

A stylized graphic on the left side of the slide. It features a large red heart shape at the bottom, with a white heart shape inside it. Above the heart, there are several red, flame-like shapes that curve upwards and to the right. The background is a dark grey color. On the right side, there is a vertical dotted red line that curves slightly.

TAKING CARE OF YOUR HEART AND YOUR COMMUNITY

American Heart Association, Richmond
Dr. Phillip Duncan, AHA Board President
Robin Gahan, VP Community Impact

February 16, 2023

2024 IMPACT GOAL

Every person deserves the opportunity for a full, healthy life. As **champions for health equity***, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

Addressing the drivers of health disparities, including the social determinants of health and structural racism, is the only way to truly achieve equitable health and well-being for all.



Facts about cardiovascular disease

The No. 1 cause of death in the U.S. and in the world.

A red circle with a white border containing the word "Facts" in white text.

Facts

A photograph of a man and a young boy fishing together on a rocky shore next to a lake. The man is wearing a hat and a jacket, and the boy is holding a fishing rod.

126.9 million

U.S. adults have some form of cardiovascular disease. (That's the population of California, Texas, Florida, New York and Pennsylvania COMBINED.)

18.6 million

People die every year worldwide from cardiovascular disease. (That's like losing half the population of Canada EVERY YEAR.)

Statistics from the American Heart Association/American Stroke Association.
American Heart Association. 4/12DS5479

A red circle with a white border containing the words "Health Equity" in white text.

Health Equity

A photograph of a man and a woman sitting on a swing set outdoors. The woman is wearing a white dress and the man is wearing a blue shirt and khaki pants. They are both smiling and looking at each other.

Cardiovascular disease is a health equity issue

Approx. **60%** of Black men and women have some form of cardiovascular disease.

More than half of Hispanic men and **43%** of Hispanic women have some form of cardiovascular disease.



Facts about stroke

Stroke is the No. 5 cause of death in the U.S. & No. 2 in the world.

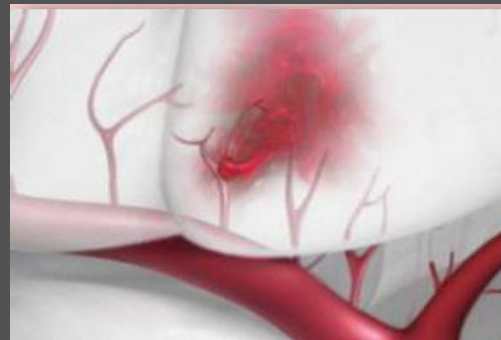


Stroke is an interruption of blood flow to the brain. Without oxygen-rich blood, brain cells die.

Ischemic Stroke - Blockage



Hemorrhagic Stroke - Bleeding



Spot a stroke F.A.S.T.

[\(VIDEO\)](#)

F. Face Drooping

A. Arm Weakness

S. Speech Difficulty

T. Time to Call 9-1-1

HEALTH EQUITY

The Social Determinants of Health

Controlling blood pressure



Eliminating tobacco use & vaping



Reducing risk for women



Increasing nutrition security



Community Response



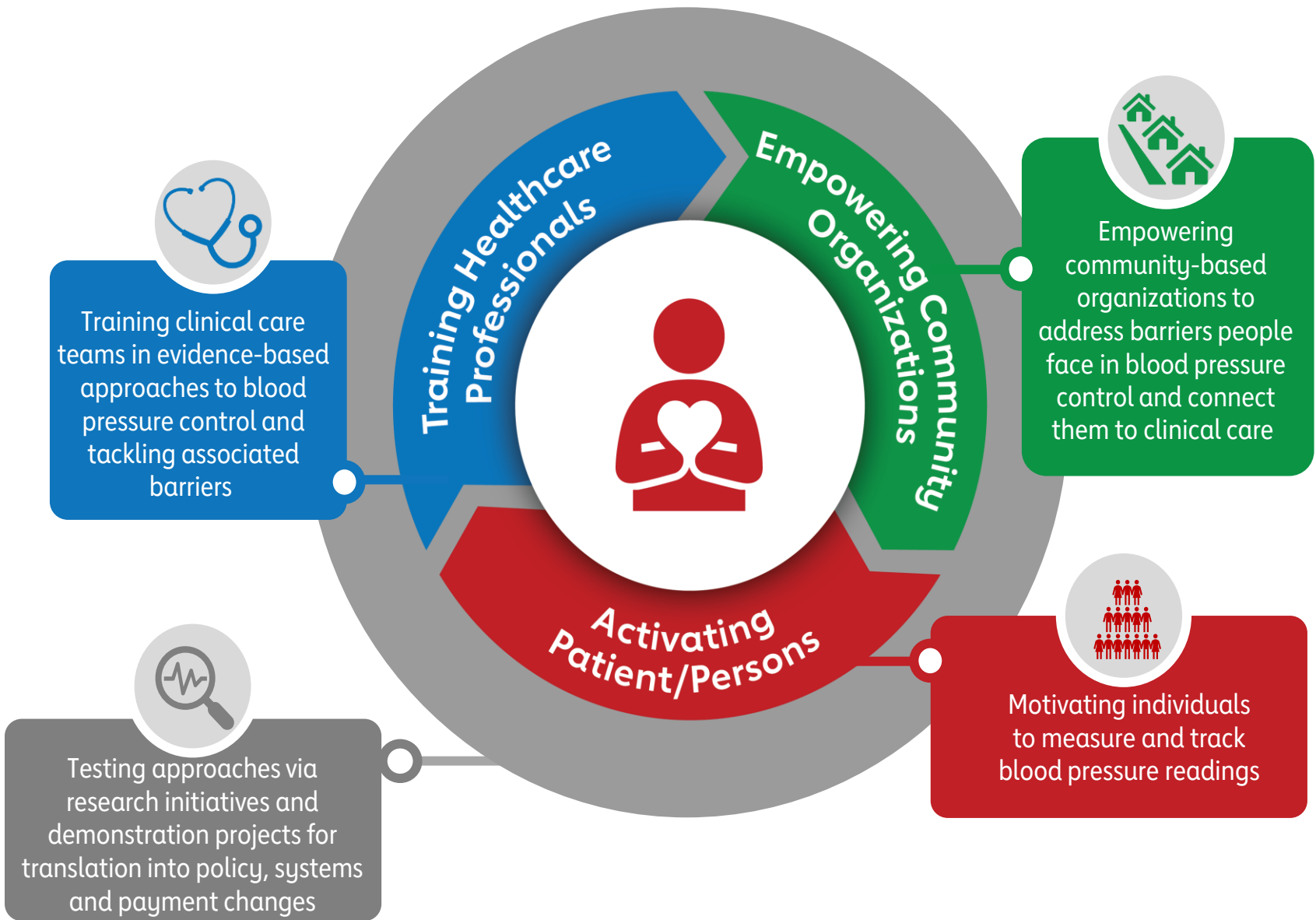
LOCAL COMMUNITY IMPACT FOCUS AREAS



American Heart Association.

4 Key Integrated Strategies

Strategy for Addressing Blood Pressure





St. Paul's Baptist Church

On October 22, we launched a community blood pressure as part of the monthly food distribution at Saint Paul's Baptist Church (SPBC) which serves hundreds of hungry Richmond and Tri-Cities residents.

Participants were offered to have their blood pressure screened and 40 participated then provided a referral to a health center that is offering a patient SMBP program.

Huge thanks to **Chandra Hurst** for leading this work, **Pastor Lance Watson**, and the SPBC Caring Hearts Nurses Ministry.



Blood Pressure Toolkit



Toolkit provided by AHA to community partner hosting screening :

- (2) blood pressure monitors
- (1) XL blood pressure cuff
- Participant liability waiver
- Health education resources
- Blood pressure logs
- Hand sanitizer
- Plastic storage tote

My Blood Pressure Log

Name: _____

My Blood Pressure Goal: _____ mm Hg

Instructions:

- Measure your blood pressure twice a day—morning and late afternoon—on about the same times every day.
- For best results, sit comfortably with both feet on the floor for at least two minutes before taking a measurement.
- When you measure your blood pressure, rest your arm on a table so the blood pressure cuff is at about the same height as your heart.
- Record your blood pressure on this sheet and show it to your doctor at every visit.

DATE	AM	PM	DATE	AM	PM

Welch Allyn Home®
Blood Pressure Monitor,
1700 Series
H-BP100SBP



How to measure your blood pressure at home TARGET:BP | AHA | AMA

Follow these steps for an accurate blood pressure measurement

- 1. PREPARE**
Avoid caffeine, smoking and exercise for 30 minutes before measuring your blood pressure.
Wait at least 30 minutes after a meal.
If you're on blood pressure medication, measure your BP before you take your medication.
Empty your bladder beforehand.
Find a quiet space where you can sit comfortably without distraction.
- 2. POSITION**
Rest for five minutes while in position before starting.
Take two or three measurements, one minute apart, twice daily for seven days.
Keep your body relaxed and in position during measurements.
Sit quietly with no distractions during measurements—no conversations, TV shows and other devices.
Record your measurements when finished.
- 3. MEASURE**
Rest for five minutes while in position before starting.
Take two or three measurements, one minute apart, twice daily for seven days.
Keep your body relaxed and in position during measurements.
Sit quietly with no distractions during measurements—no conversations, TV shows and other devices.
Record your measurements when finished.

UNDERSTANDING YOUR BLOOD PRESSURE NUMBERS

Upper Number - Systolic mm Hg
Lower Number - Diastolic mm Hg

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

The number of Richmond adults with high blood pressure could fill up 5,000 city buses.

More than 1/3 of hypertensive patients in Richmond don't have their blood pressure under control.

FOR MORE INFORMATION PLEASE VISIT WWW.HEART.ORG/HBP

KNOW YOUR NUMBERS
BLOOD PRESSURE RESOURCE GUIDE

Categorías de Presión Arterial

CATEGORIA DE LA PRESIÓN ARTERIAL	SISTÓLICA mm Hg (número de arriba)	y	DIASTÓLICA mm Hg (número de abajo)
NORMAL	MENOS DE 120	y	MENOS DE 80
ELEVADA	120-129	y	MENOS DE 80
PRESIÓN ARTERIAL ALTA (HIPERTENSIÓN) NIVEL 1	130-139	o	80-89
PRESIÓN ARTERIAL ALTA (HIPERTENSIÓN) NIVEL 2	140 O MÁS ALTA	o	90 O MÁS ALTA
CRISIS DE HIPERTENSIÓN (consulte a su médico de inmediato)	MÁS ALTA DE 180	y/o	MÁS ALTA DE 120





American Heart Association.

EmPOWERED to Serve™

WHAT IS EMPOWERED TO SERVE?

EmPOWERED to Serve is a movement inspiring those who are passionate about driving change through health justice in their communities.

We are catalysts for change, empowering the equity equation.



**AHA's Mission Statement:
To be a relentless force for a
world of longer, healthier lives.**



Amgen proudly supports the American Heart Association's EmPOWERED to Serve Initiative



American Heart Association.

EmPOWERED to Serve™

Online Health Lessons



Control your Blood Pressure



Create Smoke - Free Communities



Eating Smart with Fruits and Vegetables



Have Faith in Heart



Get Active



Know Diabetes by Heart



Keep the Beat - Learn Hands - Only CPR



Learn the Signs of a Heart Attack



Make Life Sweet, Not Your Drink



Salt and Cardiovascular Risk



Spot a Stroke F.A.S.T.



Stimulant Use Disorder



You're the Cure



American Heart Association.



Have Faith in Heart

#EmPOWERChange



Amgen proudly supports the American Heart Association's EmPOWERED To Serve Initiative

HAVE FAITH IN HEART | Lesson Overview

Welcome

- What is EmPOWERED to Serve™?
- Program Topic and Urgent Community Need

Health Lesson

- Understand Your Risk & Know the Signs
- Start Your Journey to Better Health
- Join Research Goes Red & AHA's Go Red for Women Movement

Closing Thoughts

- Your Voice Matters
- Online Resources





GO RED FOR WOMEN

Go Red offers women the opportunity to:

- Learn about heart disease and stroke.
- Access the latest healthy living tips to reduce their risk and improve their overall well-being.
- Participate in research and advocacy.
- Share their story with others.
- Get involved in their local community.





UNDERSTAND YOUR RISK

Did You Know?

Cardiovascular disease is the No. 1 killer of women, claiming the lives of one in three women.

- CVD kills more women than all forms of cancer combined.
- About four million stroke survivors alive today are women.
- Over 40% (about 43%) of Hispanic adult women age 20+ have CVD.
- CVD claims the lives of more black women than all forms of cancer, accidents, assaults and Alzheimer's disease – combined.



UNDERSTAND YOUR RISK

The good news is 80% of cardiac events can be prevented if women make the right choices for their hearts including:



Moving more.



Eating smart.



**Managing
blood pressure.**

UNDERSTAND YOUR RISK

Risk Factors You Can Control



Smoking



Being overweight or obese



High blood pressure



High blood sugar



High cholesterol



Lack of physical activity

UNDERSTAND YOUR RISK

Risk Factors You Can't Control

- Age
- Race/Ethnicity
- Gender
- Family History
- Previous Heart Attack or Stroke



UNDERSTAND YOUR RISK

Know Your Numbers

There are five numbers that all women should know to take control of their heart health:

- 1. Total Cholesterol**
- 2. HDL (good) Cholesterol**
- 3. Blood Pressure**
- 4. Blood Sugar**
- 5. Body Mass Index (BMI)**



KNOW THE WARNING SIGNS

Did You Know?

- **Women having heart attacks may wait more than 30% longer than men** from the moment they begin experiencing symptoms to the time they arrive at a hospital.
- **Women are less likely than men to receive bystander CPR.**
- **Female heart attack patients may have better outcomes when treated by female physicians.**



KNOW THE WARNING SIGNS

Heart Attack

Some heart attacks are sudden and intense, but most of them start slowly, with mild pain or discomfort.

Following are some of the signs that can mean a heart attack is happening.

If you have any of the signs, don't wait!
Call 911. Get to a hospital right away.





KNOW THE WARNING SIGNS

Heart Attack Warning Signs

- Uncomfortable pressure, squeezing, fullness or pain in the center of your chest.
- Pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath with or without chest discomfort.
- Other signs, such as breaking out in a cold sweat, nausea or lightheadedness.



If you have any of the signs, don't wait! **Call 911. Get to a hospital right away.**

KNOW THE WARNING SIGNS

Heart Attack Warning Signs

As with men, women's most common heart attack symptom is chest pain or discomfort.

But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting and back or jaw pain.

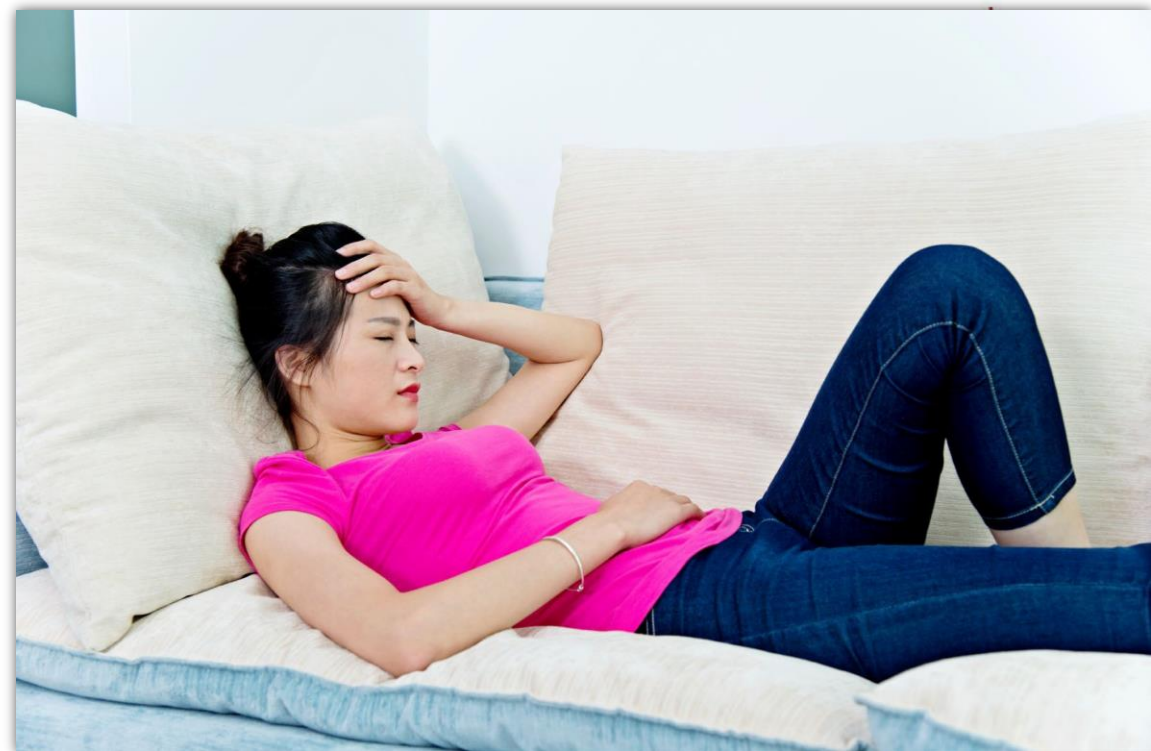


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KNOW THE WARNING SIGNS

Stroke Warning Signs

- **Sudden numbness or weakness of the face, arm or leg**, especially on one side of the body.
- **Sudden confusion, or trouble speaking or understanding.**
- **Sudden trouble seeing** in one or both eyes.
- **Sudden trouble walking**, dizziness or loss of balance or coordination.
- **Sudden, severe headache** with no known cause.

F.A.S.T.

Face
Drooping

Arm
Weakness

Speech
Difficulty

Time to
Call 911



JOURNEY TO BETTER HEALTH

Did You Know?

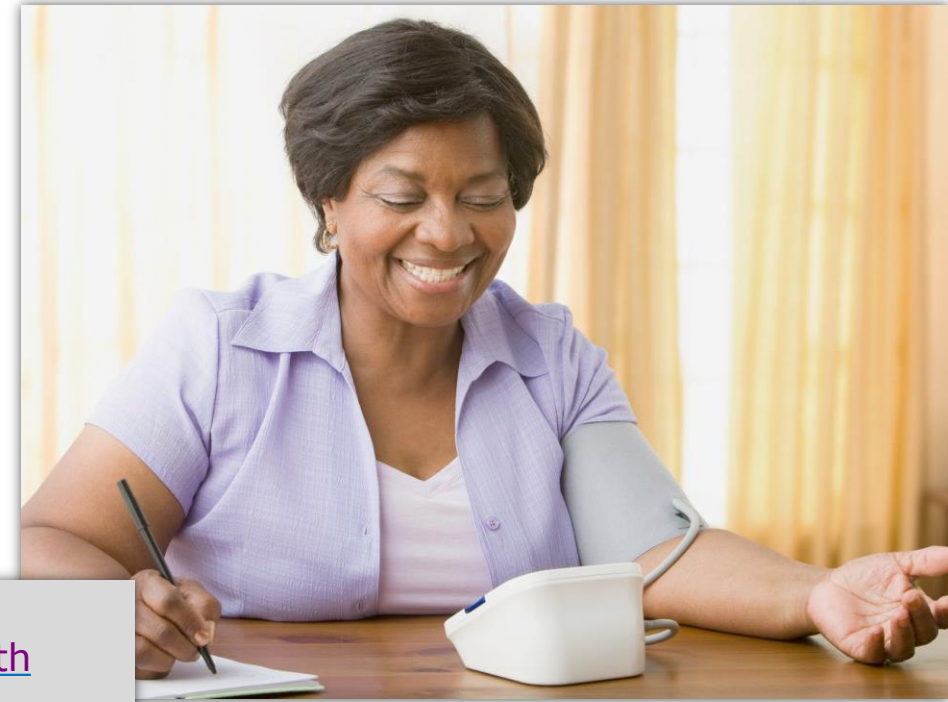
- Only **one in five U.S. women** is getting the recommended amount of physical activity under federal guidelines.
- About **50 million women** have hypertension in the U.S.
- About **45 percent of U.S. deaths caused by heart disease, stroke and Type 2 diabetes** are due to poor dietary habits.



JOURNEY TO BETTER HEALTH

That's why AHA has launched the Journey to Better Health

- This program provides you the opportunity to learn to:
 - Move More.
 - Eat Smart.
 - Manage Your Blood Pressure.
- Choose one, two or all three paths.
- Each path offers a step-by-step blueprint to help you make these heart-healthy habits a simple part of your daily routine.



Learn more at [GoRedforWomen.org/en/know-your-risk/journey-to-better-health](https://www.GoRedforWomen.org/en/know-your-risk/journey-to-better-health)

VIDEO: GO RED FOR WOMEN® | MORE TIME



A stylized white torch with a red flame is positioned on the left side of the image. The background is a solid red color with decorative white dotted lines curving across it. The text 'THANK YOU!!' is written in large, bold, white capital letters on the right side of the image.

THANK YOU!!

Have additional questions about how to engage your faith community in our mission?

Email: Robin.Gahan@heart.org