

American Heart
Association



Learn and Live

Cultural Health Initiatives:

“Outreaching to Communities of Color”

Dana Colbert – Director, Cultural Health Initiatives

Malka Sierra – Director, Cultural Health Initiatives

American Heart Association – Western States Affiliate

Overview

- **American Heart Association**
- **What is Cultural Health Initiatives?**
- **Community Outreach Programs**
- **Cause Initiatives**
- **How Can We Help You?**
- **Contact Us!**

American Heart Association

- **Mission**

- **Building healthier lives free of heart disease and stroke**

- **2010 Goal**

- **Reduce death rate and risk factors of heart disease and stroke by 25%**

- ◆ **Current CHD death rates down 25.8%**

- ◆ **Current stroke death rates down 24.4%**

BUT...

American Heart Association

We still have work to do!

- Since 1999, there's been a 2.6% reduction in people who are not vigorously physically active. We want that number to grow to a 25% reduction.
- We've held the rate of growth in obesity to 0.33%. The number needs to be held to zero by 2010.
- The rate of growth in diabetes has been held to 0.28%. Again this number needs to be held at zero.

Cultural Health Initiatives

- **What is Cultural Health Initiatives?**
 - We strive to establish priorities and strategies to educate emerging populations to reduce cardiovascular disease and stroke disparities through programs, messaging, media, advocacy, and partnerships that reach out to and empower underserved communities to live healthier lifestyles.
 - We implement culturally sensitive health education programs

Cultural Health Initiatives

- **Our “Signature” Program**
 - **Search Your Heart/Conozca Su Corazon**
 - ◆ **The American Heart Association’s community based heart disease and stroke prevention program**
 - ◆ **Three Basic Modules**
 - Heart Disease and Stroke 101
 - Nutrition
 - Physical Activity
 - ◆ **Program Sites**
 - Churches, Community Centers, Schools, etc.
 - Each site implements at least (3) workshops
 - Pre/post surveys are completed at the beginning and end of the programs for evaluation purposes

Cause Initiatives

- **Go Red for Women**
 - Women and heart disease
 - ◆ National Go Red Day, Go Red Sundays
- **Power To End Stroke**
 - Stroke in African Americans
 - ◆ Power Sundays, Ambassador Reception
- **Alliance for a Healthier Generation**
 - Childhood obesity
 - ◆ Healthy Schools Program, Let's Just Play Challenge
- **Start!**
 - Corporate/employee wellness
 - ◆ Walking clubs, wellness committees

How Can We Help You?!!

- **What outreach activities do you have that can benefit from our programs?**
- **Can you see any potential areas of collaboration?**
- **What are your communities lacking in terms of heart disease and stroke information?**

Contact Us!

- We're here to help...

Dana Colbert, MHA, CHES

213-291-7060, dana.colbert@heart.org

Malka Sierra

213-291-7053, malka.sierra@heart.org