

HEART HEALTH AND MULTICULTURAL COMMUNITIES

FEBRUARY 23, 2016

VANESSA AMAYA CONTRERAS

MULTICULTURAL INITIATIVES DIRECTOR



Our Mission:

Building healthier lives free of cardiovascular diseases and stroke.

The American Heart Association

Our Mission is to build healthier lives,
free of cardiovascular diseases and
stroke.

2020 Impact Goal: Improve cardiovascular
health of all Americans by 20% while
reducing deaths from cardiovascular
diseases and stroke by 20%

Our Agenda

About Heart Disease and Stroke

Prevalence of Heart Disease in
Multicultural communities

How to Reduce Risk & AHA
Programs

► 80 million adults have HBP

The Urgency Around High Blood Pressure Control



1 IN 3
AMERICANS
IS LIVING WITH HBP
TODAY

Blood Pressure Category	Systolic (mmHg)		Diastolic (mmHg)
Normal / Ideal	less than 120	and	less than 80
Prehypertension	120-139	or	80-89
Hypertension stage 1	140-159	or	90-99
Hypertension stage 2	160 or higher	or	100 or higher
Hypertensive crisis	higher than 180	or	higher than 110

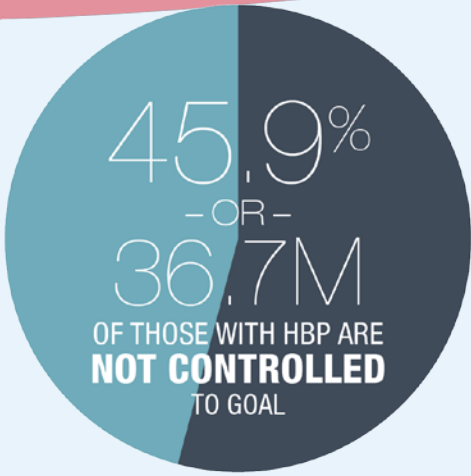
EVERY
10
POINT
DROP
in systolic BP



≈

**30-
50%**
drop in risk
of cardiovascular
disease & stroke.

Our Goal for Better Control



GOAL
- MOVE -
13.6M
PEOPLE
TO CONTROL
- BY 2020 -



From 2009 to 2012 among US adults with HBP



54.1%
HBP is
controlled



76.5%
currently
treated



82.7%
are aware
they have HBP



17.3%
remain
undiagnosed

Statistics

- Heart disease is the No. 1 cause of death in the world and the leading cause of death in the United States, killing over 370,000 Americans a year.
- Cardiovascular diseases claim more lives than all forms of cancer combined.
- Stroke is the No. 5 cause of death in the United States, killing nearly 129,000 people a year.
- Stroke is a leading cause of disability.

What is Heart Disease?

- Heart and blood vessel disease — also called **heart disease** — it is a simple term to describe numerous problems, many of which are related to a process called **atherosclerosis**.



© American Heart Association

Atherosclerosis is a condition that develops when a substance called plaque builds up in the walls of the arteries.

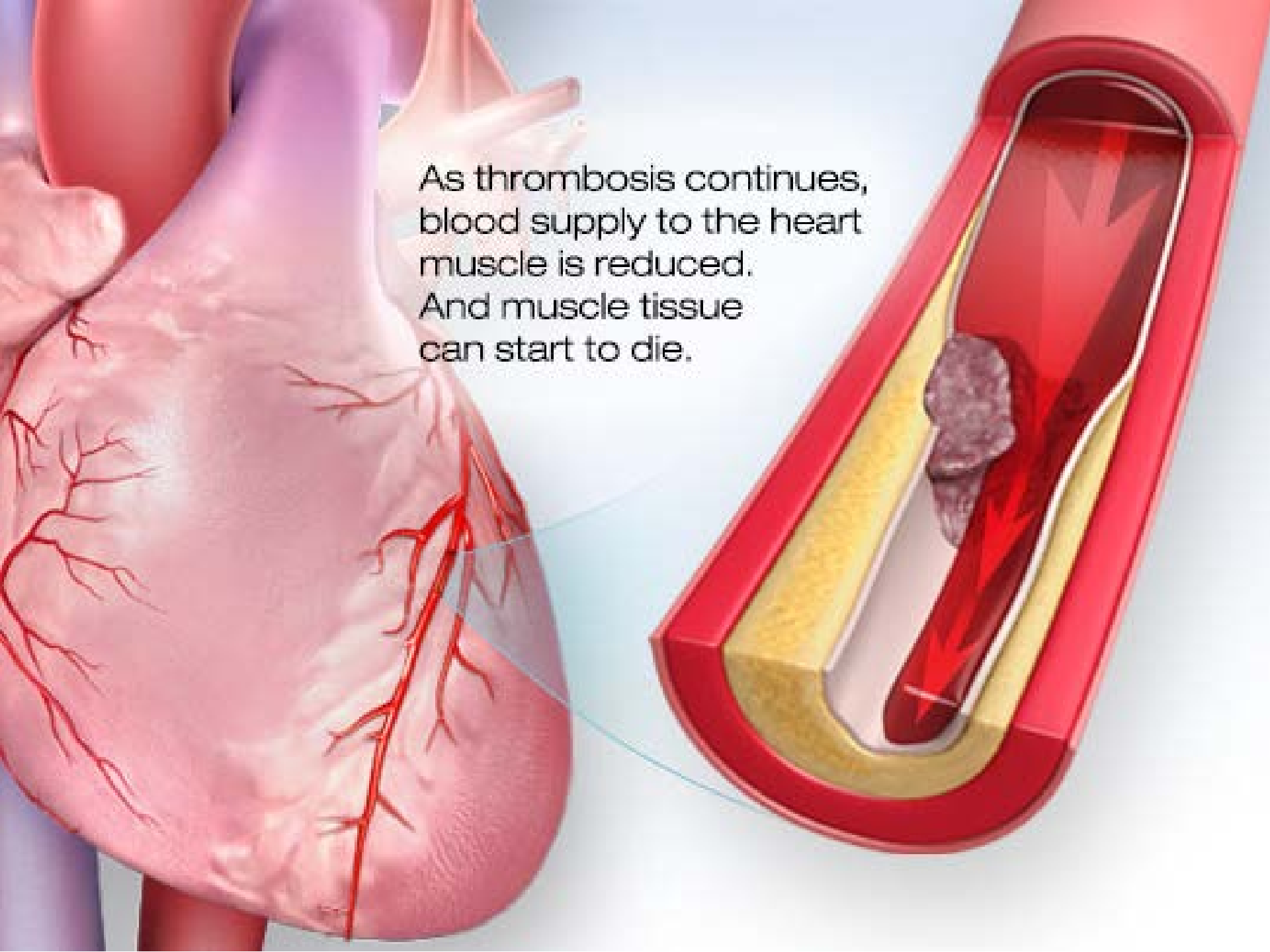
This buildup narrows the arteries, making it harder for blood to flow through

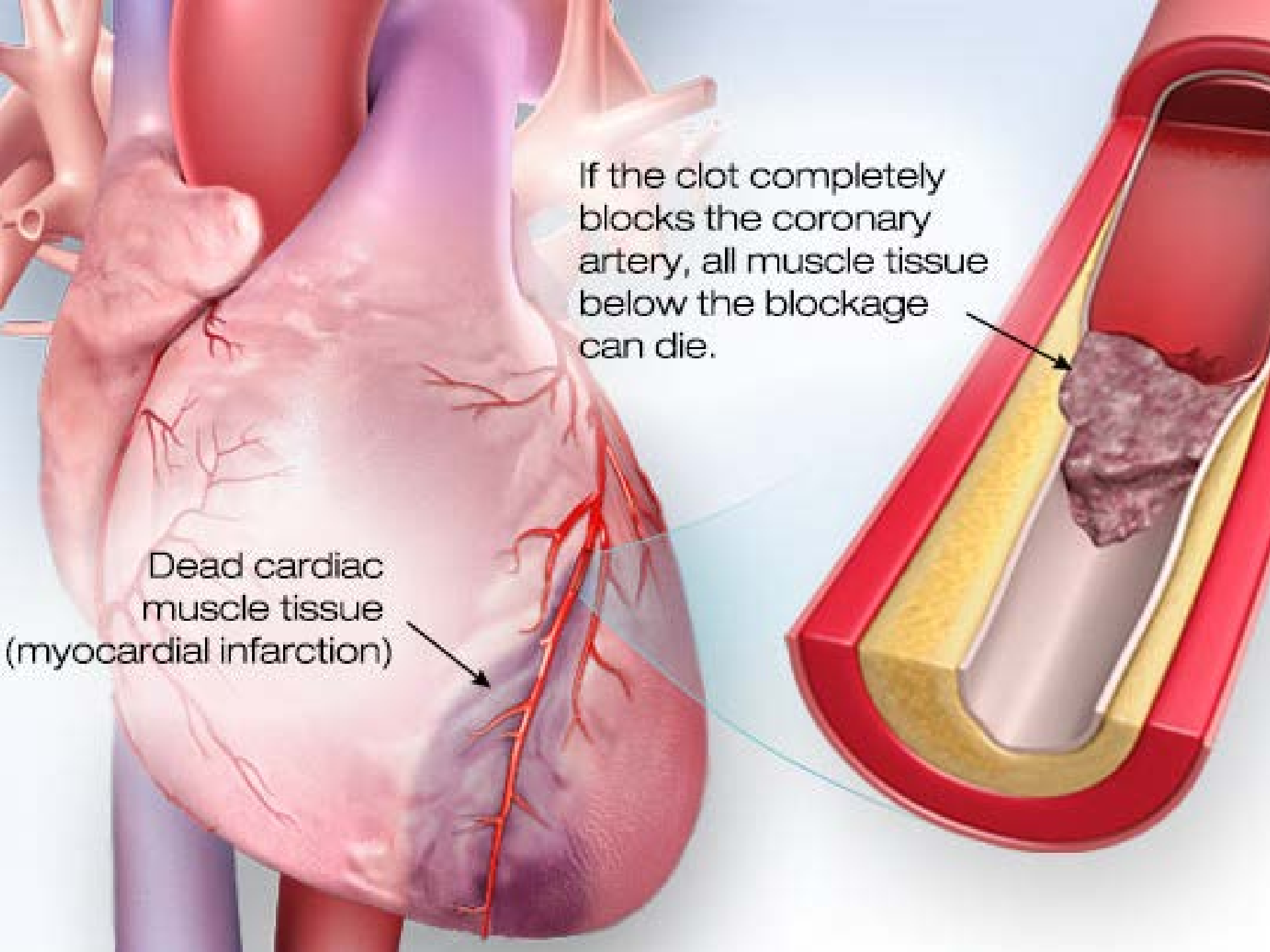
Two things that can happen where plaque occurs are:

- ✓ A piece of the plaque may break off.
- ✓ A blood clot (thrombus) may form on the plaque's surface.

A **Heart Attack** occurs when the blood flow that brings oxygen to the heart muscle is severely reduced or stopped. This happens because coronary arteries that supply the heart with blood can slowly become thicker and harder from a buildup of fat, cholesterol and other substances, called plaque. This slow process is known as atherosclerosis. If the plaque breaks open and a blood clot forms that blocks the blood flow, a heart attack occurs.

As thrombosis continues,
blood supply to the heart
muscle is reduced.
And muscle tissue
can start to die.





If the clot completely blocks the coronary artery, all muscle tissue below the blockage can die.

Dead cardiac muscle tissue (myocardial infarction)



Some heart attacks are sudden and intense — the "movie heart attack," where no one doubts what's happening. But most heart attacks start slowly, with mild pain or discomfort. Often people affected aren't sure what's wrong and wait too long before getting help. Here are signs that can mean a heart attack is happening:

- Chest discomfort.** Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- Discomfort in other areas of the upper body.** Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath** with or without chest discomfort.
- Other signs** may include breaking out in a cold sweat, nausea or lightheadedness.

Is Heart Attack the same as Cardiac Arrest?

No. But a heart attack can cause a cardiac arrest. Heart attacks are caused by a blockage that stops blood flow to the heart.

- ✓ **Cardiac Arrest** is caused when the heart's electrical system malfunctions. In cardiac arrest (also called sudden cardiac death or SCD), death results when the heart suddenly stops working properly. This is caused by abnormal, or irregular, heart rhythms (called arrhythmia). The most common arrhythmia in cardiac arrest is ventricular fibrillation. This is when the heart's lower chambers suddenly start beating chaotically and don't pump blood.
- ✓ Death occurs within minutes after the heart stops.
- ✓ Cardiac arrest may be reversed if CPR (cardiopulmonary resuscitation) is performed and a defibrillator is used to shock the heart and restore a normal heart rhythm within a few minutes.

CARDIAC ARREST VS. HEART ATTACK

People often use these terms interchangeably, but they are not the same.

HANDS-ONLY **CPR LEARN MORE**

Hands-Only CPR is CPR without mouth-to-mouth breaths. It is recommended for use by people who see a teen or adult suddenly collapse in an “out-of-hospital” setting (such as at home, at work or in a park). It consists of two easy steps:

1. Call 9-1-1 (or send someone to do that).
2. Push hard and fast in the center of the chest.

<https://www.youtube.com/watch?v=zuJkRpJ7Fyg>

What is Stroke?

Stroke is a disease that affects the arteries leading to and within the brain. It is the No. 5 cause of death and a leading cause of disability in the United States.

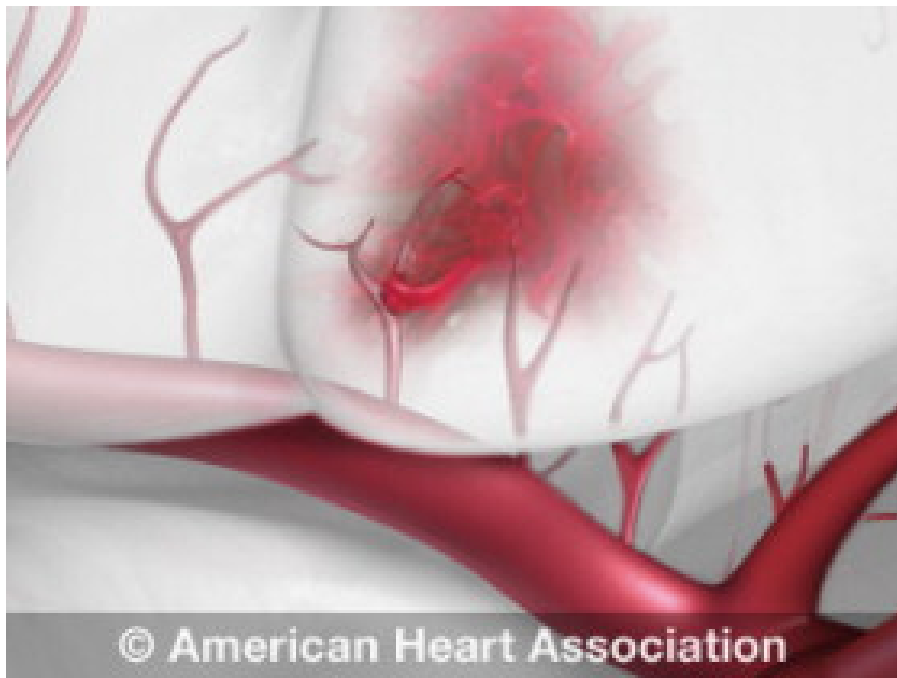
A stroke occurs when a blood vessel that carries oxygen and nutrients to the brain is either blocked by a clot or bursts (or ruptures). When that happens, part of the brain cannot get the blood (and oxygen) it needs, so it and brain cells die.



**WITH A STROKE,
TIME LOST IS BRAIN LOST.**

Hemorrhagic Stroke

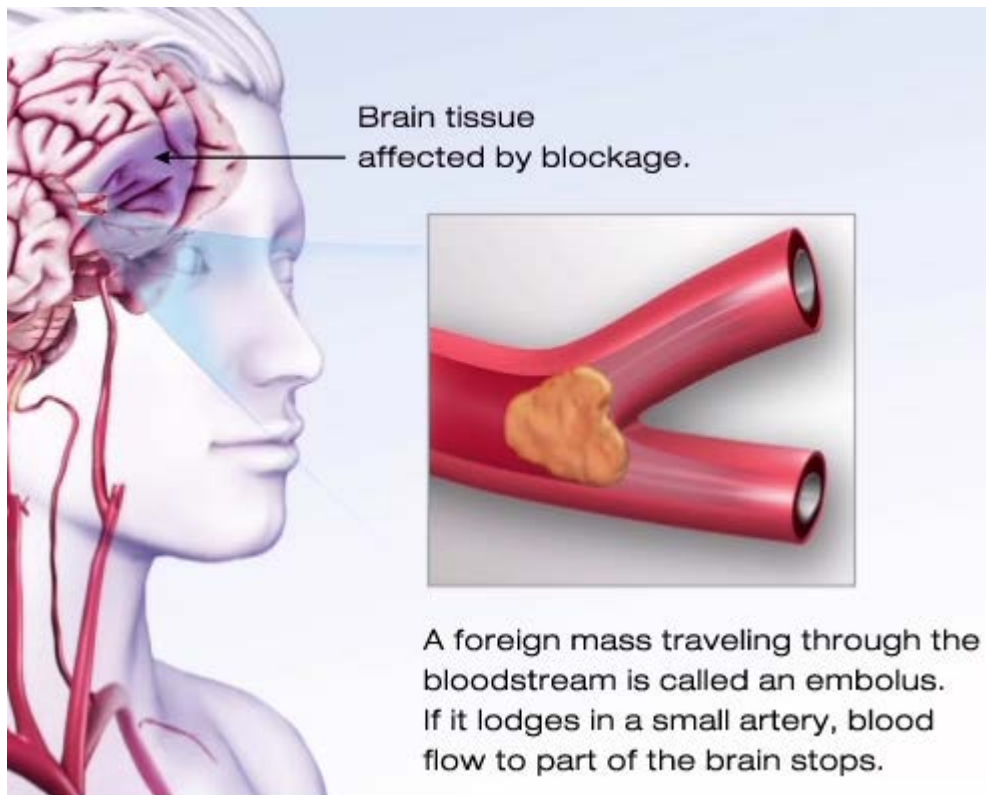
- When a blood vessel ruptures in or near the brain.



When a hemorrhagic stroke happens, blood collects in the brain tissue. This is toxic for the brain tissue causing the cells in that area to weaken and die.

Ischemic Stroke

- When a clot or a mass clogs a blood vessel, cutting off the blood flow to brain cells.



The underlying condition for this type of obstruction is the development of fatty deposits lining the vessel walls-atherosclerosis.

F.A.S.T. IS



- **F**ace Drooping Does one side of the face droop or is it numb? Ask the person to smile.
- **A**rm Weakness Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?
- **S**peech Difficulty Is speech slurred, are they unable to speak or are they hard to understand? Ask the person to repeat a simple sentence, like "the sky is blue." Is the sentence repeated correctly?
- **T**ime to call 9-1-1 If the person shows any of these symptoms, even if the symptoms go away, call 9-1-1 and get them to the hospital immediately.

WHAT TO DO IF YOU THINK SOMEONE IS HAVING A STROKE

- **Immediately call 9-1-1** or the Emergency Medical Services (EMS) number.
- **Check the time so you'll know when the first symptoms appeared.**

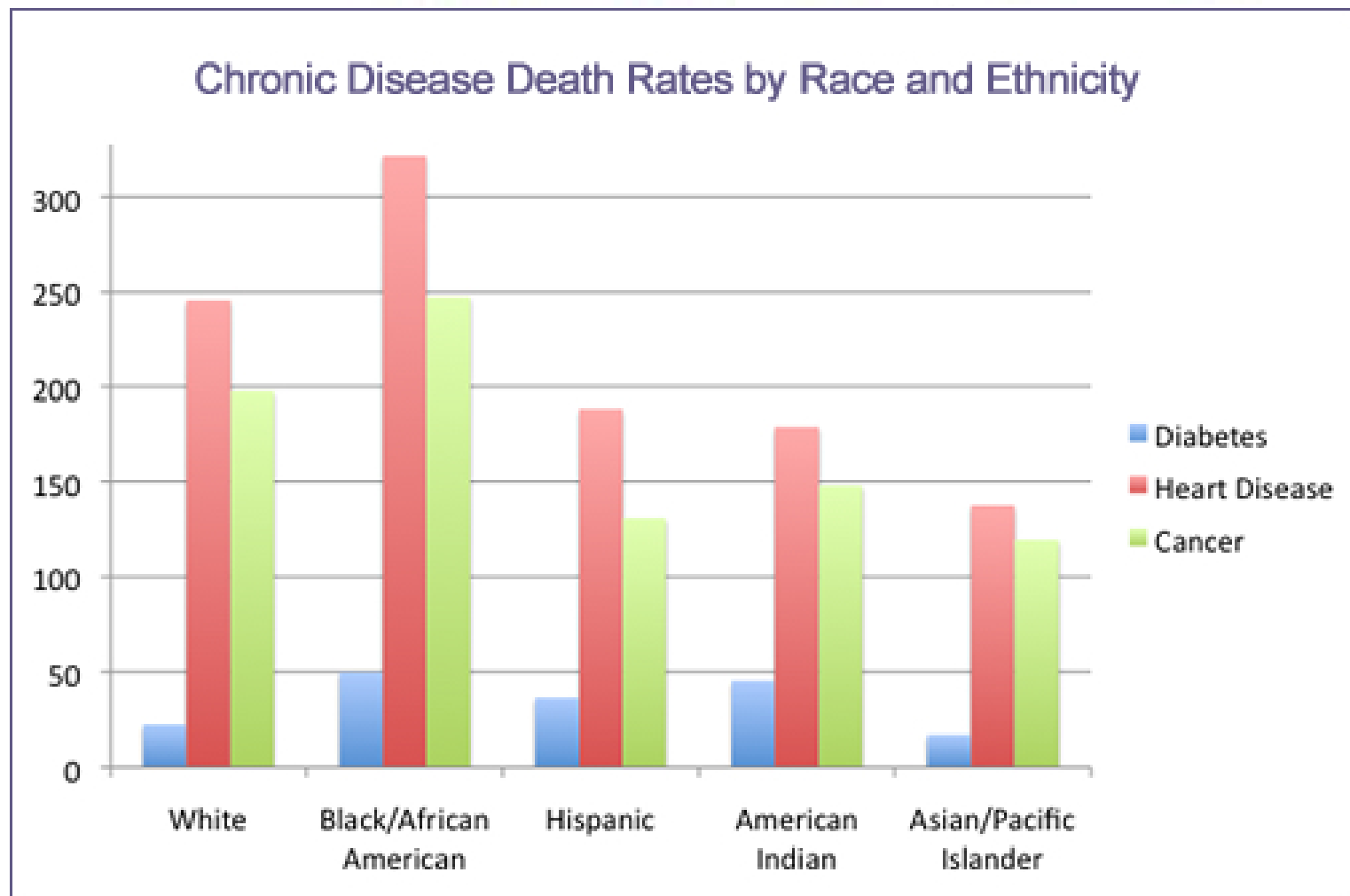
WHY ACTING RIGHT AWAY IS CRITICAL

- The sooner a stroke victim gets to the hospital, the sooner **they'll get lifesaving treatment.**
- A clot-busting drug called tissue plasminogen activator (tPA) **may improve the chances of getting better** but only if they get help right away.

Prevalence of Heart Disease in Multicultural communities

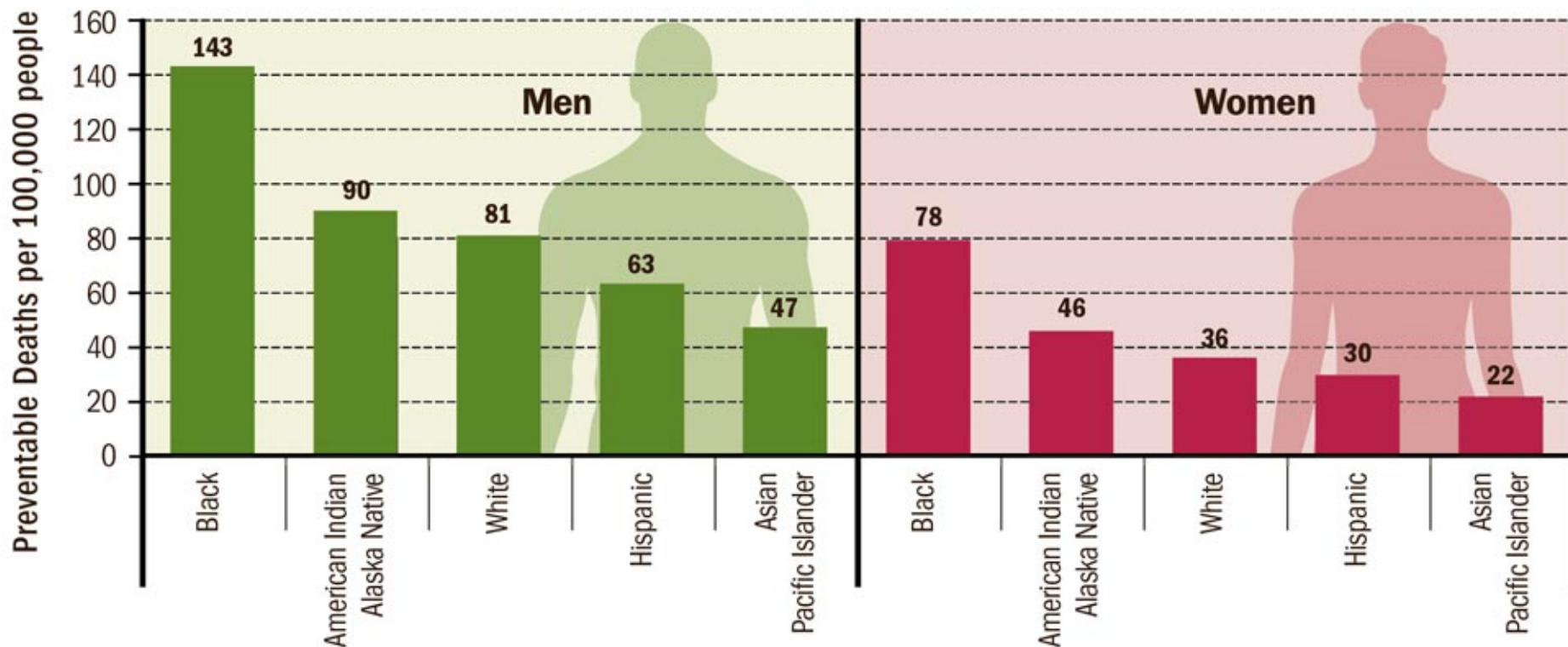
Race and ethnicity is a risk factor for heart disease that should also be taken into the equation.

- African American men and women are 30% more likely to die from heart disease.
- African Americans are nearly twice as likely to have a first stroke and much more likely to die from one than whites.
- American Indians and Alaskan Natives die from heart disease at younger ages – with 36% dying under the age of 65 versus 17% in the overall US population.
- High blood pressure is more prevalent in certain racial and ethnic minority groups in the U.S.
- Diabetes, which often accompanies heart disease, is more prevalent in Blacks, Mexican-Americans, American Indians and Alaskan Natives than in non-Hispanic whites.



Source : [CDC Report: The Burden of Chronic Diseases and Their Risk Factors: National and State Perspectives](#)

Black men are at highest risk of dying early from heart disease and stroke



SOURCE: National Vital Statistics System, US Census Bureau, 2010.

Community Health Workers

- CHWs serve as patient and community advocates; as “coaches” for disease management; CHWs can help overcome barriers to controlling chronic disease
- CHWs also strengthen their community’s understanding and acceptance of medical care.
- Bridge cultural mediation between communities and the health care system.
- Provide culturally appropriate and accessible health education and information, often by using popular education methods.
- Advocate for individuals and communities.
- Provide outreach to individuals in the community setting.



The recognition of their successes has led to recommendations that CHWs be included as members of health care teams to help eliminate racial and ethnic disparities in health care.

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Community Health Worker Program Manager

Arizona Department of Health Services

Bureau of Tobacco & Chronic Disease

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How to Reduce your risk?

Risk Factors

For Cardiovascular Disease, Stroke, & Many Other Conditions

Top reasons people are dying of heart disease and stroke

- 40.6% high blood pressure
- 13.7% smoking
- 13.2% poor diet
- 11.9% insufficient physical activity

Controllable Risk Factors

- High Blood Pressure
- High Cholesterol
- Physical Inactivity
- Obesity and Overweight
- Type 2 Diabetes
- Smoking

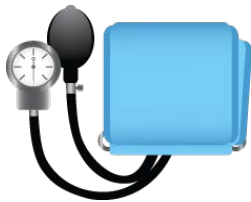
Uncontrollable Risk Factors

- Increasing Age
- Heredity (family history)
- Race (members of some races, particularly African-Americans, are at higher risks)

Defining Ideal Cardiovascular Health

Life's Simple 7™

Health Factors:



Manage
Blood Pressure



Reduce
Blood Sugar



Control
Cholesterol

Behavior Factors:



Eat
Better



Lose
Weight



Get
Active



Stop
Smoking

MANAGE BLOOD PRESSURE



Why?

High blood pressure (HBP) is the single most significant risk factor for heart disease!

1 out of every 3 American Adults have HBP, and many are unaware.



Take Action!

- Know your numbers (120/80)
- Track your progress
- Learn healthy habits for eating well & staying active.



GET ACTIVE



Why?

People who exercise have better health than those who do not.



Take Action!

- Make your decision to get moving.
- Choose activities you can enjoy.



CONTROL CHOLESTEROL



Why?

When there's too much cholesterol in your blood, you are at major risk for heart disease and stroke.



Take Action!

- Follow your healthcare provider's advice.
- Keep under 200 mg/dL
- Keep dietary fat under 7%
- Get active.
- Get it checked!



EAT BETTER



Why?

A variety of heart-healthy nutrition keeps you living at your best health potential.



Take Action!

- 4.5 cups per day of fruits and vegetables
- 3 oz whole grains daily
- 2 servings per week of fish with omega-3 fatty acids
- Limit sugary drinks to <36oz per week
- Limit products high in sodium



LOSE WEIGHT



Why?

A BMI of less than 25 is optimal for cardiovascular health.



Take Action!

- Choose to invest your energy on the task, not on feeling guilty
- Know your BMI and your caloric needs
- Reduce calories by planning your food choices and sticking to them
- Increase calorie expenditure with regular physical activity: 30 minutes per day, 5 days per week



ELIMINATE TOBACCO



Why not?

Smoking is the number one modifiable cause of death.



Take Action!

- Use healthy rewards
- Plan for setbacks
- Try a Quitline



REDUCE BLOOD SUGAR



Why?

High blood sugar encourages the growth of the plaque in your arteries and increases your risk for diabetes, heart disease, and stroke.



Take Action!

- Make good food choices
- Use physical activity to lower sugars
- Know your blood glucose ($<100\text{mg/dL}$)



American Heart Association Programs and initiatives

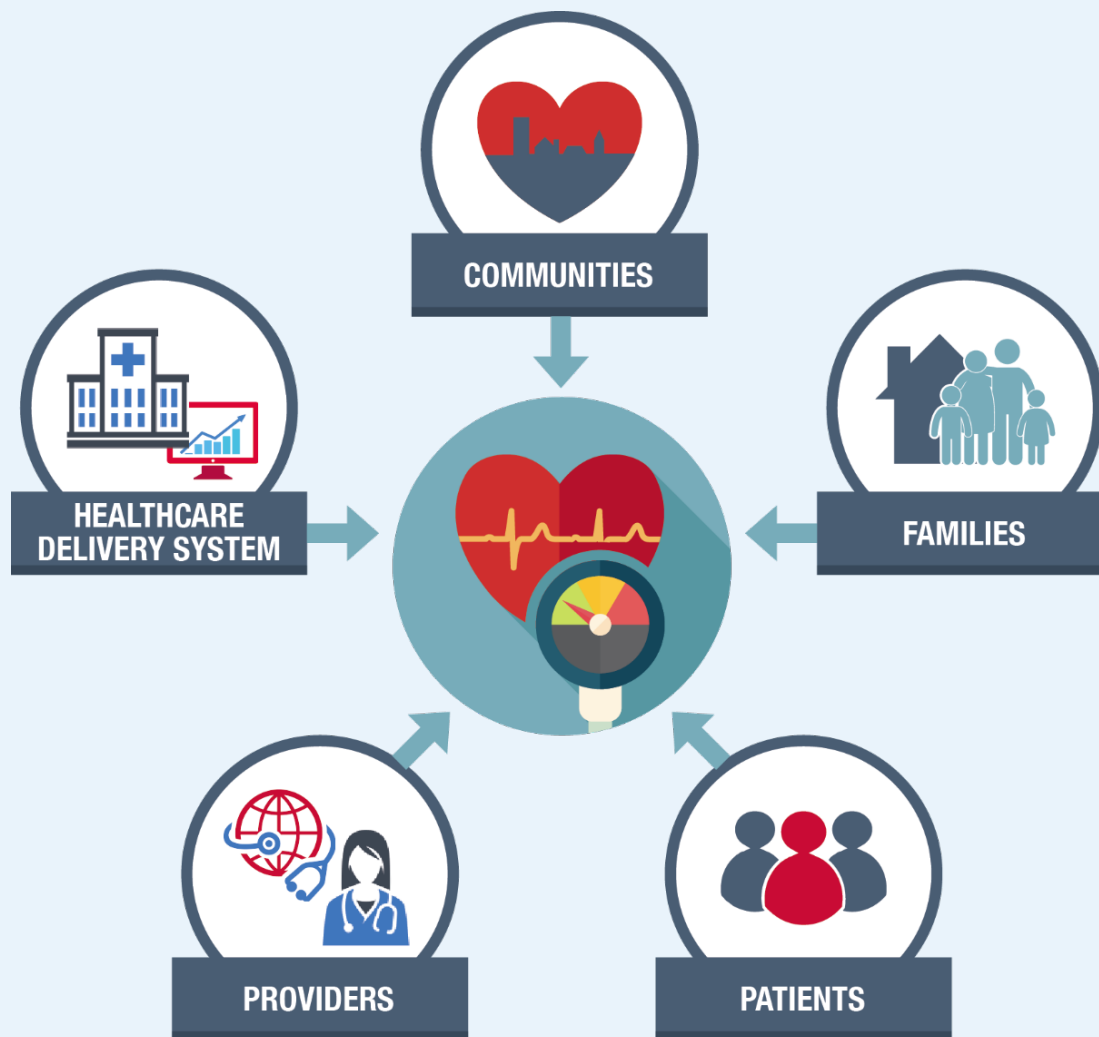
Blood Pressure Management is Multifactorial



Requires the engagement of...

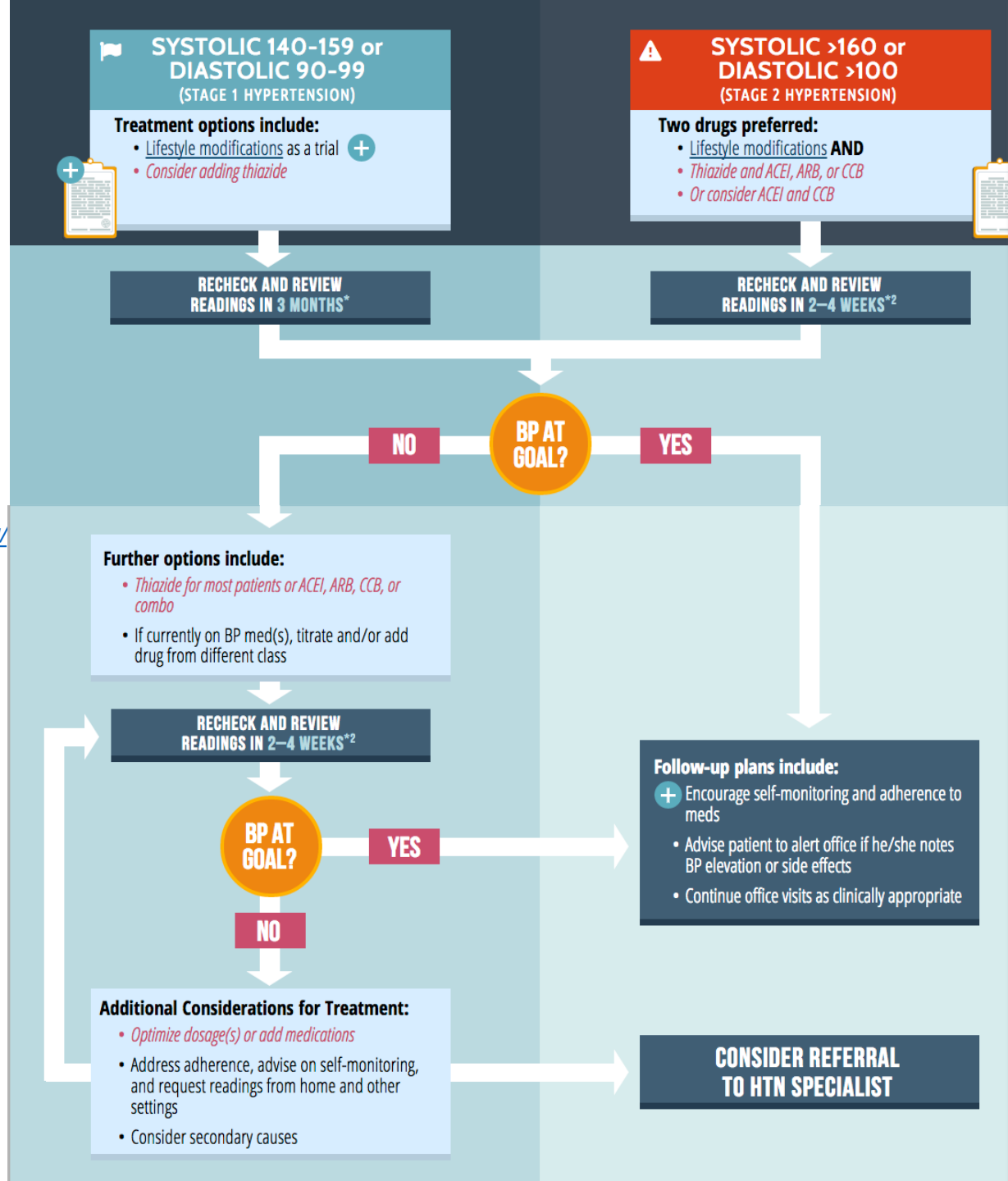
Approach includes:

- Expanding PT and HCP awareness
- Lifestyle modifications
- Access to care
- Evidence-based algorithm for treatment
- Medication adherence & follow-up strategies



AHA/ACC/CDC Hypertension Treatment Algorithm: Overview

(interactive version online www.heartinteractives.org/HBP/)



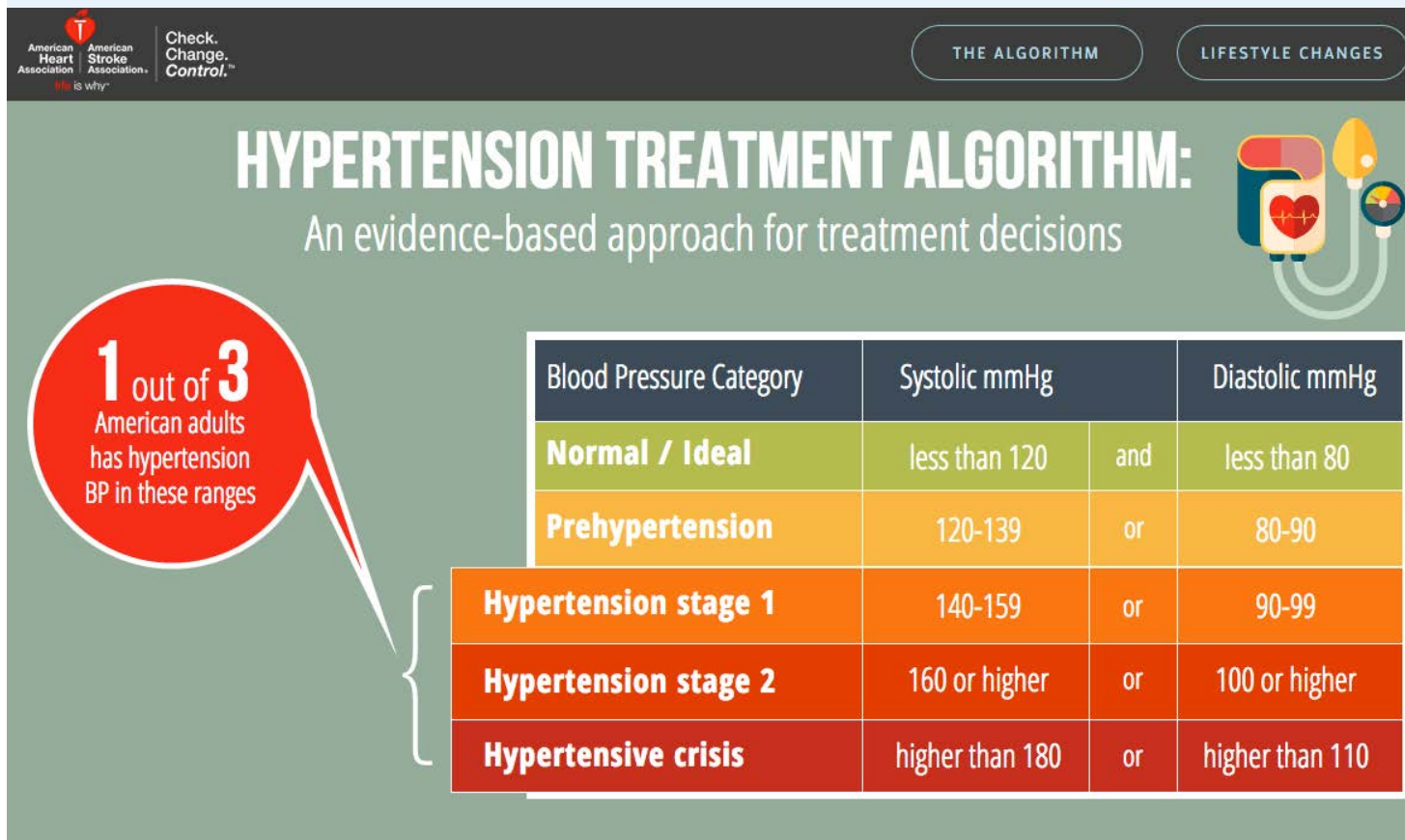
Key Lifestyle Opportunities to Lower SBP

-  **REDUCE WEIGHT**
↓ 5-20 mmHg
-  **ADOPT DASH*5 EATING PLAN**
↓ 8-14 mmHg
-  **LOWER SODIUM INTAKE**
↓ 2-8 mmHg
-  **INCREASE ACTIVITY**
↓ 4-9 mmHg
-  **MODERATION OF ALCOHOL CONSUMPTION**
↓ 2-4 mmHg

► Our Foundational Guidelines for All Adults (Including adults age 60+)

AHA/ACC/CDC Hypertension Treatment Algorithm

(interactive version online
www.heartinteractives.org/HBP/)





TARGET: **BP**[™]

- ✓ Target: BP is a call to action motivating hospitals, medical practices, practitioners and health services organizations to prioritize blood pressure control.
- ✓ We provide tools and assets for healthcare providers to use in practice, including the AHA/ACC/CDC Hypertension Treatment Algorithm
- ✓ We will then recognize healthcare providers who attain high levels of blood pressure control in their patient populations, particularly those who achieve 70, 80 or 90 percent control. The first recognition will take place during Sessions 2016.

Supporting Resources for Patients

1 CHECK Your BP Numbers



Blood Pressure Category	Systolic mmHg (Top #)	and	Diastolic mmHg (Bottom #)
Normal / Ideal	less than 120		less than 80
Prehypertension	120-139	or	80-90
Hypertension stage 1	140-159	or	90-99
Hypertension stage 2	160 or higher	or	100 or higher
Hypertensive crisis	higher than 180	or	higher than 110

STAGE 1 HYPERTENSION Treatment may include:

- Key lifestyle changes to bring your BP down to a healthier range
- Practice these lifestyle changes by building new, healthier habits
- Take a medication if one is prescribed for you (most likely thiazide, which is a "water pill" or diuretic)

STAGE 2 HYPERTENSION Treatment may include:

- Key lifestyle changes to bring your BP down to a healthier range
- Build new habits and consider working with a coach or Heart360
- Take the medications that are prescribed to lower your BP

HYPERTENSIVE CRISIS calls for immediate medical care.

2 CHANGE & Recheck

- Commit to the process of improving your BP.
- Set small, achievable goals and watch your numbers improve.

RECOMMENDED

- **STAGE 1:** Recheck in 3 months or as prescribed
- **STAGE 2:** Recheck in 2 weeks or as prescribed

3 CONTROL & Reach Your BP Goal

KEY LIFESTYLE OPPORTUNITIES TO LOWER YOUR BLOOD PRESSURE:

REDUCE WEIGHT
↓ 5-20 mmHg

PHYSICAL ACTIVITY
↓ 4-9 mmHg

ADOPT DASH*5 EATING PLAN
↓ 8-14 mmHg

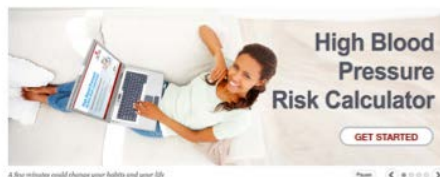
MODERATION OF ALCOHOL CONSUMPTION
↓ 2-4 mmHg

LOWER SODIUM INTAKE
↓ 2-8 mmHg

QUIT SMOKING
↓ 2-4 mmHg

OTHER TIPS FOR REACHING YOUR GOAL:

- Keep the longterm goal in mind: lower risks and a healthier life
- Get support from friends and family
- Celebrate each small change and improvement!



A few minutes could change your habits and your life.

- About High Blood Pressure (HBP)**
All you need is the knowledge you need. Learn what your blood pressure means and how to manage it. And then you can live the "heart healthy" lifestyle you deserve.
- Why HBP Matters**
Uncontrolled high blood pressure can damage and weaken your arteries. It's the leading cause of heart disease, stroke, and kidney failure. And you can do something about it.
- Your Risk for HBP**
Some people are at higher risk of developing HBP because of genetics, age or race. Find out your level of risk and learn about the factors you can control to stay healthy.
- Symptoms, Diagnosis & Monitoring of HBP**
The best way to find out if you have HBP is to get it checked. If you have it, you'll want to monitor it regularly and work with your doctor to keep it under control.
- Prevention and Treatment of HBP**
Good news: High blood pressure is manageable. Find out what you can do to enjoy wellness and live at your healthiest possible.

Stay Connected!
Monthly e-newsletter: Sign up for our newsletter and get the latest updates you need to manage your health and live a heart healthy life.
News
Here, where you can find the latest news regarding blood pressure, treatment, research, science and programs.
Related Sites
Web Library: Help yourself and patients obtain reliable heart and stroke health information.
Heart360
Track your health and improve cardiovascular wellness.
American Stroke Association
Support and information for stroke patients and caregivers.

DO YOU KNOW YOUR BLOOD PRESSURE (BP) NUMBERS?

How to check your blood pressure

STEP 1: Locate a BP Machine
If you don't have access to a quality home monitor, look for a kiosk at your local pharmacy, grocery store, or provider's office.

STEP 2: Get seated and still
Sit quietly for five minutes before taking your BP. Keep both feet on the floor and relax while your BP is measured.

STEP 3: Record your numbers and compare to the chart
If your blood pressure is high, work with your healthcare professional to bring your blood pressure numbers down. High blood pressure can put you at serious risk for stroke and heart disease.



Improving HBP control means **MORE LIVES CAN BE SAVED!**

Heart360 USING HEART360 TO TRACK YOUR BLOOD PRESSURE CHANGES
Visit Heart360 to learn more about tracking your results over time. Tracking and working on health habits can lead to steady improvement. Lower your risks, live your healthiest life!

Do you know THE FACTS ABOUT HBP?

WHO IS AT RISK? ANYONE CAN BE!

1 IN 3 AMERICANS IS LIVING WITH HBP TODAY

HBP EFFECTS NEARLY **80 MILLION AMERICANS** AND IS A LEADING FACTOR FOR HEART DISEASE AND STROKE

AFRICAN AMERICAN ADULTS have among the **HIGHEST PREVALENCE** of HBP in the world.

Among non-Hispanic black men and women, the age-adjusted prevalence of HBP was **44.9%** and **46.1%** respectively.

► Patient-Focused Communication and Tracking

Heart 360 is a convenient and secure location for you to track and manage your heart health. Record your health data with our online trackers, access additional information and resources on how to be heart healthy, and even share your results with your provider.

<https://www.heart360.org/ARIZONA>





Other Community Programs

- Simple Cooking with Heart
- Go Red Por Tu Corazon
- EmPowered to Serve
- Check Change Control



Check.
Change.
Control.™

**EmPOWERED
To Serve**



What can you do to reduce the incidence of death related to heart disease and stroke?

❑ For Clinics and medical partners:

- ✓ Register for Target BP and Adopt AHA High Blood Pressure treatment Algorithm

www.heart.org/targetbp

❑ For Individuals in the community

- ✓ Register for Heart360 in Arizona.

<https://www.heart360.org/ARIZONA>

Life is why

we're building
a culture of health

together!



Reduce deaths from heart
disease and stroke by 20%



Improve cardiovascular health
of all Americans by 20%

Questions?



American Heart Association | American Stroke Association®

life is why™

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