

2021 Love Your Heart Annual Report



CELEBRATING 10 YEARS OF IMPROVING HEART HEALTH IN THE SAN DIEGO REGION AND BEYOND



LIVEWELLSD.ORG



We are pleased to share with you the Love Your Heart 10 Year Annual Report and offer our thanks to all who participated in the 2021 event, which took place amidst the COVID-19 pandemic.

COVID-19 data revealed that high blood pressure was the most common underlying condition identified in San Diego County's COVID-19 related deaths. This information made it more important than ever to help residents check their blood pressure and know their numbers to help prevent heart disease and stroke and identify a possible underlying condition.

Strong partnerships, both regionally and bi-nationally, have been integral to the great strides made through Love Your Heart. This year, we also partnered with local community organizations to distribute 6,000 free blood pressure monitors to residents in communities most impacted by heart disease and COVID-19.

We also increased our online presence with the addition of LoveYourHeart@Home. This new resource allowed participants to Be COVID Safe by submitting their blood pressure screening online. In addition, the site provided heart healthy activities, informational resources, and educational webinars held by local experts to educate the public in safe and inclusive ways.

In this tenth year of Love Your Heart, 27,013 participants had their blood pressure screened at home or in-person at 188 sites across the U.S. and Mexico. With a simple blood pressure check, 291 hypertensive crises

were identified that may have otherwise gone unnoticed.

Love Your Heart offers an incredible opportunity for San Diegan's to learn more about heart health and how to make healthy choices that decrease the risk of heart disease and stroke. Over the past decade, efforts like this have contributed to a 7% decrease in the number of deaths associated with preventable health threats in San Diego County. While that number is an improvement, there is more work to be done to create a region that is healthy, safe, and thriving.



Dr. Wilma Wooten
Public Health Officer
and Director of Public
Health Services



Nick Macchione
Agency Director
Health and Human
Services Agency



Nathan Fletcher
Chair, San Diego County
Board of Supervisors
District 4



Nora Vargas
Vice-Chair, San Diego
County Board of Supervisors
District 1



Mark Stuart
President and CEO,
The San Diego
Foundation



Dr. Rangel Gómez
Executive Secretary,
US-Mexico Border
Health Commission,
Mexico Section

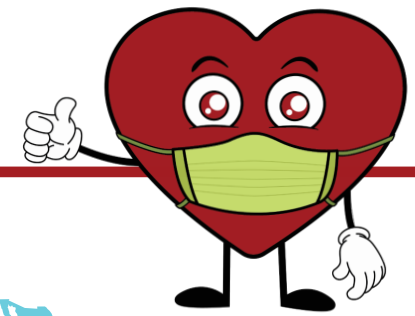
Partnerships have never been more important amid this backdrop of the COVID-19 pandemic and its effects on public health and our local economy. When we work together across all sectors, we help to ensure that every San Diegan has the opportunity to thrive, prosper, and feel like they belong.

Community organizations, religious groups, non-profits, and government agencies have worked tirelessly to remove the barriers impeding health equity and increase the reach of heart health education and resources to the communities that need it most, including

those at higher risk of COVID-19.

With the severity of the pandemic and the undeniable connection between COVID-19 deaths and conditions such as hypertension, we recognize how crucial it is to get your blood pressure checked. It is because of this that we are especially honored to be working with the County as Love Your Heart partners during this tumultuous year. We look forward to continued collaborations as we recover and grow past this pandemic, together.

LOVE YOUR HEART: KNOW OUR NUMBERS



27,013

Total Blood Pressure Screenings Online and In-Person at 188 Sites Across U.S. and Mexico



3,874

Total Blood Pressure Screenings Online and In-Person at 41 Sites Across San Diego County (including 561 screenings online)



22,766

Total Blood Pressure Screenings at 147 Sites Across Mexican Border Region



51%

Percent of Screenings with a Blood Pressure Above Normal



291

Total Screenings at Hypertensive Crises Levels



6,000+

Total Blood Pressure Monitors Distributed Across San Diego County



373

Total Blood Pressure Screenings at Out-of-County Sites



5,152

Unique Visitors to LoveYourHeartSD.org and LYH@Home



218

Attendees at 7 Live Virtual Educational Workshops



1.3 Million

Total Reach of Media and Marketing

LOVE YOUR HEART 2021: An Overview

The year 2021 marks the 10th Anniversary of Love Your Heart. The campaign was developed in 2012 as a response to a [statistic](#) that found that heart disease and stroke were among the leading causes of death throughout the nation and locally. Love Your Heart has since grown into a binational movement that helps thousands of participants know their blood pressure numbers and learn what they mean.

The 2021 event took place amidst the COVID-19 pandemic and offered a great opportunity to help support COVID-19 response efforts while also educating about high blood pressure prevention. **In fact, COVID-19 data revealed that high blood pressure was the most common underlying condition identified in San Diego County's COVID-19 related deaths.**

As the State of California tied their tiered system for reopening to [Health Equity data](#), our Love Your Heart partnerships expanded to also reach disproportionately affected communities of color. Using the community health worker model, including *promotoras*, partner organizations distributed 6,000 free blood pressure monitors along with heart health educational materials in multiple languages to residents in communities most impacted by heart disease and COVID-19.

As a result of efforts across the U.S. and Mexico, a total of 27,013 participants had their blood pressure screened either at home or in-person at one of 188 sites (Figure 1, page 5). In San Diego County, 3,874 participants were screened (see previous page), while 22,766 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 373 participants screened outside of San Diego County in southern California.

Out of the 27,013 blood pressure screenings, we received detailed data for 24,394 participants. Of these, 51% exhibited a blood pressure above normal range, with 277 screenings considered Hypertensive Urgency and 14 screenings considered Hypertensive Emergency (Figure 2). With a simple blood pressure check, 291 hypertensive crises were identified that may have otherwise gone unchecked (Figure 3).

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

*Out of the 27,013 total screenings across the U.S. and Mexico, 24,394 had a reported blood pressure.

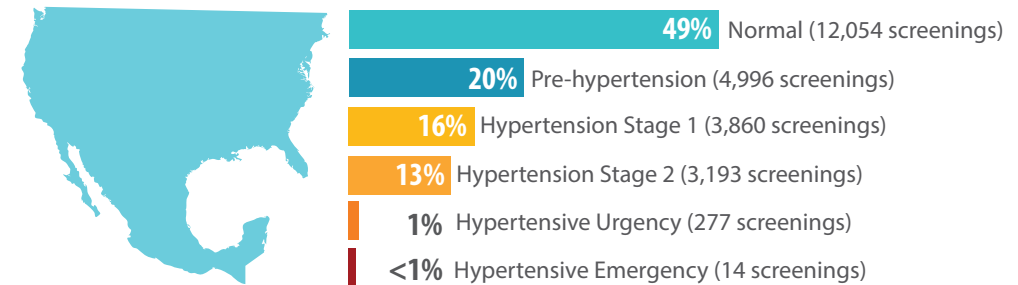
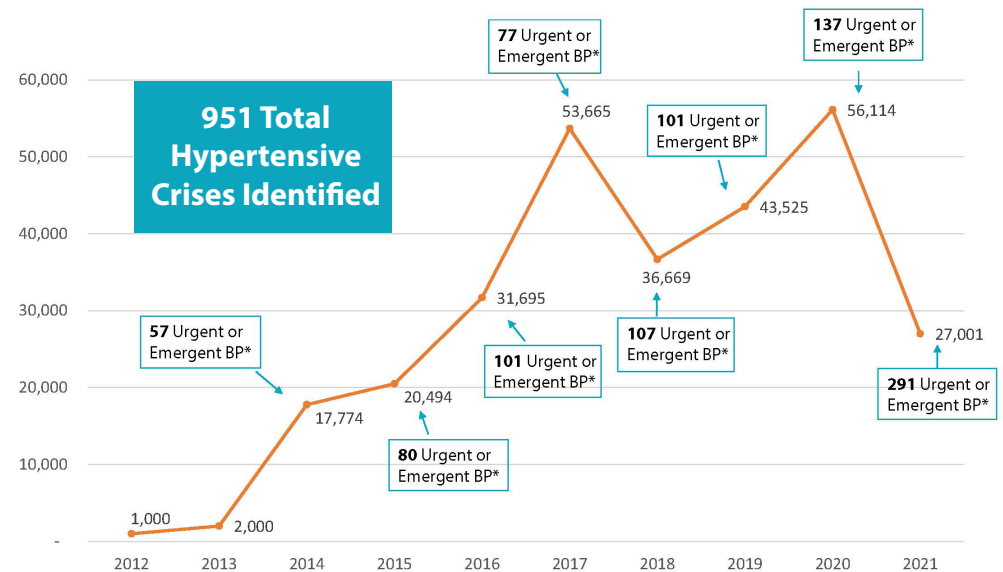


Figure 3. Love Your Heart Screenings Performed Each Year 2012 - 2021

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



Screening Locations

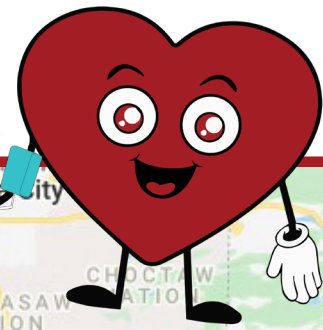


Figure 1. Screening Locations across San Diego and Mexico.

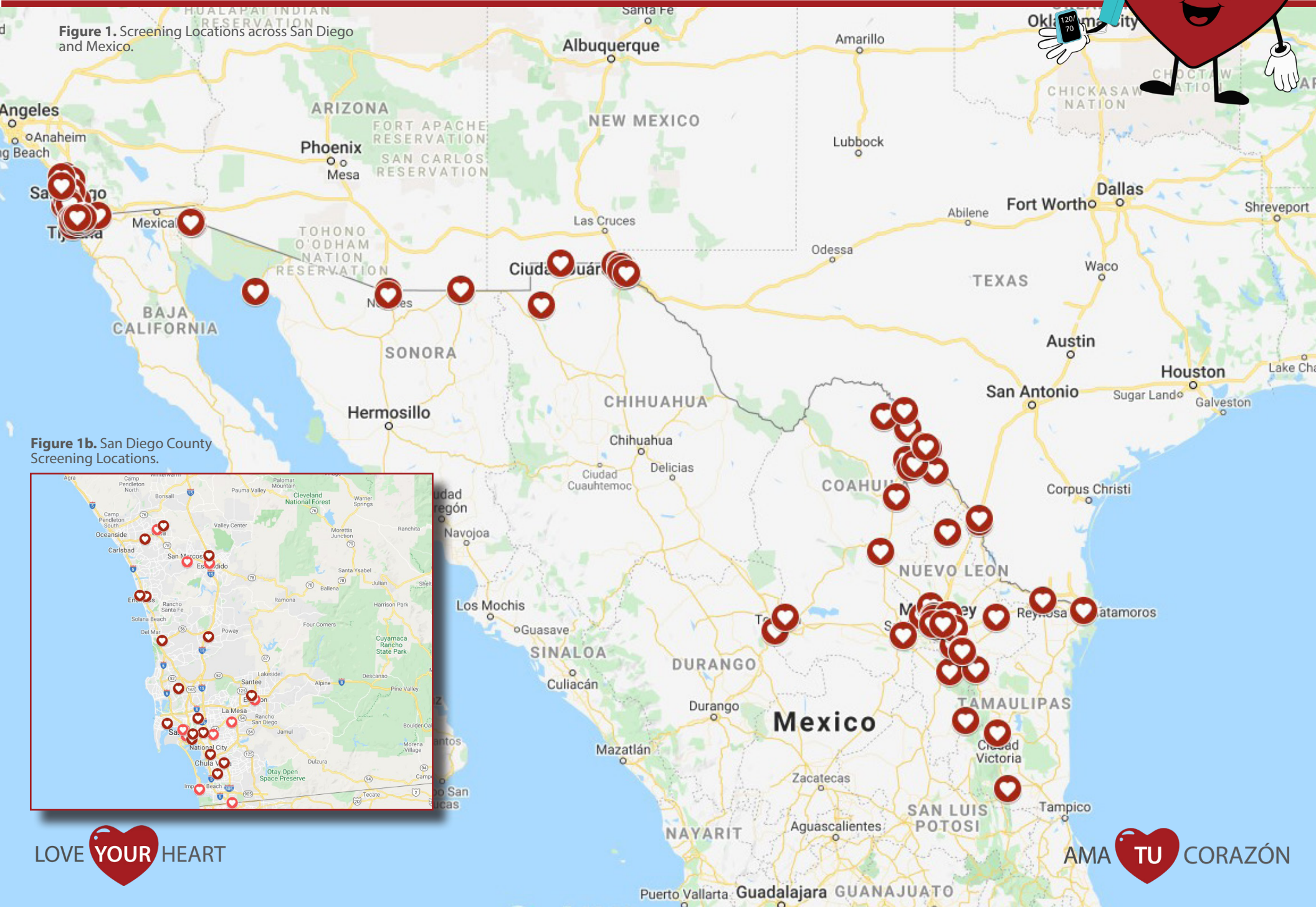
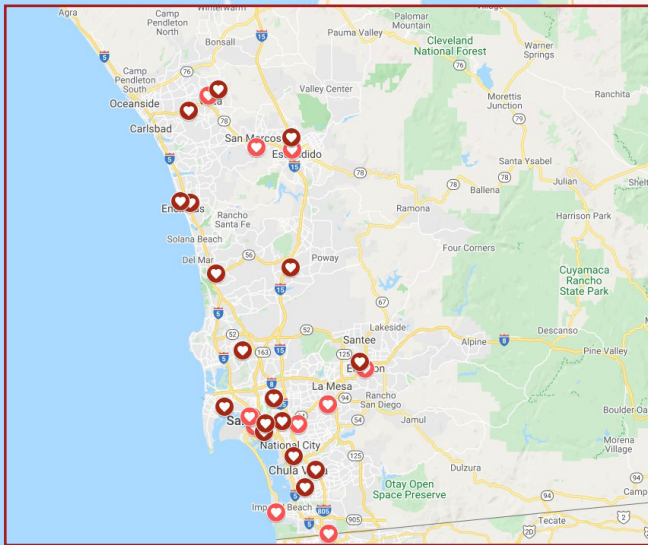


Figure 1b. San Diego County Screening Locations.



LOVE YOUR HEART

AMA TU CORAZÓN

LoveYourHeart@Home

Coordinating a blood pressure monitoring event in the middle of a pandemic was a logistical challenge. To prevent the spread of COVID-19, gathering restrictions prevented partners from hosting blood pressure screening events. Instead, partners switched gears and offered blood pressure screenings to participants where residents were already gathered - at essential service locations and at home.

[LoveYourHeart@Home](#) was created to allow participants to Be COVID Safe by submitting their blood pressure screening online in either English or Spanish. Online submission forms were developed for LoveYourHeartSD.org, along with a [Quick Guide to Understanding Blood Pressure](#) in five languages to help participants measure their own blood pressure, understand what their numbers mean and learn to make

improvements to their heart health.

To assist residents with blood pressure checks, Community Health Workers from 11 organizations were engaged to provide heart health education, blood pressure checks, and home blood pressure monitors to households at higher risk of both COVID-19 and cardiovascular diseases, with California's [Healthy Places Index](#) used as an additional guide (Figure 4). Over 6,000 blood pressure monitors were distributed at 131 locations frequented for essential services, such as grocery stores and COVID-19 testing sites. (Figure 5).

The bilingual LoveYourHeart@Home online submission forms received 561 self-monitored blood pressure readings from both in-county and out-of-county participants.

Figure 4. Number of blood pressure monitors distributed by community organizations.

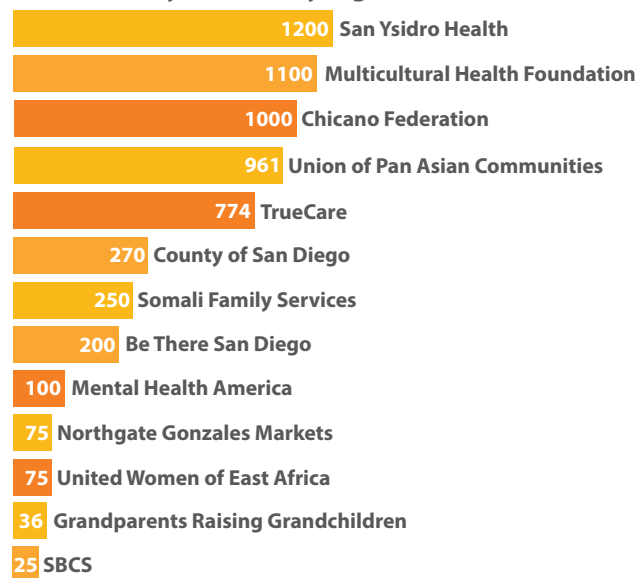
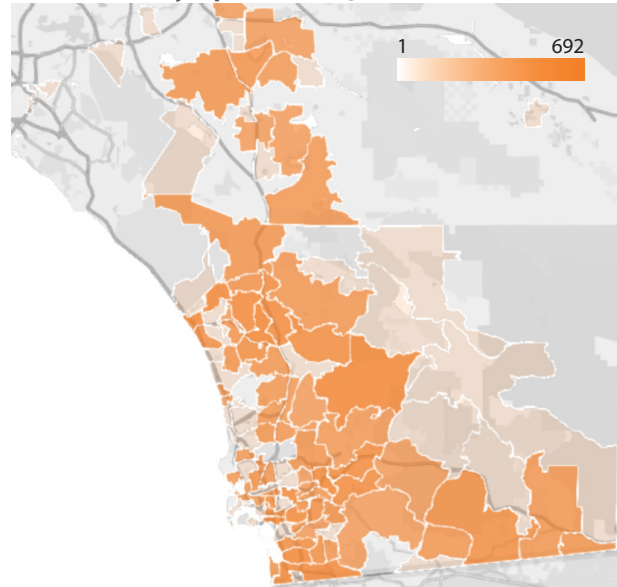


Figure 5. Frequency of blood pressure monitor distribution by zip code. *Image excludes outlier locations.



Blood pressure monitors arrive at the distribution warehouse.



Partner organizations pick up monitors for distribution events.

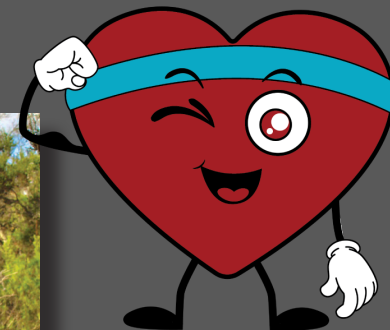
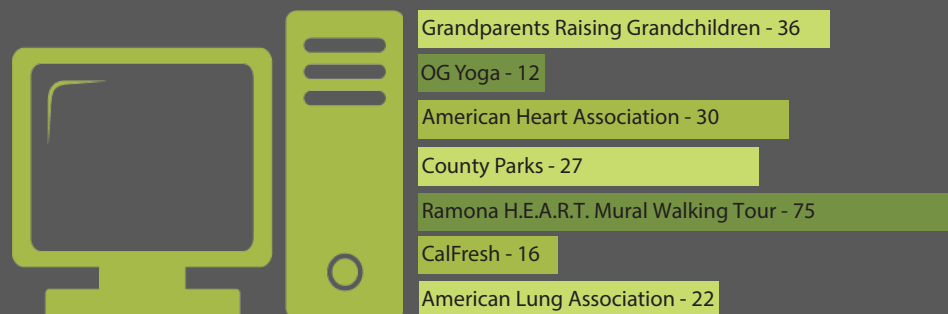


Community Health Workers and volunteers educate and give out monitors.

Heart Health Month Virtual Activities

LoveYourHeartSD.org also offered bilingual heart healthy resources and activities, including a month of educational webinars and virtual events held by local experts to educate the public in COVID safe and inclusive ways. By the end of the month, 218 people had participated in 7 partner-led virtual workshops focused on food and nutrition, heart and lung health, exercise, and the outdoors (Figure 6).

Figure 6. Attendance at LYH@Home partner-led Educational Sessions.



By the Numbers



Page Views to
LoveYourHeartSD.org and
LYH@Home from Jan-Mar 2021



Unique Visitors to
LoveYourHeartSD.org and
LYH@Home from Jan-Mar 2021

Pre-Recorded Events



- 71 views [SD Regional Business Chamber](#)
- 94 views [Dr. Davey Oral Health](#)
- 8 views [YMCA of San Diego County](#)
- 94 views [Sonia's Healthy Corner](#)
- 62 views [Fit City Adventures](#)

*As of June 30, 2021

Thank You to Our Sponsors!



San Diego County

The Love Your Heart event pivoted in San Diego County in 2021 due to the COVID-19 pandemic. Normally, event partners would host hundreds of blood pressure screening sites across the county and the nation. This year, only sites where residents would receive essential services were selected to host in-person screenings, including COVID-19 testing sites and grocery stores such as Northgate Gonzalez Markets. Figure 1b (map on page 5) shows the locations across San Diego County that served as Love Your Heart blood pressure screening sites.

Of the 3,800 participants screened in San Diego County in-person and through LoveYourHeart@Home, we received detailed data for 1,311 participants. Of these, nearly 2 of every 3 participants screened exhibited a blood pressure above normal range, with 20 screenings considered Hypertensive Urgency and 4 screenings considered Hypertensive Emergency (Figure 7).

Of the 1,280 participants screened in San Diego County that reported their gender, 67% were women with nearly 3 out of 5 participants reporting a blood pressure higher than normal (Figure 8). Nearly 3 out of 4 male participants had an elevated blood pressure, showing the potential need for additional outreach to the male population in 2022.

A snapshot of the screenings by HHS service region shows that the majority of screenings took place in the Central and North Central regions, with 25% and 18% respectively (Figure 9). Central (70%), East (69%), and North Coastal (66%) had the highest proportion of residents screened who had a higher than normal blood pressure level (Figure 9).

Outside the county, Southern California sites hosted by AltaMed Medical Clinics screened 373 participants. Of those, 361 participants had a reported blood pressure with 82% of participants exhibiting a blood pressure above normal range (Figure 10).

Figure 7. Number and Percent of Screenings by Blood Pressure Level in San Diego County

*Out of 3,800 total screenings in San Diego County, 1,311 had a reported blood pressure.

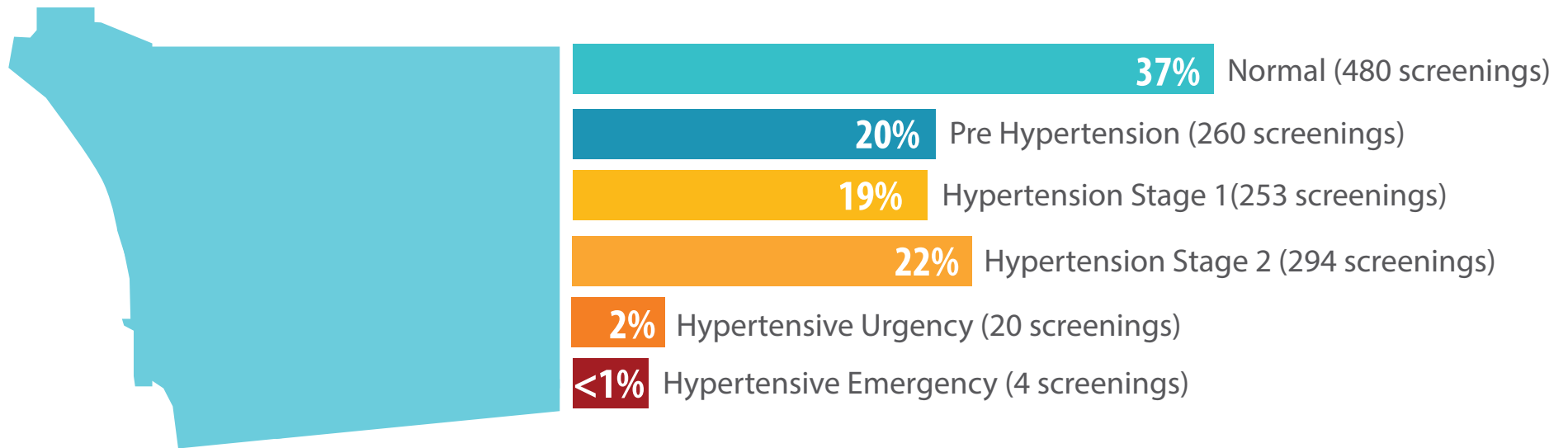
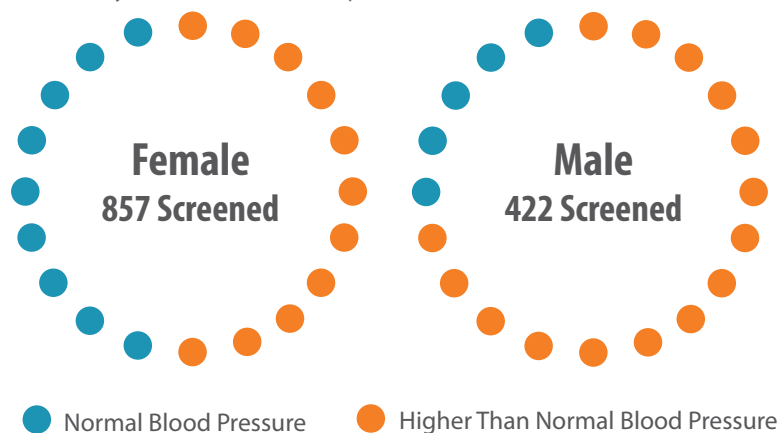


Figure 8. Participant Blood Pressure by Gender in San Diego County

*1,280 participants screened at San Diego County sites provided their gender; 1 participant provided their gender as non-binary and had a normal blood pressure.



(Top to bottom) Blood pressure readings by the Live Well on Wheels bus outside the County Administration Center; Student nurses prepare to take readings at California State University San Marcos.

Figure 9. Participant Blood Pressure by HHS Service Region

*1,311 participants screened at San Diego County sites provided their zip code.

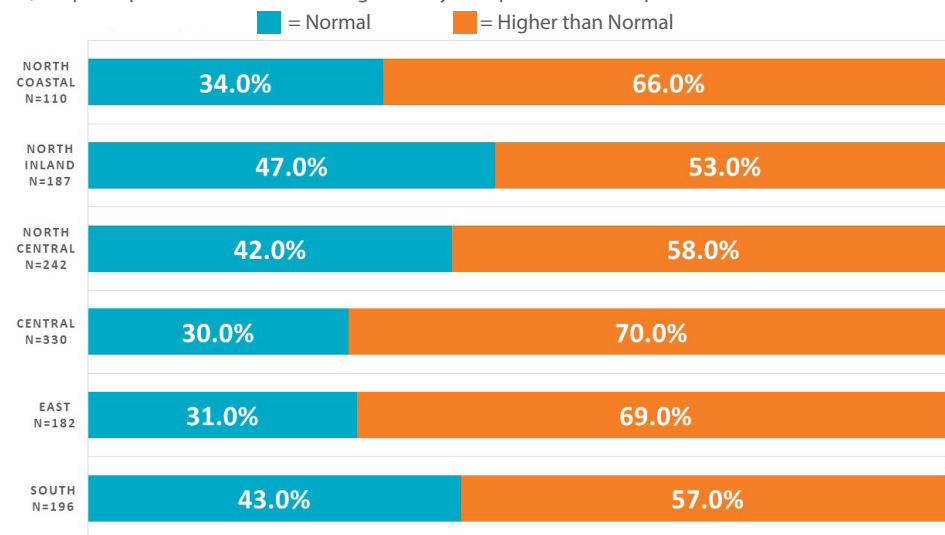
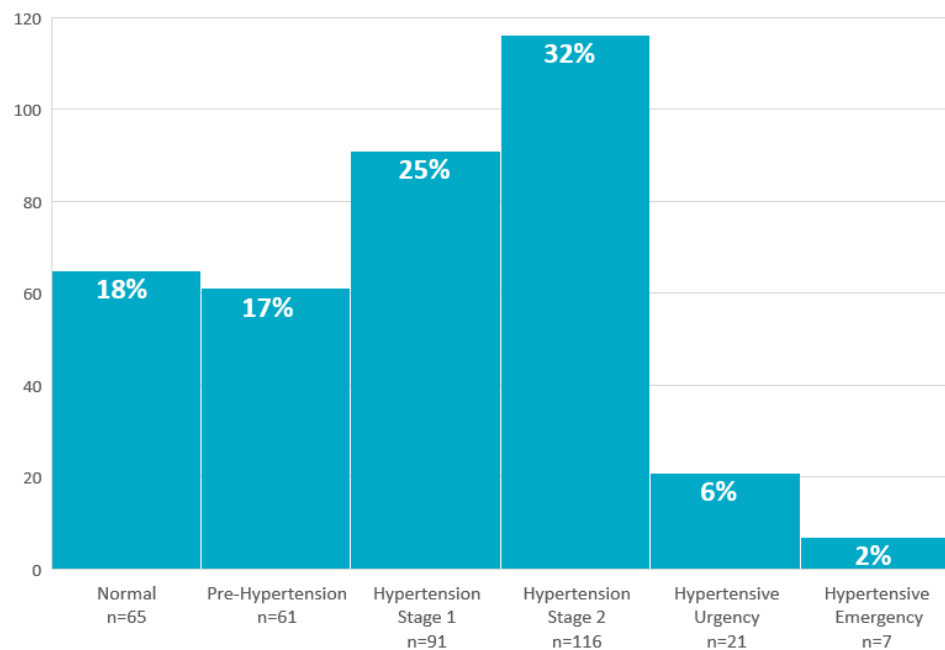


Figure 10. Number and Percent of Screenings by Blood Pressure Level Outside of San Diego County

*361 participants screened outside of San Diego County provided their zip code and had a reported blood pressure.



Ama Tu Corazón: A Binational Event

As in previous years, Love Your Heart was held across the border in Mexico through our sister event, Ama Tu Corazón, which primarily relies on existing healthcare infrastructure to conduct the majority of the campaign screenings and outreach. 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.

Ama Tu Corazón partner organizations hosted 147 blood pressure screening sites. Of the 22,766 participants screened through Ama Tu Corazón, detailed data was received from 22,648 participants (Figure 11). Of those, 49% had a higher than normal blood pressure with 236 Hypertensive Urgency and 3 Hypertensive Emergencies recorded.

As many in-person events turned to online forums and education, the [Ama Tu Corazón website](#) received an update to include additional education materials and an online blood pressure submission form in Spanish.

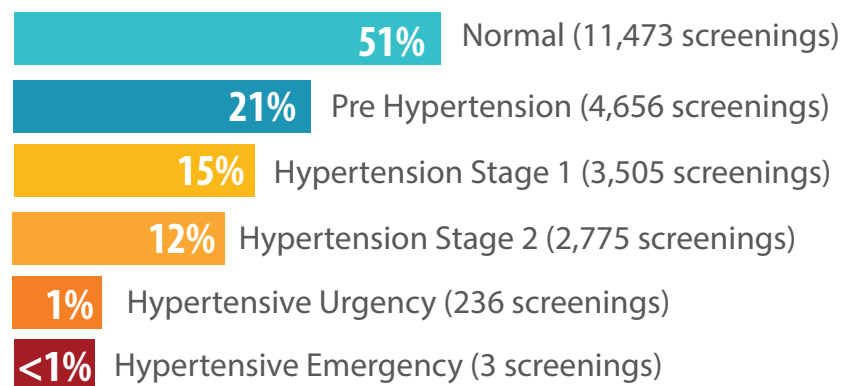


Blood pressure readings at the Mexican Consulate in San Diego.



Figure 11. Number and Percent of Screenings by Blood Pressure Level for Ama Tu Corazón

*Of the 22,766 blood pressure screenings, 22,648 had a reported blood pressure.



Love Your Heart: Enhanced Outreach

In previous years, communications and marketing for Love Your Heart relied heavily on partner promotions and screening site advertisements to encourage local neighborhood participation in the event. Without the involvement of screening site partners due to COVID-19 gathering restrictions, the Love Your Heart promotional campaign needed to adapt to a broader, more general communications strategy to help people stay safe while still learning about high blood pressure prevention.

To do this, the team increased efforts throughout San Diego County in the digital sphere, including enhancements to the LoveYourHeartSD.org website, increased frequency of social media and email marketing, and even hosted the first Love Your Heart [virtual press conference](#). Marketing efforts also expanded to include additional reach through community newspapers, transit posters at bus shelters and on the backs of buses, and a new radio campaign.



957,800

English & Spanish Radio Impressions



211,000

Reach of Community Papers



152,815

Reach of Online Marketing



1 Million

Reach of ABC10 Partnership



Christine Thorne, MD, MPH
Primary Care Physician,
UC San Diego Health
[ABC 10 Interview](#)

Dr. Thorne had the following advice for lowering blood pressure:

“We can all do simple things to improve our health, engaging in exercise every day such as a brisk walk or even a jog can really help to lower our blood pressure [by] five to nine points. And no doubt what we’re eating, what we’re drinking, and putting in our bodies makes a big difference... Engaging in a healthy diet focused on fruits and vegetables and low in salt can also lower our blood pressure even a couple of points within two weeks.”

La alta presión arterial es la condición subyacente más comúnmente identificada en muertes por COVID en el condado de San Diego.

VIVE BIEN SAN DIEGO

AMA **TU** CORAZÓN

8 al 14 de febrero

Conozca sus números y lo que significan

Use el lector de códigos de Respuesta Rápida (QR siglas en inglés) para aprender más sobre la alta presión arterial, encontrar eventos virtuales durante el mes y enviar sus resultados para saber que significan.

San Diego Foundation
ALLIANCE HEALTHCARE FOUNDATION
SDCF
Coast2Coast

LoveYourHeartSD.org

LOVE YOUR HEART

Know your numbers, know what they mean.

February 8-14
LoveYourHeartSD.org

High blood pressure is the most common underlying condition identified in San Diego County's COVID-associated deaths.

Free blood pressure screenings, tips and virtual events for heart month!

San Diego Foundation

Thank You to Our 2021 Partners!



AltaMed Health Services
Alternative Healing Network
American Heart Association
American Lung Association
American Medical Response
Be There San Diego Partners
Brian Davey, DDS
Calexico Chamber of Commerce
CalFresh Healthy Living
California State University San Marcos
Campesinos Sin Fronteras
Chiricahua Community Health Centers
City of Imperial Beach Sports Park
City of Laredo Health Department
City of Lemon Grove
Coast2Coast
COBINAS - Consejo Binacional de Salud
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
Dirección Municipal de Ciudad Juárez
El Rio Community Health Center
Encinitas Chamber of Commerce
Escuela de Enfermería Instituto Campo de Oro
Escuela de Enfermería Madame Curie
Estado de Sonora Secretaría de Salud Pública
Facultad de Enfermería Victoria
Family Health Centers of San Diego
Fit City Adventures
Grandparents Raising Grandchildren
Grossmont College
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
ISSSTESON
KGTV ABC 10 San Diego
Mariposa Community Health Center
Mental Health America
Mexican Consulate General in San Diego
Módulo de Salud al Migrante
Multicultural Health Foundation
National Latina Institute for Reproductive Health
North County Health Project
Northgate Gonzalez Markets
OG Yoga
Pensiones Civiles del Estado de Chihuahua
PrevenIMSS
Project Concern International
Project Vida
Quad Counties Council on Alcohol and Drug Abuse
Qualcomm Health Center
Ramona H.E.A.R.T Mural
Samahan Health Center
San Diego Blood Bank
San Diego State University
San Diego Regional Chamber of Commerce
San Ysidro Border
SBCS
SDG&E
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
Sharp Senior Health Center
Sherman Heights Community Center
SIMNSA
Somali Family Services of San Diego
St. Paul's Senior Services
The Chicano Federation
The San Diego Convention Center
The San Diego Foundation
TrueCare
Tubman Chavez Community Center
Union of Pan Asian Communities
United Women of East Africa
Universidad Autónoma de Baja California
Universidad Autónoma de Ciudad Juárez
Universidad Autónoma de Tamaulipas
Facultad de Comercio y Administración Victoria
Universidad de Montemorelos
University of New Mexico Cancer Center
University of San Diego
YMCA of San Diego County

A “heartfelt” thank-you to our Love Your Heart Steering Committee for their support of Love Your Heart planning efforts during this pivotal year!