

We are proud to present the 2020 Love Your Heart Annual Report. Over the last nine years, Love Your Heart has been a true demonstration of the value and strength of community partnerships. It is the culmination of the work of countless community leaders, volunteers, staff and organizations across our county, and beyond, to reduce the risk of heart disease and stroke in our communities. The partnerships built through the Love Your Heart event provide a guiding example of the Live Well San Diego vision in action, as we celebrate a decade of healthy, safe and thriving communities.

Love Your Heart is about saving lives. At the County of San Diego, the health and well-being of our residents is our highest priority. Locally, heart disease remains a leading public health threat with more than 11,000 deaths annually. High blood pressure greatly increases the risk of heart disease and stroke, but often high blood pressure has no symptoms. That is why it is so important to know your blood pressure numbers. When high blood pressure is identified, it can be managed through lifestyle changes, such as a healthy diet and exercise, or medication.

Love Your Heart makes it easy for residents to know their numbers by offering opportunities to get a free blood pressure screening at a convenient location. In 2020, over 56,000 free blood pressure screenings were provided to participants at 524 sites across the United States and Mexico. With each blood pressure screening, every participant is also offered educational materials about high blood pressure and the positive changes they can make to improve their heart health. With a 40% increase in the total number of screening sites from 2019 to 2020, we were able to identify 681 urgent or emergency level hypertensive cases that would have otherwise gone unchecked (that's 255 more!)

With the onset of the COVID-19 pandemic, it is even more important to ensure that the prevalence of underlying conditions such as heart disease are reduced in our communities. Only through collective efforts can we continue to address heart health in San Diego County and continue to grow the Love Your Heart event to reach thousands of residents across North America.



Supervisor Nathan Fletcher | District 4
San Diego County Board of Supervisors



Nick Macchione I Agency Director County of San Diego Health and Human Services Agency

Heart health is a journey, not a sprint. Through events like Love Your Heart, members of our community will be better able to care for themselves and their loved ones for years to come because they took the first step to heart health by getting their blood pressure checked.

High blood pressure is not limited to any one group. Anyone can be a victim of heart disease and stroke. Although we can't control all the risk factors for cardiac-related diseases, we can take steps to prevent and control high blood pressure.

Together, we can be proactive in safeguarding our health by focusing on the positive behaviors that can impact hypertension. Maintaining a healthy diet, getting adequate exercise and avoiding all tobacco use are life-changing steps that anyone can take to build better heart health.

Love Your Heart has had a great journey, and through our continued collaboration and collective efforts, it will have more success ahead as we work toward a shared goal — to prevent heart disease and stroke by lowering blood pressure in San Diego County.



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Dr. Erika Melissa Machado Peña, Binational Liaison Coordinator, Jurisdictio of Health Services for Tijuana, Tecate and Rosarito, State of Baja California



Ethel Weeklig-Avant

Ethel Weekly-Avant, RN, Faith-Based Volunteer and Immediate Past President of the San Diego Black Nurses Association



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Dr. Tom Olson, Director & Professor California State University San Marcos School of Nursing

LOVE YOUR HEART Know Our Numbers



56,168

Total blood pressure screenings at 524 sites across U.S. and Mexico



60%

Of San Diego County participants who provided a blood pressure had a blood pressure above normal



13,905

Screenings at 263 sites in San Diego County



137

Hypertensive crises recorded in San Diego County



40,748

Blood pressure screenings at 236 sites in Mexico



33%

Of participants 18 - 24 years old had a high blood pressure in San Diego County



1,515

Screenings at non-SD County sites in U.S. at 25 sites



227

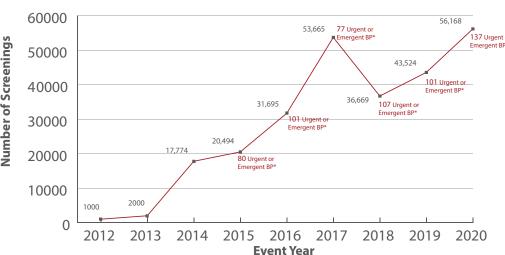
Partner organization supported screening sites

LOVE YOUR HEART An overview

Love Your Heart is an annual event that provides free blood pressure screenings and heart health education to participants across the United States and Mexico. Blood pressure screenings are crucial to reducing the risk of heart disease and stroke by helping individuals to better understand and monitor their health. When residents are aware of their blood pressure numbers, they have the opportunity to take action and to live longer, healthier lives. As a result of blood pressure screenings conducted in San Diego County since 2012, 660 urgent or emergency level blood pressures were reported that may have gone unchecked (Figure 1).

This year's Love Your Heart was held on February 14, 2020 with several sites opting for alternate screening dates between February 13 and 16 to accommodate faith-based organizations and other community partner's needs. Across the U.S. and Mexico, 227 organizations hosted 524 sites to screen a total of 56,168 individuals at convenient locations, including hospitals, doctors' offices, businesses, community centers, schools and places of worship (Figure 2). Each year, Love Your Heart Partners strive to provide participants with more convenient blood pressure screening locations to help make knowing their numbers easier than ever (Figure 3).

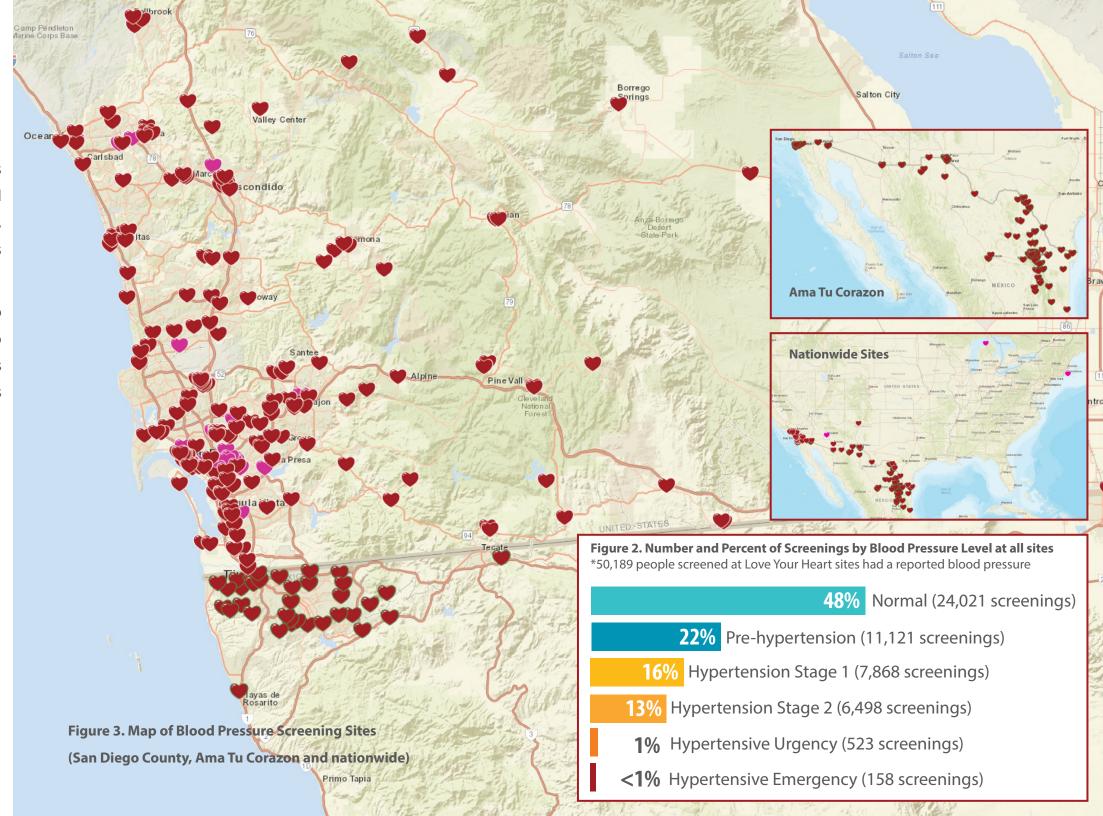
Figure 1. Love Your Heart Screenings Performed Each Year 2012 - 2020 *Urgent/emergent screenings reported for San Diego County sites only



Locally, San Diego County provided 13,905 screenings at 263 sites, while our sister event Ama Tu Corazón hosted 40,748 screenings at 236 sites (See previous page). Ama Tu Corazón is bi-national collaboration hosting sites across the northern border states of Mexico and along the southern border states of the United States through Mexican Consulates and other organizational partners.

Love Your Heart is made possible through the efforts of individual volunteers and organizational partners and is a great example of how San Diego County's diverse communities can come together for maximum collective impact in support of the *Live Well San Diego* vision.





LOVE YOUR HEART In San Diego County

On February 14, 2020 weather conditions were ideal and well representative of what San Diegans appreciate about living in Southern California. With the great weather and encouragement from staff and volunteers, nearly 14,000 residents had their blood pressure screened at sites across San Diego County (See page 7).

Of those screened in San Diego County, detailed data was received for 8,220 participants (Figure 4). Of these, 40% reported a blood pressure within normal range. Of those reporting a higher than normal blood pressure, 20% were pre-hypertensive, 19% were stage 1 hypertension and 20% were stage 2 hypertension, while 137 participants, or >2%, reported a blood pressure in the hypertensive urgent or emergency range.

Across the county's six regional areas, including North Coastal, North Inland, North Central, East and South, about 40% of those screened reported a blood pressure within normal range (Figure 5). The North Central region, which includes the northern half of the City of San Diego north of Interstate 8, reported the greatest number of screenings within normal range at 44% of participants. The East region, which includes the communities of El Cajon, Lemon Grove, Alpine, Spring Valley and Mountain Empire, reported the least number of screenings within normal range at 37% of participants. South region, which includes the cities of National City, Chula Vista, Imperial Beach, Coronado, and the City of San Diego, reported the greatest number of hypertensive urgent or emergent blood pressures with 24 participants.

Of those who chose to disclose their gender identity, over two-thirds of total participants were female with 54% having blood pressure higher than normal (Figure 6). For males, 73% reported having a blood pressure higher than normal.





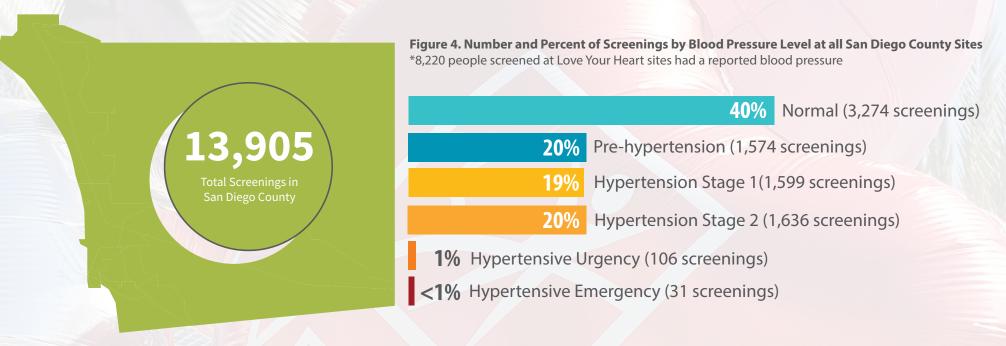
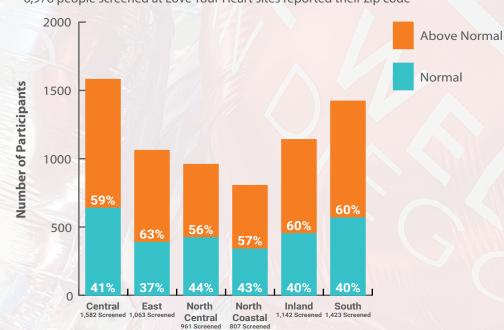


Figure 5. Number and Percent of Screenings by Blood Pressure Range in each Health and Human Services Agency Regional Area

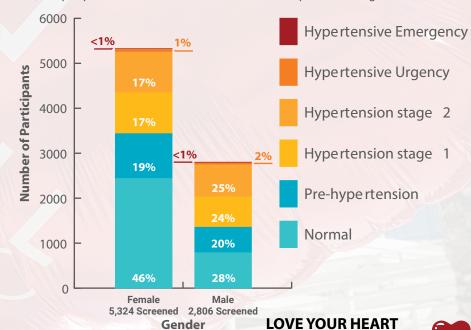
*6,978 people screened at Love Your Heart sites reported their zip code



San Diego Region

Figure 6. Number and Percent of Blood Pressure Screenings by Gender at all San Diego County Sites

*8,130 people screened at Love Your Heart sites reported their gender



2020 Annual Report



AMA TU CORAZÓN

Ama Tu Corazón is a binational effort to expand the Love Your Heart campaign across the US-Mexico border with blood pressure screenings offered in the Mexican Border States of Baja California, Sonora, Chihuahua, Coahuila, Nuevo León, and Tamaulipas. Blood pressure screenings were also offered at the Ventanillas de Salud within the Mexican consulates in the U.S. border states of California, Arizona, New Mexico and Texas.

The binational collaboration addresses a major health priority for both countries and is coordinated in partnership between the County of San Diego and the United States-Mexico Border Health Commission—Mexico Section. Sharing important health information about preventing heart diseases and other chronic conditions with hard to reach communities improves the health of all the residents in the cross-border region.

Ama Tu Corazón partner organizations hosted 236 blood pressure screening sites. Of the 40,748 participants screened through Ama Tu Corazón, we received detailed data from 40,454 participants (Figure 7). Of those, 50% had a higher than normal blood pressure with 393 Hypertensive Urgency and 124 Hypertensive Emergencies recorded.

Figure 7. Number and Percent of Screenings by Blood Pressure Level at all Ama Tu Corazón sites

*40,454 people screened at Ama Tu Corazón sites had a reported blood pressure

50% Normal (20,235 screenings)

23% Pre-hypertension (9,304 screenings)

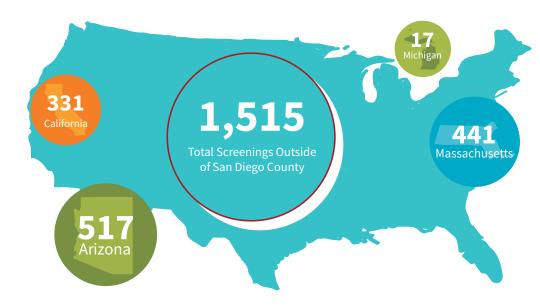
15% Hypertension Stage 1 (5,915 screenings)

11% Hypertension Stage 2 (4,483 screenings)

1% Hypertensive Urgency (393 screenings)

<1% Hypertensive Emergency (124 screenings)

ACROSS AMERICA



The "Heart Health Movement" spans further than our San Diego and Mexico communities. In collaboration with partners in Arizona, Massachusetts, Southern California and a new Michigan site, a total of 1,515 screenings occurred outside of San Diego County for blood pressure screening day.

Arizona partners reported 517 blood pressure screenings with support from the University of Arizona, Arizona State University, the El Rio Community Health Center, and the Pima County Health Department.

During its fifth year of participation, Massachusetts reported 441 screenings with support from



*California numbers do not include San Diego County data



partners in the community of New Bedford. Despite the challenge of a frigid winter season, these screenings reflect the power of communities in action.

Southern California reported 331 blood pressure screenings outside of San Diego County with support from North County Health Services in Perris and various Northgate Gonzalez Markets which offered free screenings at their stores in Los Angeles, Orange, and Riverside counties.

Each year the reach of Love Your Heart grows and there's no better example of that than the addition of the Friendship Center of Emmet County in Petoskey, Michigan which screened 17 participants. Organizers made use of the Love Your Heart Digital Toolkit to launch their own blood pressure screening day. The Toolkit offers various templates and educational materials for organizations and agencies to use to expand Love Your Heart across the United States. It is available at LiveWellSD.org/LYHDigitalToolkit.

"Thank you for the great marketing material on your website and for including our information on your online map!" said Char Delis, Marketing & Development Director, Friendship Centers of Emmet County, Petoskey, Michigan.

MATTERS OF THE HEART

Participating places of worship:

Our Lady of Guadalupe Church
City of Hope International Church
Encanto Southern Baptist Church
Immanuel Chapel Christian Church

New Life Church of the Nazarene

Liberty Temple Worship Center

Ohr Shalom Synagogue

Greater Antioch Church

Church of Jesus Christ

St. Paul United Methodist Church

Mt Moriah Christian Church

Bethel Baptist Church

Mt. Erie Baptist Church

Greater Life Baptist Church

Chabad of Downtown San Diego

St. Stephan's COGIC

GospelCise Fitness & Wellness

Bread of Life Rescue Mission

Gloria Dei Lutheran Church

The Rock Church

Figure 10. Number and Percent of Screenings by Blood Pressure Level at Faith-based Sites

*531 people screened at faith-based sites had a reported blood pressure

32% Normal (168 screenings)

21% Pre-hypertension (111 screenings)

21% Hypertension Stage 1 (109 screenings)

25% Hypertension Stage 2 (134 screenings)

1% Hypertensive Urgency (6 screenings)

<1% Hypertensive Emergency (3 screenings)



Matters of the Heart is an effort to engage the faith-based community in the promotion of heart health. What initially began in 2018 as an effort to address the higher prevalence of cardiovascular disease seen in African-Americans and Latinos at three faith-based screening sites, has grown to encompass 20 places of worship from all backgrounds. Faith-leaders are also our community leaders and residents look to them for guidance on many issues, including health. These sites play a pivotal role each year in supporting efforts to reduce cardiovascular disease disparities and build healthy, safe, and thriving communities.

Places of worship offered blood pressure screenings from February 13th through February 16th and recorded 531 blood pressure screenings, of which 68% had a blood pressure higher than normal (Figure 10). Matters of the Heart saw a 66% increase in blood pressure screening this year compared to 2019.

ENGAGING PARTICIPANTS of All Ages

High blood pressure can affect anyone at any age emphasizing the importance of early interventions among all age groups to significantly reduce the risk of heart disease and stroke. Often high blood pressure has no symptoms, annual screenings open the conversation to provide early diagnosis, treatment, and prevention to help reduce heart disease and stroke—the two leading causes of death in the United States. By knowing their numbers, individuals can take action to make a change towards longer, healthier lives.

This year's event resulted in an increase in the number of blood pressure screenings for all age groups in the San Diego region. The most significant increase included older adults aged 65+ years old with a 67% increase in participants compared to 2019.



34%

AGES 18 – 24 (473 Screenings)



AGES 25 – 44 (2,946 Screenings)



AGES 45 – 64 (3,148 Screenings)



AGE 65+ (1,653 Screenings)

LOVE YOUR HEART 2020



Japanese Friendship Garden

THE STORIES That Touched Our Hearts

These are the stories of Love Your Heart partners and participants who made an effort to learn more about the status of their own heart health and encouraged others to do the same.

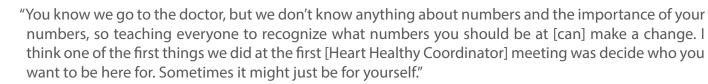




God is love and he wants us to reach out and let others know there's a better way to live. Keep your heart going," Reverend Sandra Dority says. "Just love yourself. If you don't love yourself, you can't love your heart." She brought information to her church, Mount Moriah Christian Church in Mira Mesa. Now, she volunteers at blood pressure screening events, helps run educational sessions, and makes sure pastors talk about heart health from the pulpit every Sunday. "We have to change our lifestyle," she says. "There is a better way to live, because the numbers aren't changing unless we change."

"They told me to go to a doctor immediately. I thought the machine was broken; the nurse thought the machine was broken—so she got a different machine—but it was consistently showing me over 185 on my blood pressure. I could have been some of those people you hear about that went to go run a couple miles or did some other form of exercise and died of a heart attack."

"My father suffered from heart disease and died very young at the age of 55 from major complications from his heart disease. Two years ago, I was diagnosed with high blood pressure even though I was doing all the right things in my day-to-day life in terms of exercising and eating healthy foods. You don't feel it, you don't know it's happening, and it can't always be treated just through lifestyle alone."





Gabe GutierrezCounty of San Diego



Rose Caesar Heart Healthy Coordinator

MEDIA REACH

1.8+ Million Reached!

Encouraging action through media

A variety of communication methods were used for Love Your Heart this year to bring awareness and encourage individuals to take action and get their blood pressure checked. Facebook, Instagram, Twitter, and news media platforms helped increased awareness about the importance of knowing your numbers. In collaboration with the County of San Diego and partner organizations, extensive promotions for this event have boosted the reach of audiences through every region of Southern California.



"February is American Heart Month, and *Live Well San Diego* is urging people to take care of their hearts by taking care of their teeth and gums. Several studies have shown a connection between bad oral health and heart disease," said Dr. Brian Davey, DDS. "What people don't realize is that when we say brush and floss we don't just want to keep your mouth healthy but the rest of your body, too. Your mouth is the gateway to the rest of your body, including your heart. Those harmful bacteria from gum disease can enter your blood stream and can increase inflammation in your artieries."







Public Service

Announcements



Virginia Cha - ABC10 News San Diego

IMPACT THROUGH PARTNERSHIPS

Love Your Heart unites individuals and partner organizations in all sectors through a shared purpose – preventing heart disease and stroke in our communities. An example of the Live Well San Diego vision in action, this event brings people together to work in collaboration through trusted partnerships to achieve the change needed to reduce chronic disease.

Staff and volunteers from organizations across the region coordinate logistics and promotion and engage the community around heart health, even in hard-to-reach, rural locations. Blood pressure screenings and participant education were provided by medical volunteers from healthcare organizations and nursing schools.

In addition to the many healthcare center partners that hosted screenings for Love Your Heart Day, it is important to remember the not so common places that joined the heart health movement this year:

Fitness facilities, including LA Fitness, 24 Hour Fitness and the YMCA remind us that even if we exercise it is still important to get screened to reduce our risk. WalMart, Chula Vista Center Mall, Northgate Gonzalez Markets, Grocery Outlet, and other stores remind us that any time is a good time to check your blood pressure.

Businesses help remind us to live well at work with blood pressure screenings at worksites, including Wells Fargo Plaza, Altman Plants, Ajinomoto Foods, SANDAG, Chicano Federation and San Diego County Credit Union joining to help raise awareness and promote Love Your Heart efforts.

Dental offices, including Del Sur Ranch Dental, Complete Health Dental of San Diego, and Zest Dental Solutions remind us that gum disease can contribute to heart disease and other chronic conditions.







Schools and education partners, including Maryland Elementary, King Chavez Academy, Fallbrook and Vista High, Grossmont Community College, and San Diego State University showed that it is important to know your numbers to start prevention early.









New in 2020, a special partnership introduced an incentive to help get San Diegans pumped about getting their blood pressure checked. The San Diego Gulls professional hockey team offered participants a 25% discount on tickets to an upcoming game. The Gulls became the first Live Well San Diego Recognized Partner of 2020 and kickedoff the 10th Anniversary of the vision, celebrating a decade of healthy, safe and thriving communities.

THANK YOU TO OUR 2020 PARTNERS

2-1-1 San Diego 24 Hour Fitness A Healthier Me ABC 10 News Agencia por confirmar Ajinomoto Foods, North America Alpha Bridge Shelter - Newton Albine Library Altman Plants - Aquaduct American Heart Association American Lung Association AMR East County Chamber of Commerce Balboa Executive Center **Bastyr University Clinic** Bayside Community Center Bella Monte Montessori Academy Bodega Aurrera Border View Family YMCA **Breeze Hill Elementary** Brian Davey DDS Inc (Complete Health Dental of San Diego) CAL FIRE Dulzura Calexico Chamber of Commerce California Children's Services Cameron Family YMCA Campesinos Sin Fronteras Campo-Morena Village Branch Library Centre City Family Resource Center, County of Chaldean and Middle Eastern Social Services Champions for Health Chicano Federation Chiricahua Community Health Centers Chosen Foods Chula Vista Center Mall Chula Vista Elementary School District Chula Vista Fire Dept Chula Vista Public Library City of Carlsbad Senior Center City of Chula Vista City of Coronado Fire Department City of Laredo Health Department City of National City Nutrition Center City of San Diego-Downtown City of Vista Ciúdad Universitaria (UACJ) COBINAS - Consejo Binacional de Salud Cochise Health & Social Services Comisión de Salud Fronteriza México Estados Unidos Concentra/U.S. HealthWorks Consulado de Mexico en McAllen Copley-Price YMCA Daily Harvest Express Dan McKinney Family YMCA David Family YMCA Deerhorn Cal Fire Station Del Sur Ranch Dental Dept. of Child Support Services Central Region Dirección Municipal de Ciudad Juárez Edgemoor DPSNF

El Rio Community Health Center Encinitas Health Center/North County Health Escuela de Enfermeria Instituto Campo de Oro Escuela de Enfermeria Madame Curie Estado de Sonora Secretaría de Salud Pública Event Network Facultad de Enfermería Victoria Fair at 44 by City Heights CDC Fall Prevention Workshop Fallbrook Family Health Center Fallbrook High School Fallbrook Smiles Project Father Joe's Villages FBO - Chabad of Downtown San Diego FBO - Gloria Dei Lutheran Church FBO - Greater Antioch Church **FBO-Bethel Baptist Church** FBO-Bread of Life Rescue Mission FBO-Church of Jesus Christ FBO-City of Hope International Church FBO-Encanto Southern Baptist Church FBO-GospelCise Fitness & Wellness FBO-Greater Life Baptist Church FBO-Immanuel Chapel Church FBO-Liberty Temple Worship Center FBO-Mt Erié Baptist Church FBO-Mt. Moriah Christian Church FBO-New Life Church of the Nazarene FBO-Ohr Shalom Synagogue FBO-Our Lady of Guadalupe Church FBO-St. Paul UMC San Diego FBO-St. Stephen COGIC FHCSD Center for Older Adults Friendship Centers of Emmet County Fundación Adelaida Lafón Gen Murray High School Grocery Outlet Grossmont Community College Heartland Fire & Rescue - El Cajon City Hall Hearts and Hands Working Together / Cesar Chavez Community Center Herrick Library (opérated by Grossmont Healthcare District) Homestreet Bank Hospital General Acuña Hospital General Piedras Negras Iglesia Adventista del Septimo Día Indian Health Council, Inc. Instituto de Ciencias Biomedicas (UACJ) Instituto de Ciencias Sociales y Administrativas (UACJ) Instituto de Ingenieria y Arquitectura (UACJ) Instituto Mexicano del Seguro Social (IMSS) Instituto Tecnologico de Ciudad Victoria ISSSTE - Instituto de Seguridad de Servicios

Sociales de los Trabajadores del Estado

Jackie Robinson Family YMCA

ISSSTESON

Japanese Friendship Garden Jewish Family Service of San Diego Joe & Mary Mottino YMCA Juvenile Probation Center Kaiser Permanente King Chavez Arts and Athletics Academy La Maestra Community Clinic Logan Heights Branch Library Luib Health Center Madison Middle School Magdalena Ecke Family YMCA Manchester Grand Hyatt San Diego Mariposa Community Health Center Maryland Elementary School McGrath Family YMCA Metro Family Resource Center Mexican Consulate Nogales Arizona Ventanilla De Salud Mission Valley YMCA Módulo de Sálud al Migrante Monterey Heights Elementary School Mount Vernon School National Latina Institute For Reproductive New Bedford Wellness Initiative Northgate Gonzalez Market Oceanside Lifequards O'Farrell Charter School Oficina de Alcance de Baia California Oficina de Alcance de Chihuahua Oficina de Alcance de Coahuila Oficina de Alcance de Nuevo León Oficina de Alcance de Sonora Oficina de Alcance de Tamaulipas Otay Family Health Center Pacific Reséarch Network Pacific Southwest LLC Palomar Family YMCA Paradise Hills Family Clinic Park Avenue Community Center Pensiones Civiles del Estado de Chihuahua Perris Health Center / North County Health Pima County Health Department PrevenIMSS **Project Concern International** Project Vida Quad Counties Council on Alcohol and Drug Rock Church - City Heights Campus Ryan Family YMCA Sámahan Health Center San Diego Black Nurses Association San Diego Blood Bank - El Cajon San Diego Children's Discovery Museum San Diego City Hall San Diego County Credit Union San Diego Regional Chamber of Commerce San Diego State University San Diego Unified School District Physical Plant

Operations

San Diego Youth Services, Spring Valley and East Communities Campus San Marcos Senior Center hosted by San Marcos Fire Dept. San Ysidro Health SAY San Diego Scripps Health Scripps Memorial Hospital La Jolla SDCL - Valley Center Branch Library Secretaría de Salud del Estado de Baja California Jurisdicción De Servicios De Salud 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 Serving Seniors Sharp Healthcare Sharp Memorial Hospital Silva MD **SIMNSA** Sonia's Healthy Corner Soriana South Bay Family YMCA Southern Caregiver Resource Center St. Paul's PACE Stanford Health Care - Qualcomm Health Center Straight from the Heart The Elizabeth Hospice The Escondido Library The Medicine Shoppe Pharmacy The Salvation Army El Cajon Silvercrest Senior The Salvation Army: Escondido Silvercrest Residences - Esc FD Toby Wells YMCA UCSD-Skaggs School of Pharmacy and Pharmaceutical Sciences United African American Ministerial Action Council United Healthcare Universidad Autónoma de Baja California Universidad Autónoma de Ciudad Juárez (UACJ) Universidad Autónoma de Tamaulipas Facultad de Comercio y Administración Victoria Universidad de Montemorelos University of Arizona, Mel and Enid Zuckerman College of Public Health University of California San Diego University of New Mexico Cancer Center **Urban Street Angels** Vista Community Clinic Vista High School WalMart Wells Fargo Plaza | Irvine Company Wyndham San Diego Bayside YMCA Camp Surf Zest Dental Solutions