hypertension this year and many of these individuals may not have known that they needed medical attention. The results speak for themselves, Love Your Heart is about helping save lives through empowering residents with knowledge about their own health.

We are proud of the growing number of partners who have stepped up their commitment to build healthy communities and made this year's Love Your Heart a success. To each and every one of you, thank you. We are privileged to work in a community where people are so willing to come together collectively to help each other. If you live, work, pray or play in the San Diego region, we personally invite you to join the heart health movement and participate in Love Your Heart 2019 on Thursday, February 14th. Let's make San Diego healthier, safer and more thriving together!

Live Well,

A handwritten signature in white ink that reads "Ron Roberts".

Ron Roberts
Supervisor, District 4

A handwritten signature in white ink that reads "Nick Macchione".

Nick Macchione
Director, Health and Human Services Agency



Places of worship play a central role in our communities. Engaging our community- and faith-based organizations in efforts to improve the heart health of our residents is key to support significant and lasting change.

In the African-American community, we are particularly impacted by hypertension and heart disease: 48% of women and 44% of men are affected. The good news is that nearly 80% of heart disease and stroke events can be prevented through lifestyle changes, knowing your heart health numbers (blood pressure, cholesterol, and blood sugars), and talking to your doctor about your need for preventive medications.

In San Diego County, our faith communities have decided not to sit on the sidelines but to get involved in supporting better heart health. There's no greater place to get involved than from the place of the pulpit, where a faith leader meets with their congregation to encourage them to be healthy so they can live to their full purpose and potential. It is truly a "matter of the heart." That is why in 2018 we initiated a "Matters of the Heart" pilot project to host Love Your Heart screenings at a small group of congregations on the Sunday before Love Your Heart day.

As a member of the Love Your Heart Steering Committee, and on behalf of the United African American Ministerial Action Council and the places of worship that partnered with the County of San Diego for the 2018 "Matters of the Heart" pilot project, we are proud to be a part of the *Live Well San Diego* vision to help build healthy communities. We look forward to seeing partnerships with faith-based organizations of all faith traditions continue to thrive and grow in order to support heart health in our communities.

Live Well in Peace and Blessings,

A handwritten signature in white ink that reads "Rev. Gerald W. Brown".

Reverend Gerald Brown
United African American Ministerial Action Council

LOVE YOUR HEART: Collective Impact



36,669

Total Blood Pressure Screenings at 390 Sites



7,100

BP Screenings at 212 Sites in San Diego



27,957

BP Screenings at 135 Sites in Mexico



153

BP Screenings at 3 Faith-Based Sites



61%

Of San Diego County Participants had a High Blood Pressure Level



107

Hypertensive Crises Recorded in San Diego County



52,015

Pieces of Love Your Heart Educational Materials Distributed



9,843

People Reached Through Love Your Heart Facebook Posts and 7 Live Videos



88,426

People Reached with ABC10 Love Your Heart Partnership



257

Volunteers Supported Screening Sites

Love Your Heart's "Hometown": San Diego

Love Your Heart was launched in San Diego County in 2012, and through grassroots collaboration has grown over the past seven cycles to include partners in a wide array of sectors—including government agencies, non-profits, businesses, schools and universities, faith-based organizations, healthcare organizations, and fire and emergency medical services agencies—as well as expanded to sites across the United States and Mexico (see figure 2 and pages 7 and 8).

New American Heart Association blood pressure guidelines released in November 2017 created the opportunity to inform and engage residents in addressing their heart health in new ways. The new guidelines effectively lowered the definition of high blood pressure. What used to be considered normal blood pressure or prehypertension is now considered to be an elevated blood pressure. This helps identify potential blood pressure issues, allowing for earlier intervention.

The months leading up to Love Your Heart were marked by the challenge of a major public health emergency in San Diego in the form of a Hepatitis A outbreak. Just as nurses and other medical workers are critical in planning, managing and implementing Love Your Heart screenings, they were similarly critical in addressing the Hepatitis A outbreak. The San Diego region thus took a, "One eye to the ground, one eye to the horizon" approach—continuing to focus on prevention and early intervention for chronic disease, while also ensuring an acute health issue was thoroughly addressed.

As a result of local efforts, on February 14, 2018, Love Your Heart partners worked together to host blood pressure screenings at 212 sites in San Diego County. Collectively, 7,100 blood pressure screenings were provided at these sites, which also offered vital educational information to empower residents with knowledge to support their health and well-being (Figure 1).

Figure 1. Number and Percent of Screenings at San Diego County Sites by Blood Pressure Level

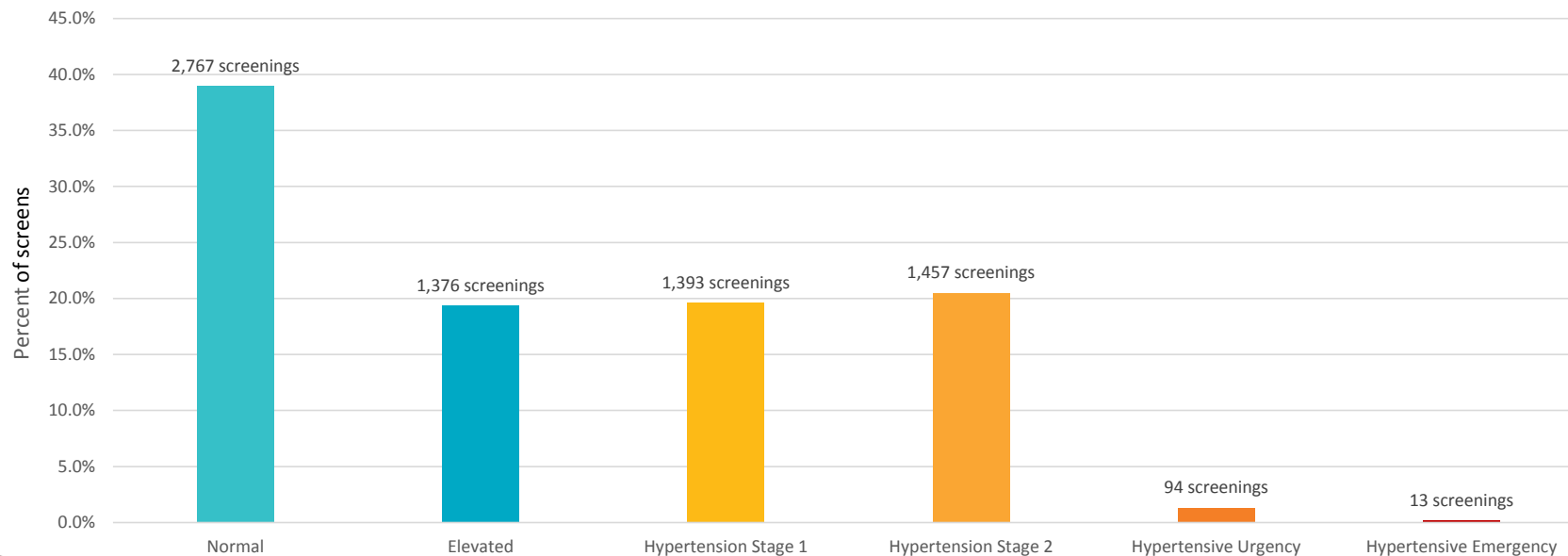
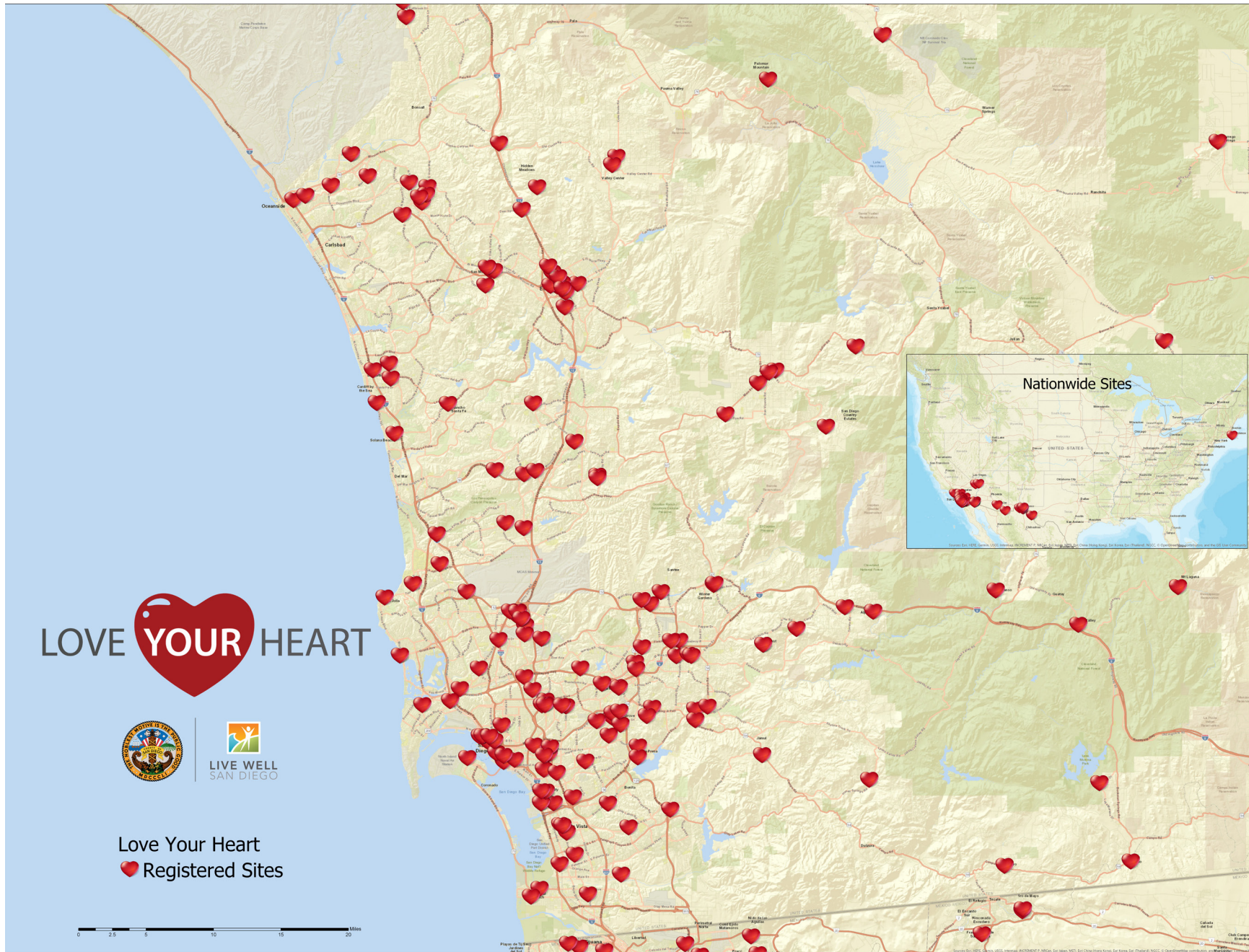


Figure 2. Map of San Diego County and Nationwide Blood Pressure Screening Sites



2018 RESULTS: San Diego County

Figure 2 shows the locations across San Diego County that served as Love Your Heart blood pressure screening sites. Participants were screened at a broad array of site types thanks to the collaboration of hundreds of Love Your Heart partners (Figure 3).

In 2018, 6 of every 10 participants screened in San Diego County had high blood pressure (Figure 1). There were 2,850 residents with hypertensive blood pressure levels with 94 screenings considered Hypertensive Urgency and 13 screenings considered Hypertensive Emergencies.

In some areas in San Diego County, there were even higher rates of high blood pressure. Approximately 7 of every 10 participants living in Coronado, Anza-Borrego, El Cajon or Southeastern San Diego and two-thirds of participants living in Harbison-Crest, Jamul, Lakeside, Mountain Empire, Escondido and Poway had a high blood pressure level (Figure 4).

Figure 3. Percent of Participants Screened by Type of Screening Site*^

* Total of 7,100 participants screened at a San Diego County Love Your Heart Site

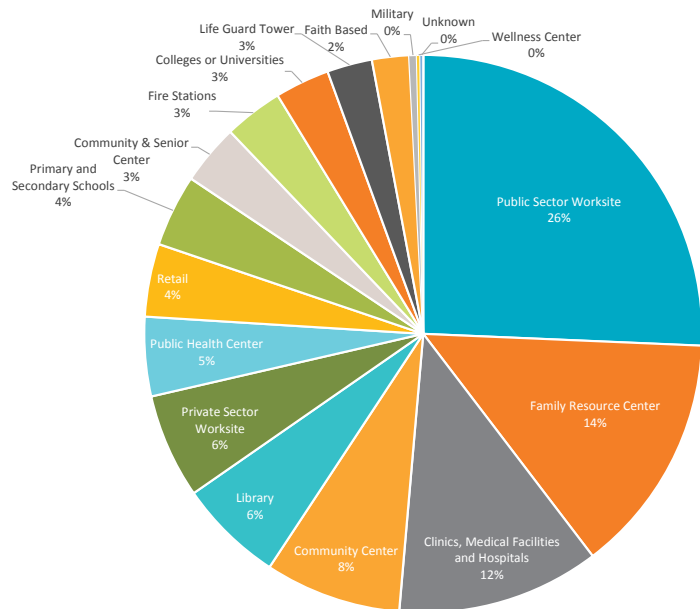
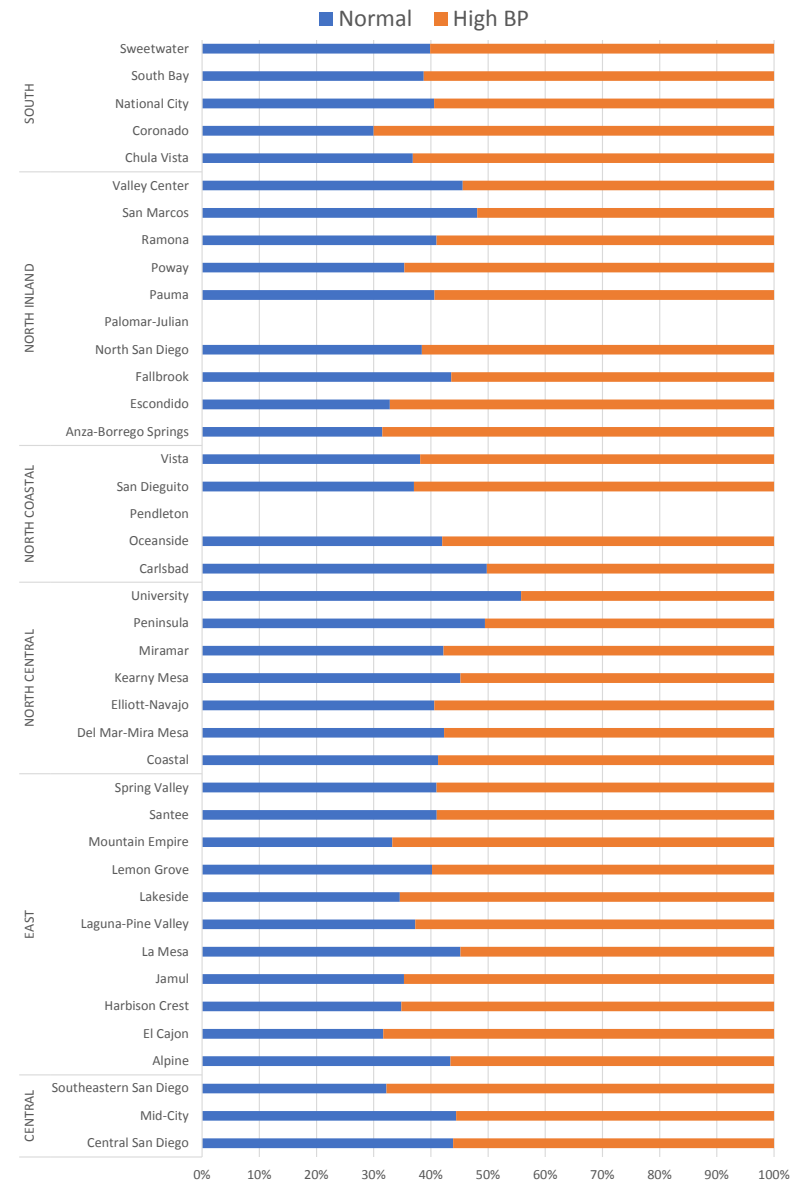


Figure 4. Participant Blood Pressure by Subregional Area*^

* Data for fewer than 5 participants per subregional area are not shown.



^ Based on data from residents who provided their information for the Love Your Heart data collection mobile application

Ama Tu Corazón: A Binational Collaboration

For the fourth year in a row, through the collaborative efforts of the County of San Diego Health and Human Services Agency and the United States–Mexico Border Health Commission, Mexico Section, blood pressure screenings were offered at sites along the United States–Mexico border.

Known as “Ama Tu Corazón,” this binational Love Your Heart effort leverages strong partnerships to support the shared goal of improving the heart health of all residents. These partnerships were especially key in 2018, as many of the federal partners in Mexico faced staff and resource issues.



Figure 5. 2018 Ama Tu Corazón Site Map

Despite these significant challenges, Ama Tu Corazón partners prevailed and on February 14, 2018, over 38 organizations worked together to host blood pressure screenings at 135 sites in 6 states in Mexico. Blood pressure screenings were also offered at 14 Mexican consulates in the U.S. border states of California, Arizona, New Mexico and Texas and the University of Arizona.

Collectively, 27,957 blood pressure screenings were provided at these Ama Tu Corazón sites, which also offered vital educational information to empower residents with knowledge to support their health and well-being.

State	Total Number of Sites	Total Screenings
Baja California	67	18,598
Sonora	10	639
Chihuahua	19	2,933
Coahuila	8	1,711
Nuevo Leon	3	188
Tamaulipas	14	1,984
Ventanillas de Salud	14	1,904
GRAND TOTAL	135	27,957

Figure 6. Total number of Ama Tu Corazón Sites and Screenings by State

Love Your Heart Across America

In addition to sites in San Diego County and Mexico, several other communities in the United States have joined the “heart health movement” and organized their own Love Your Heart events.

In California, partners in Los Angeles County, Orange County and Riverside County provided 223 blood pressure screenings at 7 sites. These partners included businesses and research and health clinics.

Partners in Arizona provided 734 blood pressure screenings at 30 sites. These screenings were coordinated in concert with universities, public health districts, libraries, fire stations, health clinics and local businesses.

For the third year in a row, partners in New Bedford, Massachusetts braved the February chill and organized Love Your Heart events that yielded 655 blood pressure screenings.

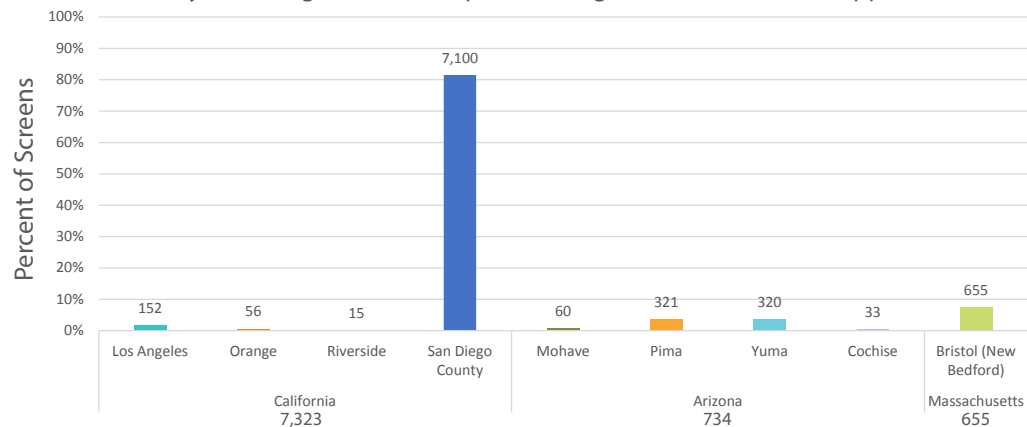
Looking ahead, with the advent of the Love Your Heart Digital Toolkit Version 1.0 (visit LoveYourHeartSD.org for more details), efforts will move forward to expand Love Your Heart’s reach across the United States. The online toolkit will offer potential sites a broad array of templates and educational materials for launching their own blood pressure screening day.

“This was a tremendous collaborative effort that showed our community how much we care,” said **Michael Rocha, M.D.** of New Bedford, MA. “To all our volunteers, partners, and sites, I want to extend a warmest expression of gratitude. A very special thank you to Mayor Jon Mitchell for offering an official proclamation for Love Your Heart Day!”



Figure 7. Number of Blood Pressure Screenings by State and County

*Includes only screenings that were reported using the Love Your Heart App



MATTERS OF THE HEART: Faith in Action



Faith-based organizations joined other partners at the media kickoff



Blood pressure screenings at Our Lady of Guadalupe Church



Families check their heart health at Our Lady of Guadalupe Church

In San Diego County, faith-based organizations are one of the cornerstones of our communities, and play a pivotal role in supporting healthy, safe and thriving residents. Many ongoing efforts related to reducing cardiovascular disease disparities, including those spearheaded by the San Diego Chapter of the American Heart Association and Be There San Diego, are supported by the strengths of a wide array of local faith-based organizations.

Building upon exciting work already in progress, a pilot was launched in 2018 to explore new strategies to further engage the faith-based community in Love Your Heart. Affectionately dubbed “Matters of the Heart,” this pilot offered blood pressure screenings at local faith-based organizations on the Sunday before Love Your Heart Day. Volunteers were mobilized via Love Your Heart Steering Committee members, including Champions for Health, to provide the screenings.

153 blood pressure screenings were provided at three “Matters of the Heart” sites: Total Deliverance Worship Center, Our Lady of Guadalupe Church, and Mt. Moriah Christian Church.

71% of those screened on Sunday, February 11th had high blood pressure, underscoring the need for continued collaboration in this space. Looking ahead, additional opportunities to expand to additional faith-based organizations in different ways will be explored, including engaging leaders in multiple language communities, cultures and faith traditions.

“We were so excited to see the participation of officials from the County of San Diego in our worship services with their families on their day off,” said **Pastor Benson** of Total Deliverance Worship Center. “We took hundreds of blood pressure readings from congregants. We are looking forward to participating next year with our partners United African American Ministerial Action Council, Be There San Diego, the American Heart Association and the San Diego Black Nurses Association as well as with other churches throughout San Diego County to continue the work of educating about the culture of heart disease that is taking lives too early.”



THE STORIES THAT TOUCHED OUR HEARTS

These are the stories of Love Your Heart participants who made an effort to learn more about the status of their own heart health and encouraged others to do the same, so that we can all be healthy, safe and thriving for years to come.



Luz Ortiz volunteered at the South Region Live Well Center. "I decided to do this because it was a good opportunity to help people and offer the community a service, to help others take care of their health. Knowing your numbers can make people aware of bigger problems."

Andrew Espiritu is a County of San Diego employee who is focused on improving the health of his fellow employees and encouraged his entire office to participate. "The importance of today is to love your heart. Wellness is not just about eating right or exercising, it is about whole body wellness."



Tiffany Alguzar encouraged her Resident Leadership Academy to get their blood pressures checked. "I'm so excited to be here because it is very important for us to take care of our hearts, to know that we are healthy, but also that our communities are getting healthier, as well. If we did it, you guys can do it, too!"



Dr. Don Conley is a retired Senior Pastor with Encanto Southern Baptist Church. After suffering with high blood pressure and undergoing multiple surgeries, he decided to use his experience to educate others about a heart-healthy lifestyle. Through a collaboration with Be There San Diego, Pastor Conley created a Heart Health Action Plan for the congregation at the Encanto Southern Baptist Church, which includes nutrition, physical activity and blood pressure monitoring components.

"My concern is, many of us are not aware of our blood pressure numbers, because in our community there are a lot of problems with high blood pressure, cardiovascular disease and hypertension. The thing that I want to encourage them to do is be proactive, to take control of their health. Go get your blood pressure checked. Please take advantage of this."

Conley has really turned his life around and has rallied his family, his congregation and everyone else he meets to champion lifestyle changes for better heart health.

How to Get Involved with Love Your Heart

Collective impact requires collective effort! Whether you are a part of a healthcare organization or are simply a champion of heart health, there is a role for you in Love Your Heart.

PROMOTE

Share the word about the Love Your Heart event at your workplace, or among your neighbors and community groups.

VOLUNTEER

We need medical workers who can perform blood pressure screenings. We also recruit volunteers who can support Love Your Heart screening sites by assisting with day-of logistics including managing the intake of participants, collecting data and distributing educational information to the public.

OFFER SCREENINGS

Employers can work with their own in-house employee wellness program and insurance plans to offer blood pressure screenings to your employees on Love Your Heart Day.

COORDINATE

Organizations from all over the country can “Join the Heart Health Movement” by coordinating their own Love Your Heart events. The online Love Your Heart Digital Toolkit offers potential sites a mixture of templates and instructions for launching their own blood pressure screening day.

For more information on how you can get involved, go to LoveYourHeartSD.org.



Thank You to Our 2018 Partners

2-1-1 San Diego
Al Super
Alamosa Park Elementary School
Alliance Healthcare Foundation
Alpine Fire Protection District
Altman Specialty Plants
American Heart and Stroke Association
American Medical Response
American Red Cross
Bastyr University Clinic
Bayside Community Center
Be There San Diego
Blue Shield of California Care1st Health Plan
Bobier Elementary
Border View YMCA
CAAPS
CAL FIRE/San Diego County Fire Authority
California State University San Marcos
Cameron Family YMCA
Camp Pendleton
Centro Comercial Plaza Ley
Centro Comunitario "La Fortaleza"
Centro de Salud Florido Morita/Jurisdiccion
02/Isesalud/Secretaria de Salud del Estado
de B.C
Centros Comunitarios
Champions for Health
Chavez Resource Cnter - City of Oceanside
Chula Vista Library-Civic Center
Citracado Dental Group
City Heights Urban Center
City of Chula Vista
City of Encinitas-Encinitas Senior Center
City of National City
City of Oceanside- Libby Lake Community
Center
City of San Diego-San Diego Fire-Rescue-
Project Heartbeat
City of San Marcos-San Marcos Fire
Department
City of San Marcos-Senior Activity Center
Cochise County Health & Social Services-
Arizona
Comision de Salud Fronteriza Mexico -
Estados Unidos, Seccion Mexico, Oficina de
Alcance en Baja California

Community Health Imaging Centers
Community Health Improvement Partners
Community Housing Works
CUSO Financial Services
Cuyamaca College Health and Wellness
Center
Dan McKinney YMCA
Davis Family YMCA
Deer Springs Fire Protection District
Dunya Women's Health Collaborative
Eastlake YMCA
El Capitan High School
Empresa Elementary School
Escondido Public Library
Escuela Ciencias de la Salud
Excel
Food for Less
Grossmont College
Heartland Fire
Home Start, Inc.
Hospital "La Carlota"
Hospital Allende
Hospital Association of San Diego and
Imperial Counties
Hospital De Salud mental de Tijuana A.C.
Hospital General Agua Prieta
IMSS
ISSSTE
Jackie Robinson Family YMCA
Jewish Family Service of San Diego
Joe and Mary Mottino Family YMCA
Jurisdiccion 1, Secretaria de Salud
Kaiser Permanente
Kaiser Permanente
KGTV ABC 10 San Diego
La Maestra Community Health Centers
Lakeside Fire
Lemon Grove Academy Elementary School
Logan Heights Library
Magdalena Ecke Family YMCA
MCCS Semper Fit Health Promotion

McGrath Family YMCA
McGregor & Associates, Inc.
Mercy Housing
Mexican Consulate
Mission Valley YMCA
Monterrey Heights Elementary
Mount Miguel Covenant Village
Mountain Health & Community Services
Mountain Health & Community Services-
Alpine Family Medicine
Mt. Moriah Christian Church
Mt. Vernon Elementary
Mundo Gardens
National University
Neighborhood Healthcare
New Bedford Wellness Initiative
Norman Park Senior Center
North County Health Services
Northgate González Markets
Oceanside Fire Department
Operation Samahan
Our Lady of Guadalupe Church
Pacific Beach Lifeguard Station
Palomar Family YMCA
Palomar Medical Center
Park Avenue Community Center
Peninsula Family YMCA
Pensiones Civiles del Estado de Chihuahua
Pima County Health Department
Planned Parenthood
Point Loma Nazarene University
Qualcomm Health Center operated by
Stanford Health Care
Rancho Family YMCA
Rancho Santa Fe Association
Reynoso Law
Salud Municipal
San Diego Black Nurses Association
San Diego Blood Bank
San Diego Children's Discovery Museum
San Diego County Medical Society

San Diego Regional Chamber of Commerce
San Diego State University School of Nursing
San Marcos Fire Department
San Miguel Elementary
Santee Family Medicine
SAY San Diego Healthy Start, Military Family
Resource Center
Scripps Mercy Hospital, San Diego
Serving Seniors
Sharp Grossmont Hospital Cardiac
Rehabilitation
Shepherd YMCA Firehouse
SIMNSA
South Bay YMCA
South Metro Career Center
SREVDS San Diego
St. John's Plaza/Catholic Charities
St. Mark's- City Heights
State Farm Insurance
The Escondido Fire Department
The Salvation Army
The San Diego Foundation
Toby Wells YMCA
Total Deliverance Worship Center
U.S. Navy-Federal Fire Department-San Diego
UABC
UCSD Health
UNEME, Secretaria de Salud
United African American Ministerial Action
Council (UAAMAC)
United Healthcare
Univeristy of Arizona, Mel and Enid
Zuckerman College of Public Health in
Phoenix, Juntos por la Salud
Universidad de Montemorelos
University of Arizona, College of Public Health
US Healthworks
Valhalla High School
VEBA
Ventanillas de Salud, Consulados de Mexico
en Estados Unidos
Vista Community Clinic
Vista Fire Department
Walmart
YMCA of San Diego County
Yuma County Public Health Services



**And a "heartfelt" thank-you to our Love Your Heart Steering Committee and
Tactical Team for their support of Love Your Heart planning efforts!**