



LOVE YOUR HEART 2019: OUR COLLECTIVE IMPACT

June 18, 2019



LOVE YOUR HEART

- Overview of Love Your Heart 2019
- Why Love Your Heart?
- Love Your Heart Results
- Ama Tu Corazón
- Love Your Heart Partner Stories





TODAY'S SPEAKERS

Jennifer Tuteur, MD

Deputy Chief Medical Officer Medical
Care Services Division County of San
Diego Health And Human Services
Agency

Barbara Jiménez, MPH

Director Central and South Regions
County of San Diego Health and
Human Services Agency

Melissa Machado, MD

Coordinator for the Baja California
Outreach Office, US-Mexico Order
Health Commission, Mexico Section

Cecilia Rosales, MD, MS

Associate Dean of Phoenix Programs
& Professor of Public Health,
University of Arizona Mel and Enid
Zuckerman College of Public Health

Hala Madanat, PhD

Director & Professor, School of Public
Health core Investigator, Institute for
Behavioral and Community Health San
Diego State University

Bishop William A. Benson

Founder of Total Deliverance Worship
Center located in Spring Valley

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LIVE WELL
SAN DIEGO



What is Love Your Heart?

- ♥ An annual event during which the County of San Diego and its partners provide **free blood pressure screenings** to the public at select sites throughout the San Diego region, Mexico, and other sites across the United States
- ♥ The goal of Love Your Heart is to activate residents to **“know their numbers”** and take charge of their own heart health
- ♥ Our ***Live Well San Diego vision*** in action!



This is the **eighth** year of Love Your Heart!

Love Your Heart started with the County of San Diego, and has since grown to include a diverse array of partners, including partners in:

Healthcare

Fire/EMS agencies

Schools and Universities

Media

Faith-and Community-Based Organizations

Business Community

City Governments

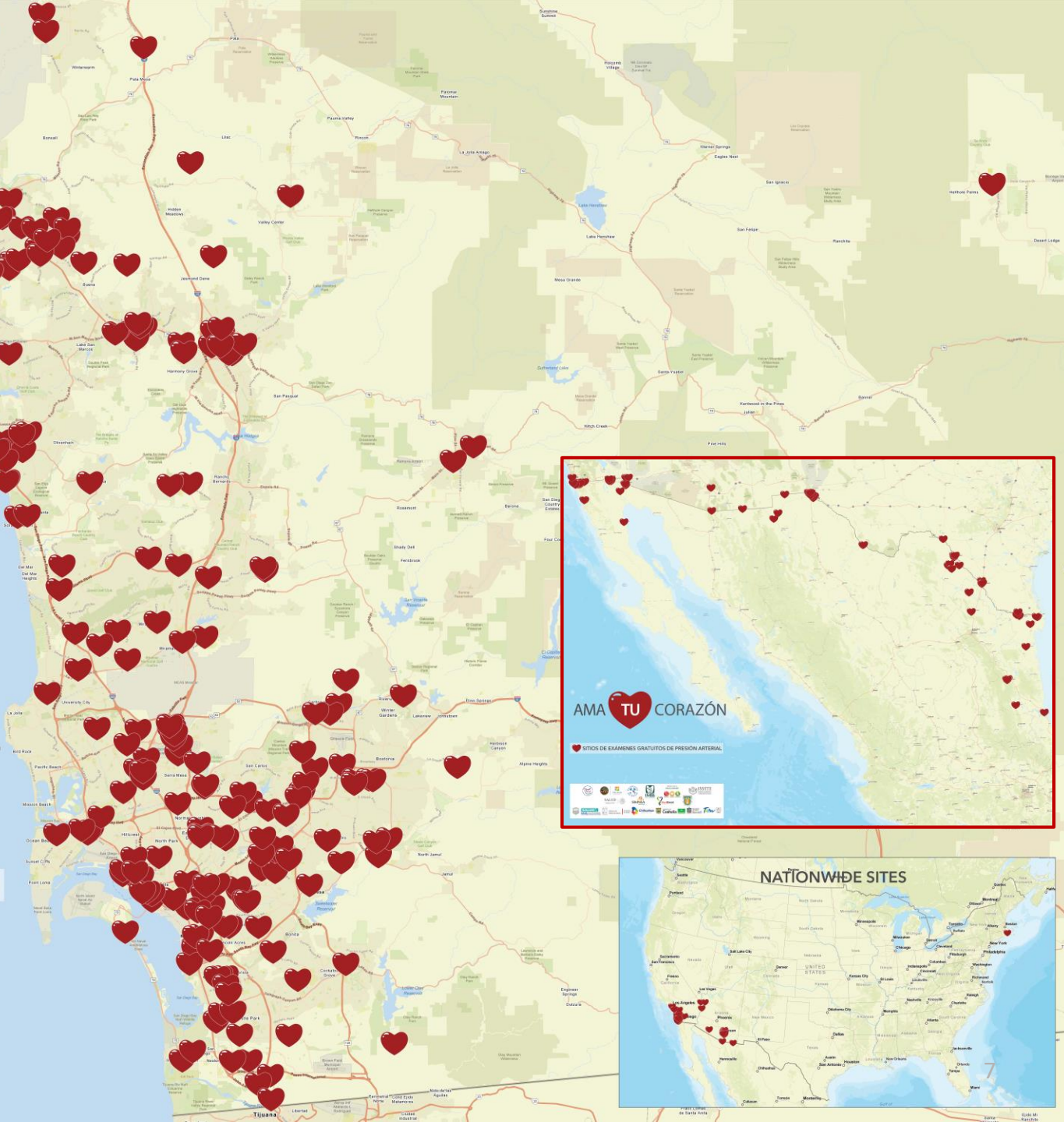
Non-Profits

...and more!

This year we had
**375 Love Your
Heart screening
sites** in
collaboration with
partners in the US
and Mexico

LOVE  YOUR HEART

 FREE BLOOD PRESSURE SCREENING LOCATIONS





Despite an extreme winter storm site workers and volunteers stayed in high spirits and encouraged participants to get their blood pressure checked.



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Why Love Your Heart?



- ♥ High blood pressure was a primary or contributing cause of death for more than 410,000 Americans in 2014-- more than **1,100 deaths each day**.

The good news? Although you cannot control all of your risk factors for high blood pressure, **you can take steps to prevent or control high blood pressure and its complications.**



Blood Pressure Categories



BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 – 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 – 139	or	80 – 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120

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heart.org/bplevels

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We collected the following information:

- ♥ Basic demographics (age range, gender, and ZIP code of residence)
- ♥ “Is the respondent currently taking blood pressure medication?”*
- ♥ Each person screened was put into one of the following blood pressure categories:
 - ♥ Normal, Elevated, Hypertension Stage 1, Hypertension Stage 2, Hypertensive Urgency, & Hypertensive Emergency

How did we collect the data?

SurveyMonkey!



Love Your Heart 2019 Data

1. What age range contains the respondents age?

- 18-24
- 25-44
- 45-64
- 65+
- Decline to state

2. What gender does the respondent identify as?

- Male
- Female
- Decline to state

3. In what zip code does the respondent reside?

4. Is the respondent a County of San Diego Employee?

- Yes
- No

Next

KNOW OUR 2019 NUMBERS



43,524

**Total Blood Pressure
Screenings at 375 Sites**



13,168

**Screenings at
190 Sites in San Diego**



28,722

**BP Screenings at
152 Sites in Mexico**



319

**Screenings at
5 Faith-Based Sites**



61%

**Of San Diego County
Participants had a High
Blood Pressure Level**



101

**Hypertensive Crises
Recorded in
San Diego County**



38%

**Of Participants 18 - 24
Years Old had a High Blood
Pressure in San Diego County**



13,319

**People Reached Through
Love Your Heart Facebook
Posts and 4 Live Videos**



1.7 Million

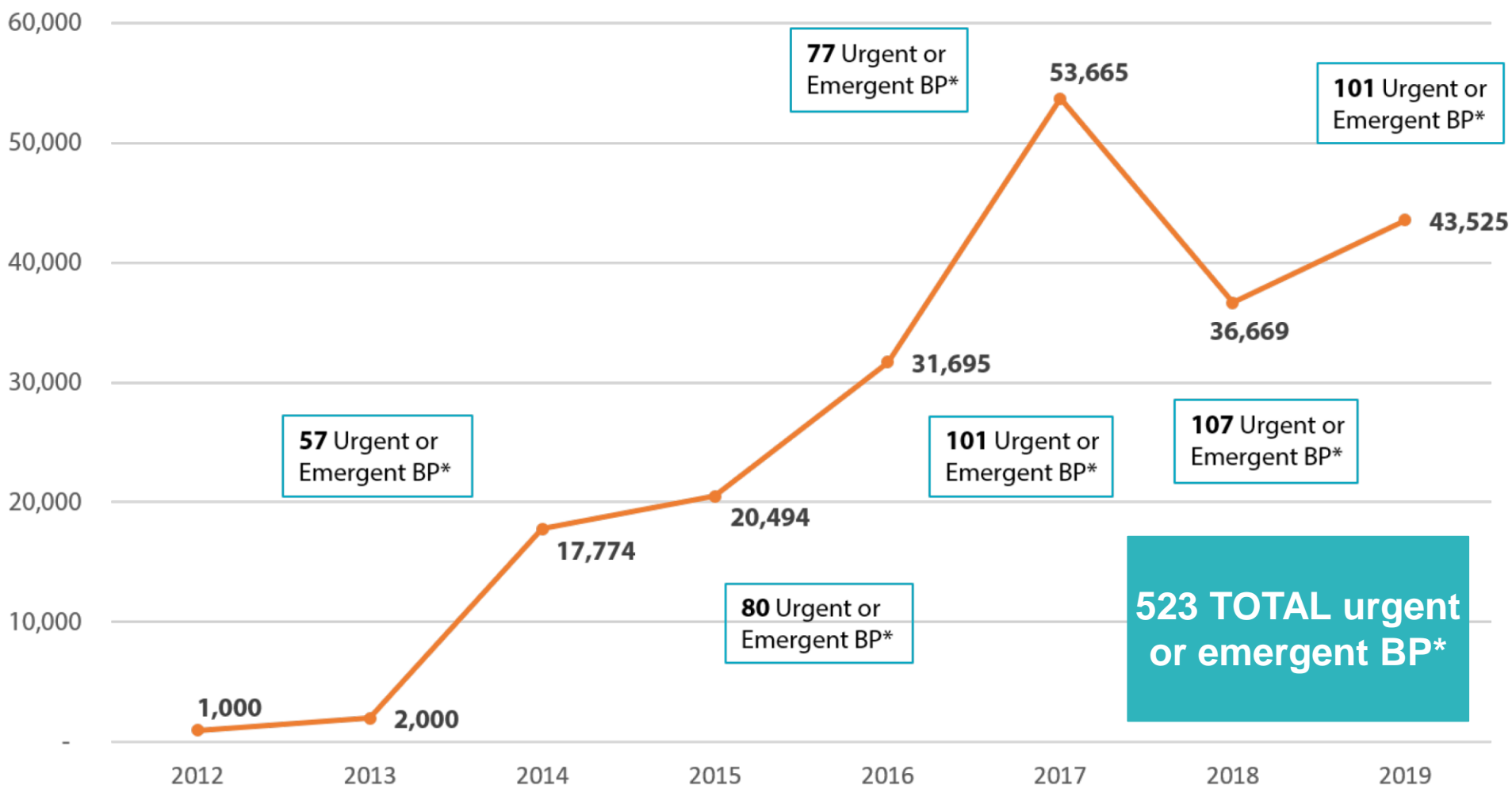
**People Reached with
ABC10 Love Your Heart
Partnership**



141

**Volunteers Supported
Screening Sites**

SCREENINGS PERFORMED BY YEAR 2012-2019



523 TOTAL urgent or emergent BP*

*Urgent/emergent screenings reported for San Diego County sites only 16



3,876 participants responded to a question about the use of BP medications.

21.6% said they were using BP meds

Of those who use BP meds, 82.6% had high BP

Of those who said they did not use BP medication, **more than half** had high BP.

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Institute for Behavioral and
Community Health San Diego
State University





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Founder of

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THANK YOU!

For more information on Love Your Heart:

www.loveyourheartsd.org

For more information on hypertension, heart disease and stroke:

www.sdhealthstatistics.com

For more information on *Live Well San Diego*:

www.livewellsd.org



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