

**American Heart Association  
and the American Stroke  
Association: Health Equity  
and Multicultural Initiatives**

**Satellite Conference and Live Webcast  
Tuesday, January 22, 2013  
12:00 – 1:00 p.m. Central Time**

**Produced by the Alabama Department of Public Health  
Video Communications and Distance Learning Division**

**Faculty**

**Monique Wilson, MPH  
Health Equity Regional Director  
American Heart Association**

**Celebrate 10 Years  
of Going Red!**

**10<sup>th</sup> Annual National Wear Red Day  
for Women**

**“REDDER than ever before!”**

**Wear RED Friday, February 1, 2013**

**Wear Red Day**

- **National Wear Red Day for Women is a massive national public awareness day urging women, people from all walks of life, businesses, towns, schools, the media, buildings, and landmarks to “go red” and “glow red” to bring attention to the #1 killer of females – heart disease**

**Wear Red Day**

- **Cardiovascular disease, such as heart disease and stroke, claims more women’s lives annually than the next four causes of death combined**

**Wear Red Day**

- **On February 1, help Alabama and America GO RED and SAVE WOMEN’S LIVES from heart disease and stroke by wearing something red**
  - **Dress, tie, jacket, scarf, hat, blouse, shirt, etc.**

### **Wear Red Day**

- **Go Red for Women® and show your commitment to reducing risk, improving health, and saving women's lives**

### **Have Faith in Heart**

- **The American Heart Association's Go Red for Women movement is empowering women by raising awareness and helping them make healthy lifestyle changes**
- **Heart disease is still the #1 killer of women age 20 and over**
  - **1 in 3 deaths each year**

### **Have Faith in Heart**

- **Have Faith in Heart invites faith communities to conduct Go Red for Women educational activities in February or any other month**
  - **Tool-kit provided with materials to help congregations to encourage female members, and those who love them, by conducting heart-health awareness activities**

### **“Get to Goal:” High Blood Pressure Management Program**

- **“Get to Goal”**
  - **Community health volunteer mentors teach at-risk populations about:**
    - **High blood pressure risks**
    - **How self-monitoring can help manage the condition**

### **“Get to Goal:” High Blood Pressure Management Program**

- **The program focuses on better management of high blood pressure through education, tracking, and mentoring individuals to “get to their goal”**

### **“Get to Goal:” High Blood Pressure Management Program**

- **Heart 360 Monitoring**
  - **Online tracking system enabling participants to:**
    - **Record and monitor their health**
    - **Share progress directly with their Get to Goal Coach remotely**

### **“Get to Goal:” High Blood Pressure Management Program**

- **Program Requirements**
  - Engage enrollee with weekly blood pressure readings
    - **Uploaded into Heart 360**
    - **Minimum of 4 months**
      - At least 2 times a month for a minimum of 8 times over 4 mos

### **“Get to Goal:” High Blood Pressure Management Program**

- **Potential Partner Categories**
  - Churches
  - Employers
  - Educational institutions

### **My Life Check**

- **We’ve simplified healthy living**
  - 7 things to measure and track

**[www.mylifecheck.heart.org](http://www.mylifecheck.heart.org)**

### **How to Use My Life Check**

- **Step 1: Answer questions about your Simple 7**
- **Step 2: Choose your action plan**
- **Step 3: Discover your heart score**
- **Step 4: Print / save results**
- **Step 5: Return periodically to take the assessment again**

### **Simple Cooking with Heart**

- **Overview**
  - Encourage Americans to cook low-cost, heart-healthy meals at home
  - Provides tools, basic skills, and techniques to get started, to get inspired and to have fun
  - Launched by Walmart Foundation and American Heart Association

### **Simple Cooking with Heart**

- **Components**
  - [Heart.org/simplecooking](http://Heart.org/simplecooking)
    - **Cooking videos for nearly 50 recipes**
      - 5 in Spanish
    - **Additional videos focus on skills needed for recipes**
      - Mincing, chopping, etc.

## **Simple Cooking with Heart**

### **– Community Kit**

- **Provides instructions for creating fun community events for 20-30 people**
- **Practice new skills and make recipes together**
- **Like a cooking book club**

## **Simple Cooking with Heart**

### **– At Home Booklet**

- **Resource for anyone wanting to learn more about cooking at home**
- **Contains basic kitchen-prep information, shopping lists, and an introduction to heart-healthy cooking skills**

### **– Live Demonstration Kit**