

Love Your Heart 2019 Annual Report

LOVE  YOUR HEART

IMPROVING HEART HEALTH IN THE SAN DIEGO REGION AND BEYOND



LIVE WELL
SAN DIEGO

LIVWELLSD.ORG

We are excited to share the 2019 Love Your Heart Annual Report with you.

Let us start by saying, thank you! It is an honor to serve you and help promote heart health across our region.

Love Your Heart is about saving lives and as our efforts grow, the results are empowering! In each of our roles, we take great pride in creating opportunities for people to lead healthy and safe lives, so they can thrive! In this eighth year of celebrating heart health across the County of San Diego, free blood pressure screenings were provided to 43,000 participants at 375 sites across the U.S. and Mexico. With a simple blood pressure check, 426 hypertensive crises were identified that may have otherwise gone unnoticed.

Locally and nationally, heart disease remains a leading cause of mortality and morbidity. In the United States alone, someone dies from heart disease every minute. Even more troubling, high blood pressure greatly increases the risk

of heart disease and stroke, but it often has no symptoms. That's why blood pressure screenings are so important. When high blood pressure is identified, it can be managed through lifestyle changes and/or medication long before it escalates to an emergency situation. Events like Love Your Heart offer a simple and effective means to safeguard your heart and seek follow up care if needed.

Participation in this year's Love Your Heart event increased despite a cold and rainy Valentine's Day across the County of San Diego, where many sites offered outdoor screenings. That is a testament to motivated staff, partners and volunteers. This event would not be possible if it weren't for our many dedicated community partners who put their words into action and are truly building healthy neighborhoods through year-round prevention efforts.

Thank you to our partners for your commitment and your leadership. Events like this demonstrate that when we are united, we can accomplish more to support healthy, safe and thriving communities in San Diego County and beyond!



Nathan Fletcher

Nathan Fletcher
Supervisor, District 4



Greg Cox

Greg Cox
Supervisor, District 1



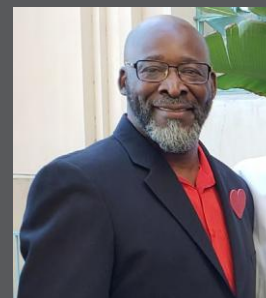
Nick Macchione

Nick Macchione
Director, Health and
Human Services Agency

Heart disease and high blood pressure are not exclusive to one religion, one ethnicity or even one age group. Everyone is vulnerable and the stakes couldn't be higher. Education can help save lives and that is why we're here. As leaders in the faith community and higher education, we need to share the importance of blood pressure screenings to improve the heart health of our residents. We're using the power of the pulpit to reach our congregations and student advocates to reach our college campuses to encourage all to know their numbers, take charge of their health and live long, happy lives.

Our "Matters of the Heart" effort has grown to include five congregations of various faith traditions, each partnering to host Love Your Heart screenings the weekend before Valentine's Day. Students and advisors at universities across the county led efforts to encourage youth screenings to further risk prevention. Getting your blood pressure checked requires only a few short minutes, but it could be worth a lifetime to you and your loved ones.

It has been our great pleasure to work with the County as Love Your Heart partners and we look forward to expanding our reach in the faith and education communities in support of lasting change for heart health in our region.



Bishop William B. Benson

Bishop Dr. William
Benson, Total
Deliverance Worship
Center



Hala Madanat

Dr. Hala Madanat,
Director, SDSU School
of Public Health



Scott Meltzer

Rabbi Scott Meltzer,
Ohr Shalom
Synagogue

LOVEYOURHEART: Know Our Numbers



43,524

Total Blood Pressure
Screenings at 375 Sites
Across US and Mexico



13,168

Screenings at
190 Sites in
San Diego County



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

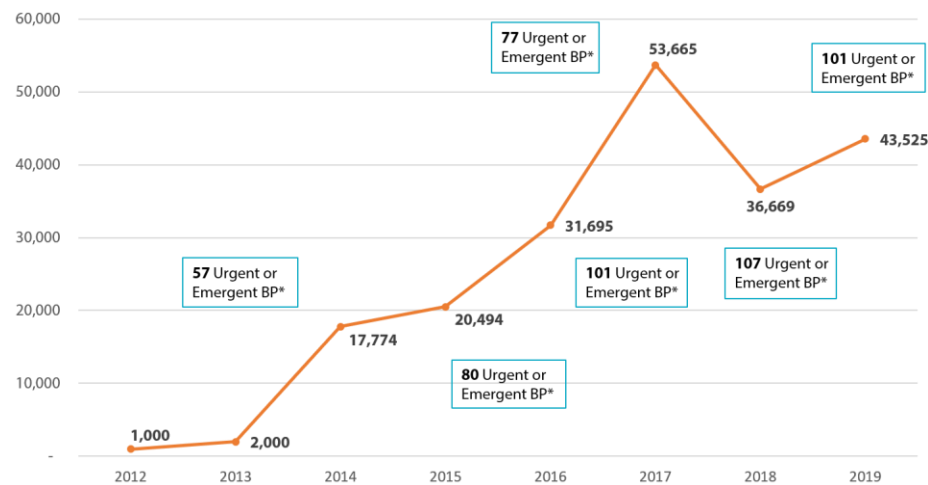
Love Your Heart 2019: An Overview

Love Your Heart began in 2012 with a simple mission – help prevent heart disease and stroke to reduce the percentage of deaths in San Diego County due to **chronic disease**. Over the last eight years of Love Your Heart more people have joined the heart health movement and are now aware of how important it is to know their numbers to monitor their health. As a result, over 523 urgent or emergent blood pressures were reported in San Diego County since 2012 that may have gone unchecked (Figure 1).

Our partnerships have expanded to include sites in every sector – from businesses to non-profits, governments to schools, healthcare to emergency services, and media to faith-based organizations. We have continued efforts to collaborate across borders through our sister event, **Ama Tu Corazón** which reaches participants binationally at sites along the United States-Mexico border.

Figure 1. Love Your Heart Screenings Performed Each Year 2012 - 2019

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

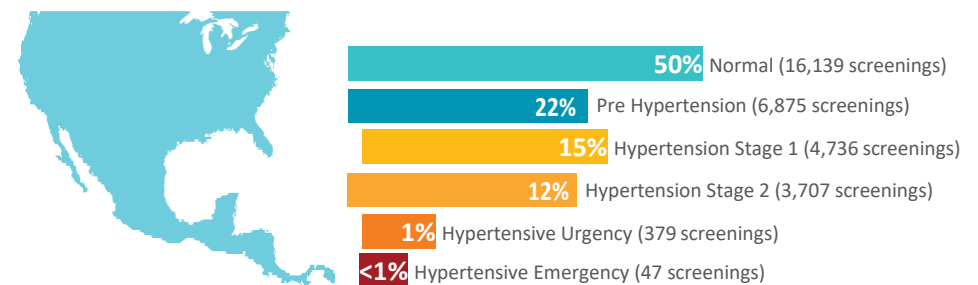


As a result of efforts across North America, on February 14, 2019, Love Your Heart partners worked together to host 43,524 blood pressure screenings at 375 sites (see previous page). Locally in San Diego County, 13,168 blood pressure screenings were provided at 190 sites. While Ama Tu Corazón saw 28,722 participants screened across the southern border states in the U.S. and northern border states of Mexico.

Of the 43,524 participants screened in North America in 2019, we received detailed data for 31,883 participants. Of these, 49% of participants screened exhibited a blood pressure above normal range, with 379 screenings considered Hypertensive Urgency and 47 screenings considered Hypertensive Emergency (Figure 2).

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


*31,883 people screened at Love Your Heart sites had a reported blood pressure

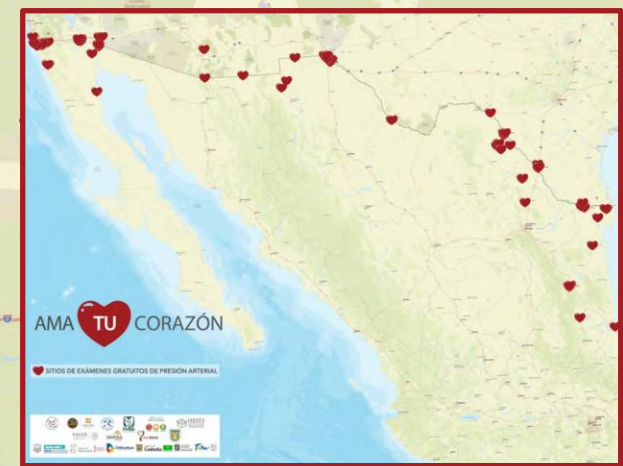


San Diego County Sites

Figure 3. Map of North American Blood Pressure Screening Sites

LOVE  YOUR HEART

 FREE BLOOD PRESSURE SCREENING LOCATIONS



Love Your Heart in San Diego County

February 14, 2019 brought with it an **extreme winter storm** that soaked San Diego County. Despite the wet conditions all-day, site workers and volunteers stayed in high spirits and continued to encourage participants to get their blood pressure checked. Figure 3 ([map](#) previous page) shows the locations across San Diego County that served as Love Your Heart blood pressure screening sites.

Of the 13,168 participants screened in San Diego County, we received detailed data for 7,139 participants. Of these, nearly 2 of 3 participants screened exhibited a blood pressure above normal range, with 90 screenings considered Hypertensive Urgency and 11 screenings considered Hypertensive Emergency (Figure 4).

More than 2 of every 3 participants screened in San Diego County were women with 54% having blood pressure higher than normal (Figure 5). Nearly three-quarters of male participants had an elevated blood pressure, showing the potential need for additional outreach to the male population in 2020.

Across the county, Alpine (79.3%), Pauma (77.2%), Lemon Grove (72.8%) and Valley Center (71.3%) were the subregional areas with the highest proportion of residents screened who had a higher than normal blood pressure level (Figure 6).

Figure 5. Participant Blood Pressure by Gender in San Diego County

*7,085 participants screened at San Diego County sites provided their gender.

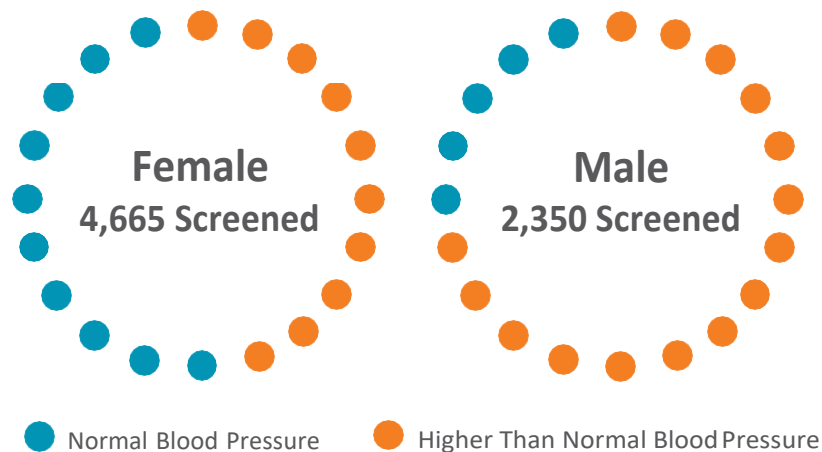


Figure 6. Participant Blood Pressure by Subregional Area*

* Data for fewer than 5 participants per subregional area are not shown.

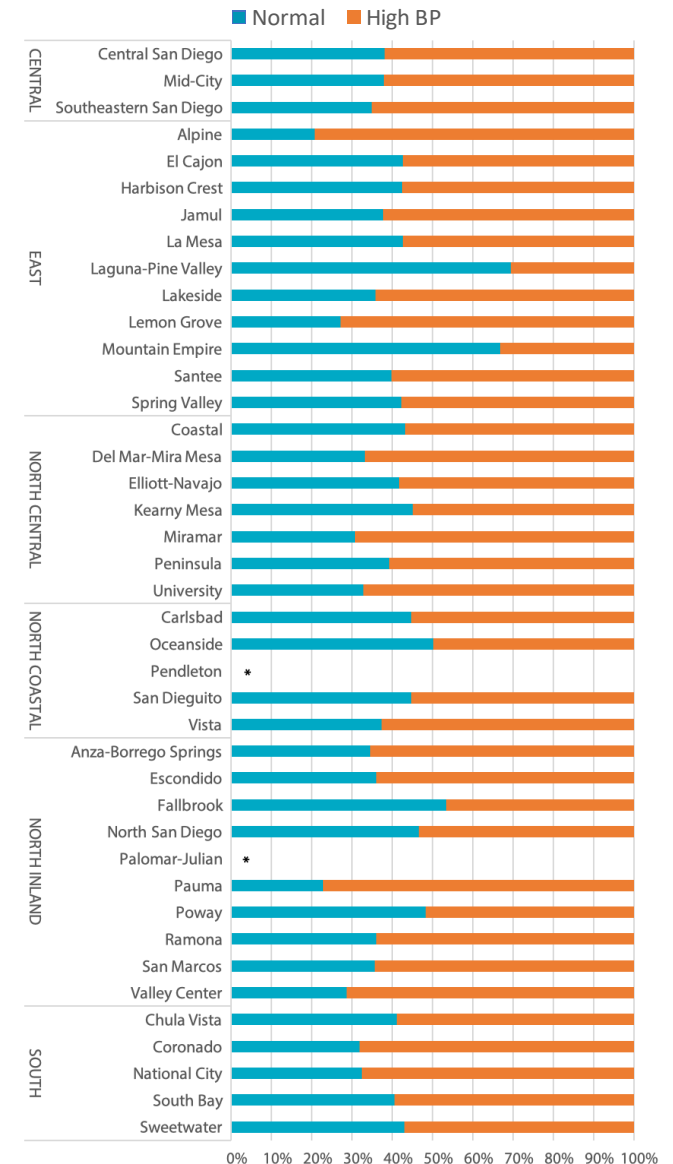
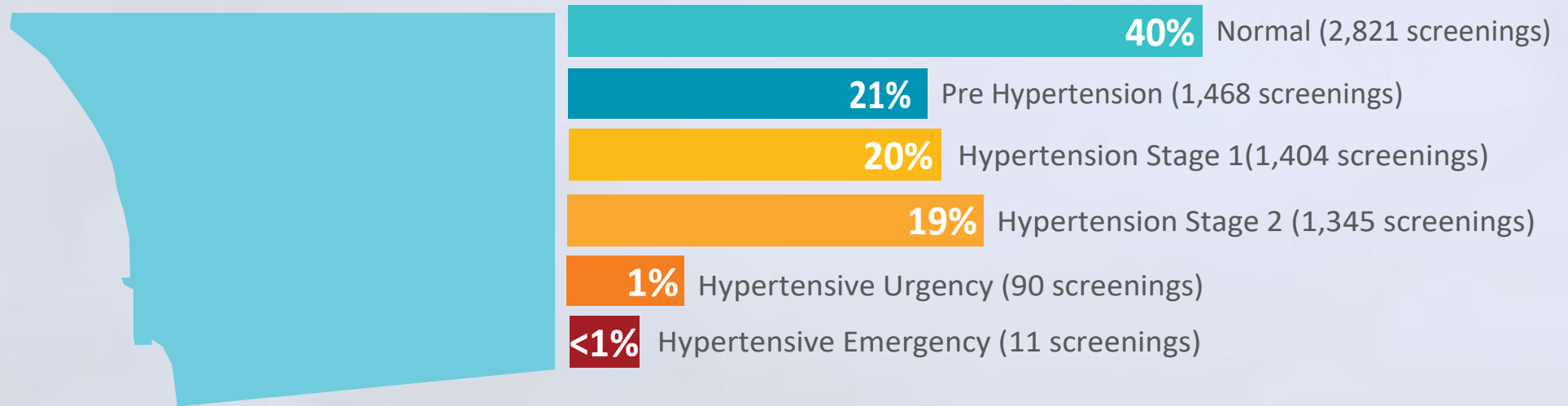


Figure 4. Number and Percent of Screenings by Blood Pressure Level in San Diego County

*7,139 people screened in San Diego County had a reported blood pressure



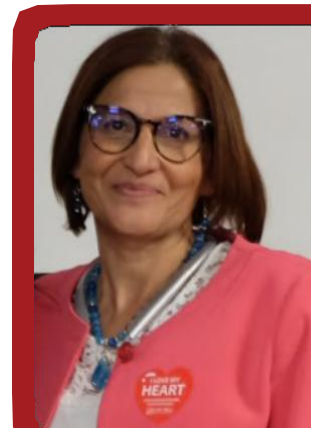
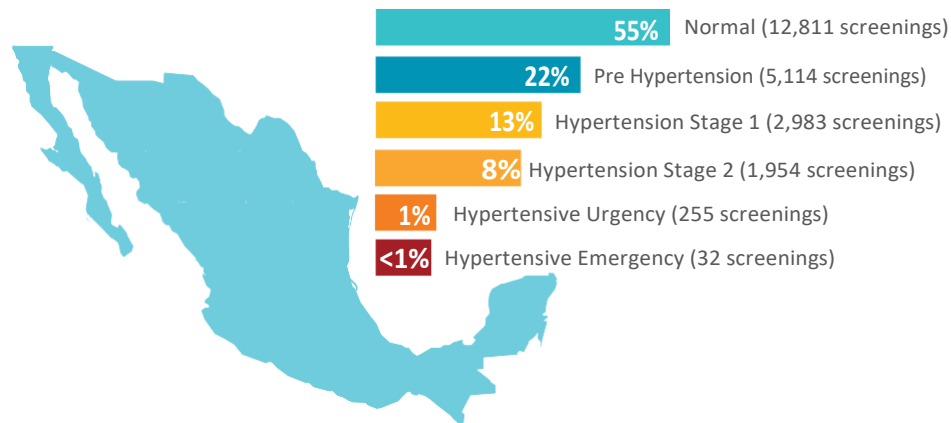
Ama Tu Corazón: A Binational Collaboration

Ama Tu Corazón is a binational effort to expand the Love Your Heart campaign across the US-Mexico border. Through the collaborative efforts of the County of San Diego Health and Human Services Agency and the **United States-Mexico Border Health Commission, Mexico Section**, blood pressure screenings were offered in the Mexican Border States of Baja California, Sonora, Chihuahua, Coahuila, Nuevo Leon, and Tamaulipas. Blood pressure screenings were also offered at 14 Mexican consulates in the U.S. border states of California, Arizona, New Mexico and Texas and at the **University of Arizona**.

Over 39 Ama Tu Corazón partner organizations worked together to provide blood pressure screenings and educate residents in the cross-border region to improve their heart health. Of the 28,722 participants screened through Ama Tu Corazón, we recieved detailed data from 23,149 participants. 45% of those screened had a higher than normal blood pressure with 255 Hypertensive Urgency and 32 Hypertensive Emergencies recorded.

Figure 7. Number and Percent of Screenings by Blood Pressure Level

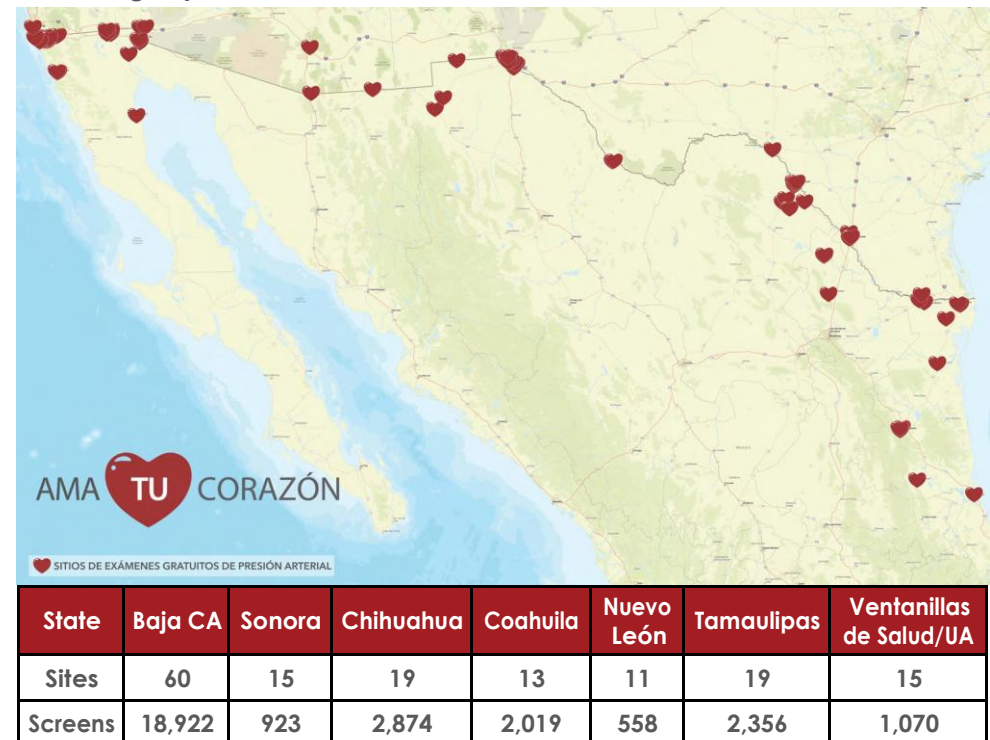
*23,149 people screened at Ama Tu Corazón sites had a reported blood pressure



“As part of our efforts to engage and inform the communities we serve, the Love Your Heart-Ama Tu Corazon initiative is an important binational movement that reaches many of our hard to reach communities about preventing heart diseases and other chronic conditions”.

Dr. Rangel Gómez, Executive Secretary of the U.S.-México Border Health Commission, Mexico Section

Figure 8. AmaTuCorazónSiteMap with Number of Sites and Blood Pressure Screenings by State



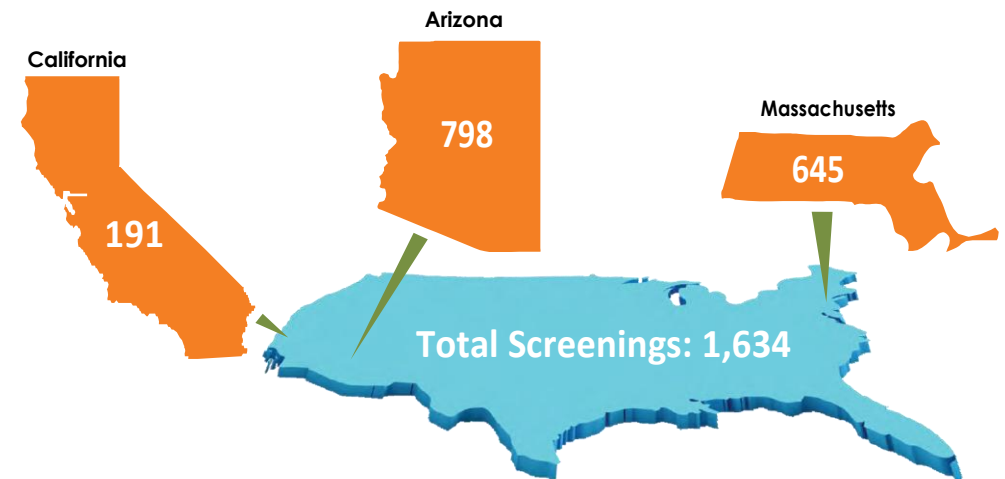
Love Your Heart Across America

Partners in several communities across the United States have launched their own blood pressure screening day, for a total of 1,634 blood pressures screened outside of San Diego County. Of these, Arizona reported 798 screenings, Massachusetts ([New Bedford](#)) reported 645 screenings and California reported 191 screenings (not including San Diego County) (Figure 9). These screenings were coordinated in concert with universities, public health districts, grocery stores, libraries, fire stations, health clinics and local businesses.

To further expand Love Your Heart across the United States, an online digital toolkit was developed that offers various templates and educational materials for organizations and agencies to launch their own blood pressure screening day. Learn more and join the heart health movement at LiveWellSD.org/LYHDigitalToolkit.

Figure 9. Number of Blood Pressure Screenings by Non-San Diego County Sites*

*California numbers do not include San Diego County data



Northgate Gonzalez Market reached out to more people than previous years by expanding the number of screening sites they hosted to include all eight San Diego County stores, three stores in Orange County and two stores in Los Angeles.

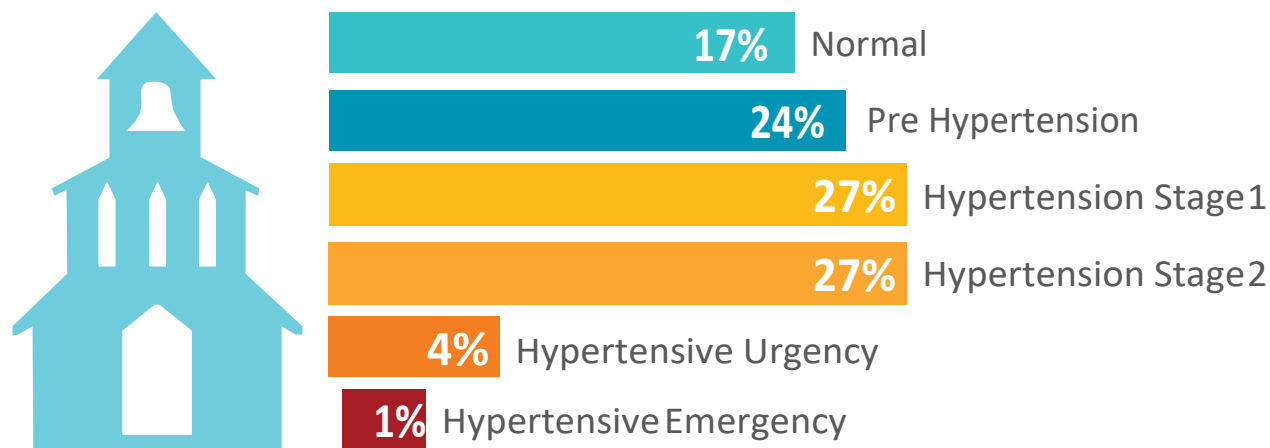
All participating stores also offered a food demonstration by [AvocadosfromMexico](#) featuring heart healthy avocado based recipes. By providing opportunities to help residents and associates proactively engage in their health, Northgate Gonzalez Market is demonstrating their commitment to advancing the *Live Well San Diego* vision.



Matters of the Heart

Building upon the pilot launched in 2018, Matters of the Heart is a growing movement to engage with the faith-based community to help encourage congregants across San Diego County to know their numbers. Places of worship offered blood pressure screenings the weekend prior to Love Your Heart Day. Five faith-based organizations participated, including [Bayview Baptist Church](#), [Encanto Southern Baptist Church](#), [Mt. Moriah Christian Church](#), [Ohr Shalom Synagogue](#) and [Our Lady of Guadalupe Church](#). Matters of the Heart recorded 319 blood pressure screenings, of which 83% had a blood pressure higher than normal (Figure 10).

Figure 10. Blood Pressure Levels of Participants Screened at San Diego County Faith-Based Organizations



“Love Your Heart creates the opportunity for the entire community to come together to reach out to those who need an extra hand,” said Rabbi Scott Meltzer of Ohr Shalom Synagogue. “It is a communal responsibility to care about the health of individuals and a religious obligation to care about our health. Thank you to Love Your Heart for offering this encouragement.”



Blood pressure screening at Encanto Southern Baptist Church



Blood pressure screenings at Our Lady of Guadalupe Church



Blood pressure screenings at Our Lady of Guadalupe Church

Engaging Participants of All Ages

High blood pressure increases your risk for heart disease and stroke, two leading causes of death in the United States. While the conversation about high blood pressure usually centers on older adults, people of all ages can have high blood pressure. That's why this year's event saw an increased focus on recruiting youth participants ages 18-24. As there are often no symptoms, screening for high blood pressure in younger adults can help with early diagnosis, treatment and prevention.

410 participants ages 18-24 were screened on Love Your Heart Day in San Diego County. Over one-third had a higher than normal blood pressure (Figure 11).



After getting her blood pressure screen, one San Diego State University student shared, "There is an increase in blood pressure around midterms and finals due to stress. I didn't know the importance of keeping calm."



"Most of my fellow employees got their blood pressure checked today," said Michelle Trejo. "It is interesting to talk with my co-workers about what our numbers were. We share and compare to last year to figure out what we need to do to work on it, like making a follow-up appointment with a doctor if it was high."

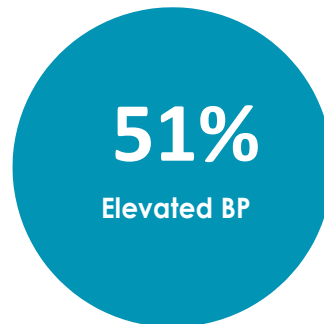
Figure 11. Percent of Participants Screened With Higher Than Normal Blood Pressure by Age Range in San Diego County

*7,001 participants screened provided their age range

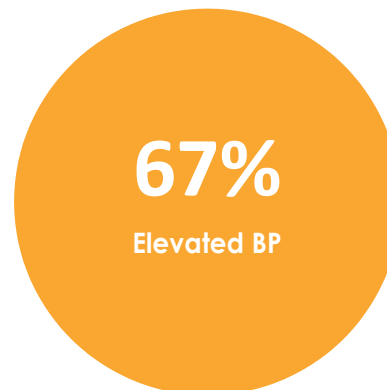
Ages 18-24
(410 Screenings)



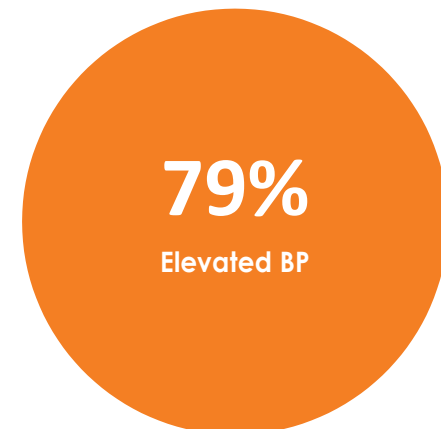
Ages 25-44
(2,838 Screenings)



Ages 45-64
(2,762 Screenings)



Age 65+
(991 Screenings)



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, so that we can all be healthy, safe and thriving for years to come.



Tyler Howe was 25 years old and considered himself to be extremely healthy. As he was driving his girlfriend to school one day, he started to feel nauseous. He immediately pulled over to park and noticed his right side had become completely paralyzed. When he looked into the rearview mirror, he saw his facial droop and got help quickly.

“When they told me I had had a stroke, I was shocked. It just really inspired me to take better care of myself, because you think of stroke and heart attacks, you assume that’s something that happens when you’re older, but in reality, it can happen to anybody.”



“My synagogue had never done a clinical screening event before,” said Dr. Jennifer Tuteur. “We invited neighborhood residents, as well as our congregation to get screened, many as they brought their children for Sunday School. I talked to the kids about how the heart functions, what blood pressure numbers mean, and how to keep your heart healthy, while they drew a variety of heart pictures to decorate the synagogue for the event. All were appreciative to take part.”



“I got my blood pressure checked for myself and because I love my family – I want to be around to take care of them,” said Darlene Mancilla. “It is also important to check your blood pressure because you never know, there might be some underlying condition that you don’t know about.”



“I think it is important to bring public awareness to blood pressure readings and educate people on what they can do to help themselves stay healthy,” said Joseph Castillo. “Love Your Heart was a great chance to take what I have learned out to the community to help many people at once.”



“Heart health is important to me for the sake of being healthy for my children,” said Michelle Carpenter. “To be a role model that staying active can lead to a longer life and a healthy life.”

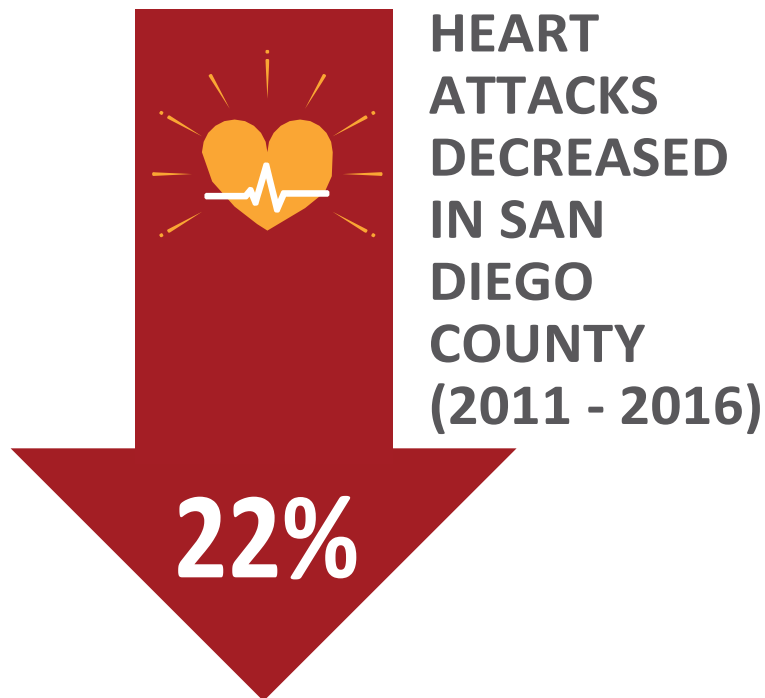
Collaboration Prevents Heart Disease

A recent study published by the [Health Affairs, California Edition September 2018](#), showed that a local collaboration, known as Be There San Diego, demonstrated significant reductions in heart attacks in San Diego County over a six year period. The analysis found that San Diego County's total number of heart attacks decreased by 22 percent between 2011 and 2016, compared to an 8 percent decrease in the rest of California during the same time period.

[Be There San Diego](#) is a coalition of patients, communities, healthcare systems and other organizations, including the County of San Diego, who are working together to educate and engage patients and communities in understanding and taking action to address the risk factors that cause heart attacks and strokes. Their [Heart Attack and](#)

[Stroke Free Zone](#) collaborative works to increase educational efforts and health coaching for patients at high-risk for cardiovascular disease. Through the [Southeastern San Diego Cardiac Disparities Project](#), organizations are working with faith-based organizations to help them develop their own unique plans to eliminate heart disease in their community. And finally, their [Accountable Communities for Health](#) collaboration is tackling other contributing factors to health, such as race, socio-economic status and the environment, to develop new approaches to wellness.

These numbers show that the year-round work of communities and organizations like those in the Be There San Diego initiative are having a measurable impact on chronic disease prevention.



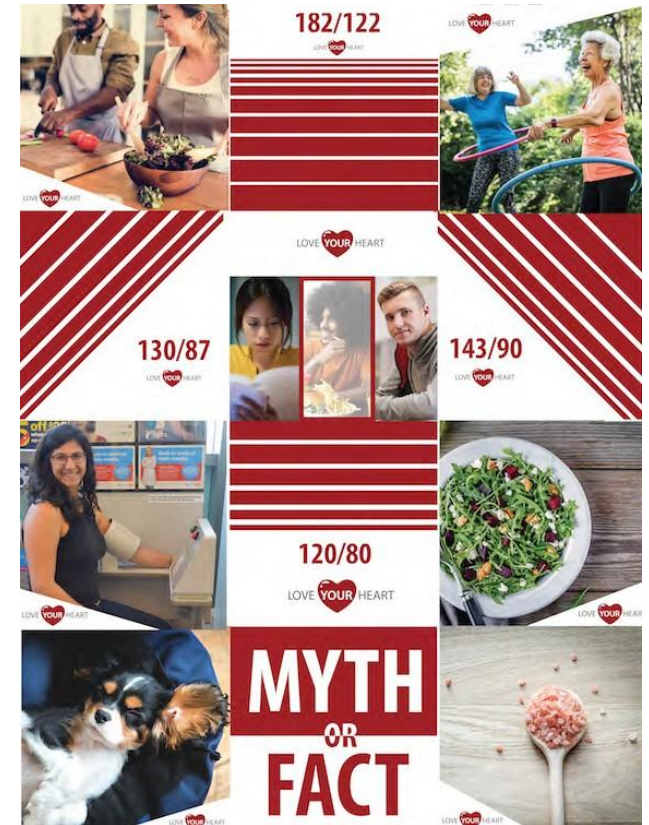
Community and faith organizations join together to ensure all can “Be There” for their loved ones.

Encouraging Action Through Media

For Love Your Heart 2019, a range of communication methods were used to encourage participants to take action and get their blood pressure checked, including radio and television PSAs, press events, print advertising, website promotion, community outreach, relationship building, email communication and social media. In addition to the County of San Diego's efforts, partner organizations helped to promote the event both internally to their employees and externally to the community, boosting the reach of traditional promotional efforts. This increased reach was best seen across social media.

Between January 1 and February 14, there were 226 downloads of the [2019 Love Your Heart Social Media Toolkit](#). Customizing the proposed posts in the toolkit, partner organizations produced 37 posts with a combined 3,516 post likes on [Instagram](#), 9 posts with a combined 105 post likes and 17 shares on [Facebook](#), and 21 posts with a combined 61 post likes and 15 retweets on [Twitter](#).

Our most prominent media partner, ABC 10 produced two Public Service Announcements for Love Your Heart which ran on ABC 10 and MeTV a combined total of 301 times in the few weeks leading up to the event reaching 1.7 million people. On social media, their promotional video was viewed over 7,000 times.



[Charlie Knight](#) had always been healthy and athletic. He grew up doing every single type of water activity you could possibly imagine, including surfing and water polo. He had always been surrounded by the water, which eventually led him to become a lifeguard.

Knight's life changed one night when he went to bed early, feeling fine, only to wake up a couple of hours later having had a hemorrhagic stroke.

"I hope that my experience shows that no matter how healthy you think you are, active you are, go out there, get your blood pressure checked so you can be there for yourself and for your family."

Creating Impact Through Partnerships

Love Your Heart unites individuals and partner organizations in all sectors through a shared purpose – preventing heart disease and stroke in San Diego County residents. Working together allows for the planning and implementation of innovative projects, such as Love Your Heart, that bring the [Live Well San Diego](#) vision to life.

County of San Diego regional staff, including public health nurses and health promotion specialists, helped to coordinate logistics and engage partners and the community around heart health. Health centers, fire stations, and libraries responded to the call to host screening sites in rural, hard-to-reach locations of the county.

Medical volunteers from healthcare organizations and local nursing schools took the lead on blood pressure screenings and patient education. Media partners helped produce Public Service Announcements for television, social media and radio.

Businesses hosted screening sites at multiple locations across the county to help bring the event to places residents visit routinely, such as gyms, grocery stores and banks, to help them get to know their

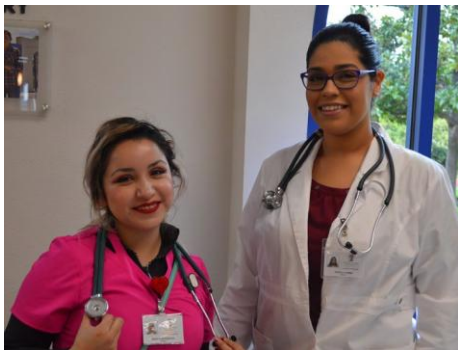
numbers. Schools and faith-based organizations hosted screening sites to model to youth and families the importance of taking care of their heart health.

And finally, nations partnered together across borders to engage and inform communities about preventing heart disease and other chronic conditions.

Events like Love Your Heart prove that together, we can do more than each of us can do alone. Thank you to all of the Love Your Heart participants for making the 2019 event a success.



204
Partners Hosted Sites



San Diego State University nursing students volunteering to take blood pressure at a screening site.



Business partners bring blood pressure screenings to places where residents frequent, including gyms, grocery stores and banks.



Thank You to Our 2019 Partners

2-1-1 San Diego
Abrams Public Health Center
Alamosa Park Elementary School
Alpine Fire Station
Alvarado Hospital Medical Center
American Heart Association
AMR
Bastyr University Clinic
Bayside Community Center
Bayview Baptist Church
Bella Mente Montessori Academy
Bodega Aurrera
Border View Family YMCA
Breeze Hill Elementary
Brookdale Carmel Valley
CAL FIRE San Diego
Calexico Chamber of Commerce
California Avenue School
California State University San Marcos
Cameron Family YMCA
Campesinos Sin Fronteras
Carlsbad Fire Station
Carlsbad Senior Center
Cathy Hopper Clairemont Friendship Senior Center
Cerner Wellness
Champions for Health
CHC-Ocean View Clinic
Chiricahua Community Health Centers
Chula Vista Health Center
Chula Vista Public Library - Civic Center Branch
City Heights Urban Center
City of Chula Vista
City of Coronado Fire Department
City of Douglas, AZ
City of Encinitas
City of Laredo Health Department
City of San Marcos
City of Santee
College Ave Center
Comisión de Salud Fronteriza México-Estados Unidos, Sección México, Oficinas de Alcance Baja California, Sonora, Chihuahua, Coahuila, Nuevo León, y Tamaulipas
Concentra
Consulado de México en McAllen
Copley-Price Family YMCA
Coronado Fire Department
County of San Diego
CSA-17 Fire EMS
Cuyamaca College
Dan McKinney YMCA
Deer Springs Fire
Desert Senita Community Health Center

Douglas Government Center
Eckstrom-Columbus Library
El Cajon Silvercrest Senior Residence
El Pueblo Neighborhood Center
El Rio Community Health Center
El Rio Community Health Center
El Toyon Elementary
Ellie Towne Flowing Wells Community Center
Empresa Elementary School
Encanto Southern Baptist Church
Encinitas Community and Senior Center
Encompass Health Rehabilitation Hospital of Northwest Tucson
Escondido Fire Department
Escondido Public Library
Escondido Silvercrest Senior Residence
Event Network
Exodus Recovery
Express Ambulance
Father Joe's Villages
Food City - Tucson Spectrum Shopping Center
Fourth District Senior Resource Center (George L. Stevens Center)
Gobierno Municipal, Ayuntamiento de Ciudad Juárez, Chihuahua
Golder Ranch Fire
Goodwill of San Diego County
GospleCise Fitness & Wellness
Grossmont College
HabiStore
Healthy Adventures Foundation
Healthy Start Military Family Resource Center
Homestreet Bank
Horton Elementary
Imperial Beach Fire
IMSS
Instituto de Ciencias y Estudios Superiores de Tamaulipas, A. C. Calidad en Educación a tu Alcance
ISSSTE
Jackie Robinson Family YMCA
John A. Davis Family YMCA
Juniper at the Preserve
Kaiser Permanente
KGTV ABC 10 San Diego
King Chavez Health Center
La Maestra Community Health Center
Lakeside Fire Protection District
Lemon Grove Library
Lindbergh/Schweitzer School
Madison Middle School
Magdalena Ecke Family YMCA
Mariposa Community Health Center
Martha Cooper Library

Maryland Elementary School
McGrath Family YMCA
Mission Valley YMCA
Mohave County
Monte Vista Elementary School
Monterey Heights Elementary School
Mount Vernon Elementary School
Mt. Moriah Christian Church
National City - City Hall
National City Aquatic Center
National Latina Institute for Reproductive Health
National University
New Bedford Wellness Initiative
Norman Park Senior Center
North County Fire Protection District
North County Health Services
Northgate Gonzalez Markets
Northwest YMCA
Oceanside Fire Department
oceanside Fire Lifeguards
Ohr Shalom Synagogue
OOMAPAS San Luis Río Colorado
Otay Family Health Center
Our Lady Of Guadalupe Church
Pala Mesa Resort
Palomar Family YMCA
Palomar Medical Center Escondido
Park Avenue Community Center
Peninsula Family YMCA
Pensiones Civiles del Estado de Chihuahua
Point Loma Nazarene University
Presidencia Municipal de la Ciudad de Juárez
Primary Prevention Mobile Health Unit at College of Public Health
Project Concern International
Project Vida
Quad Counties Council on Alcohol and Drug Abuse
Qualcomm Health Center
Ramona Fire Department
Ramona Senior Center
Rancho Family YMCA
Samaham Health Center
San Altos Elementary School
San Diego Blood Bank
San Diego Children's Discovery Museum
San Diego County Credit Union
San Diego County Fire Authority
San Diego Fire Rescue
San Diego Oasis
San Diego State University
San Diego Unified School District
San Marcos Fire Department

San Marcos Library
San Marcos Senior Activity Center
San Miguel Elementary School
San Ysidro Health
Santee Fire Department
Scripps Encinitas
Scripps Mercy Hospital Chula Vista
Secretaría de Desarrollo Social del Estado de Nuevo León
Secretaría de Salud del Gobierno del Estado de Baja California, Sonora, Chihuahua, Coahuila, Nuevo León, y Tamaulipas
Serving Seniors
Sharp Memorial Hospital
Silva MD
SIMNSA
Solana Beach Train Station
South Bay Family YMCA
South Metro Career Center
Spring Valley Library
State Farm Insurance
Stevens Center
Straight from the Heart
SummerCrest Resource Center
Súper Saludable
T.H.E. Leadership Academy
Tecnológico Nacional de México en Ciudad Victoria
Toby Wells YMCA
Torrey Highlands Community Room
Total Deliverance Worship Center
Tucson Fire Station
United Healthcare
Universidad Autónoma de Baja California (UABC)
Universidad Autónoma de Coahuila
Universidad de Montemorelos
University of Arizona, Mel and Enid College of Public Health, Phoenix
University of Arizona, Mel and Enid College of Public Health, Phoenix
University of New Mexico Cancer Center
University of New Mexico Cancer Center
VEBA
Vista Community Clinic
Vista Fire Dept
Vista High School
Vista La Mesa Elementary School
WalMart
Wyndham San Diego Bayside
XXVIII Ayuntamiento de San Luis Río Colorado
Yuma County Public Health Services District

And a "heartfelt" thank-you to our Love Your Heart Steering Committee and Tactical Team for their support of Love Your Heart planning efforts!