



# LOVE YOUR HEART 2019



*Presented by*  
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# WHAT IS LOVE YOUR HEART DAY?



- ♥ A one-day event in February
- ♥ **Free blood pressure screenings** to the public
- ♥ Goal: **“know your numbers”**
- ♥ County partnership with:
  - ♥ Healthcare
  - ♥ Fire community
  - ♥ Universities
  - ♥ City government
  - ♥ Non-profits
  - ♥ Business community

# WHY LOVE YOUR HEART?



- ♥ **About 75 million** American adults have high blood pressure—that's **1 in every 3 adults**.
- ♥ About **1 in 3 American adults** has **prehypertension**—blood pressure numbers that are higher than normal—but not yet in the high blood pressure range.
- ♥ In 2014, high blood pressure was a primary or contributing cause of death for more than **1,100 deaths each day**.
- ♥ High blood pressure costs the nation **\$48.6 billion** each year.

High blood pressure usually has no warning signs or symptoms, so many people don't realize they have it.





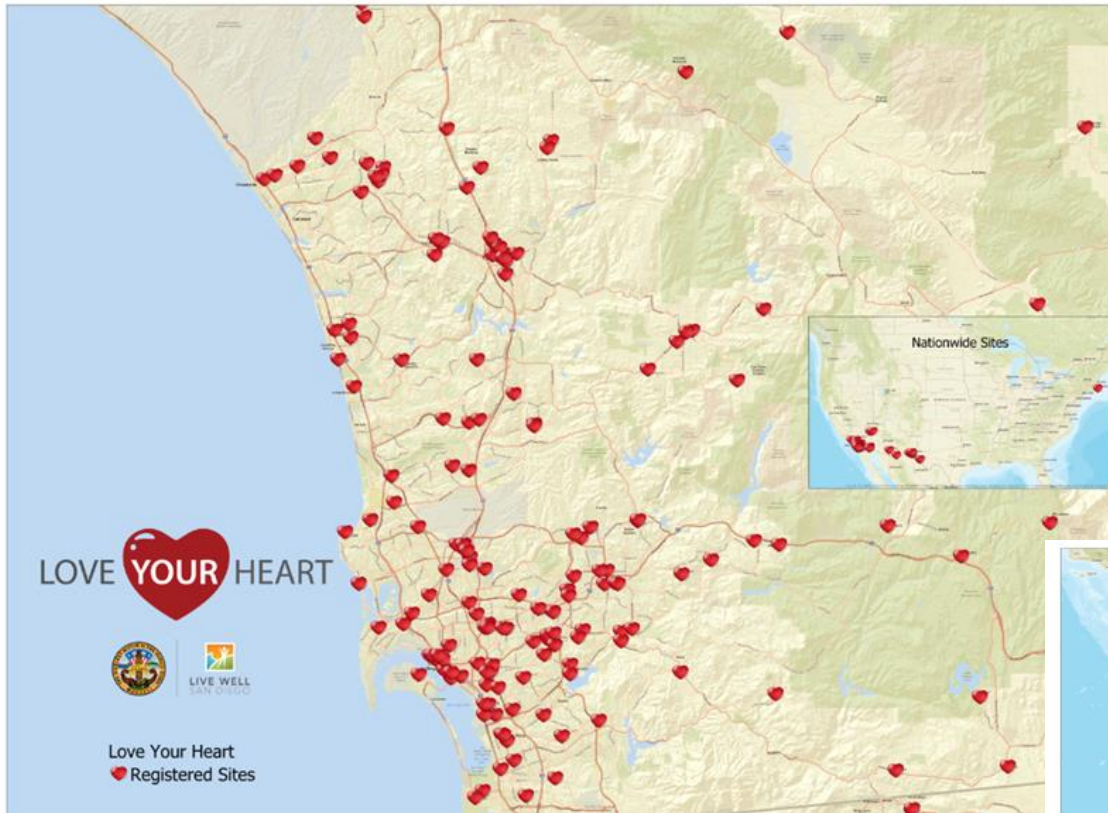
♥ Thursday, February 14, 2019

♥ 2018: Over 36,600 individuals screened!





# LOVE YOUR HEART 2018 SITES: US AND MEXICO

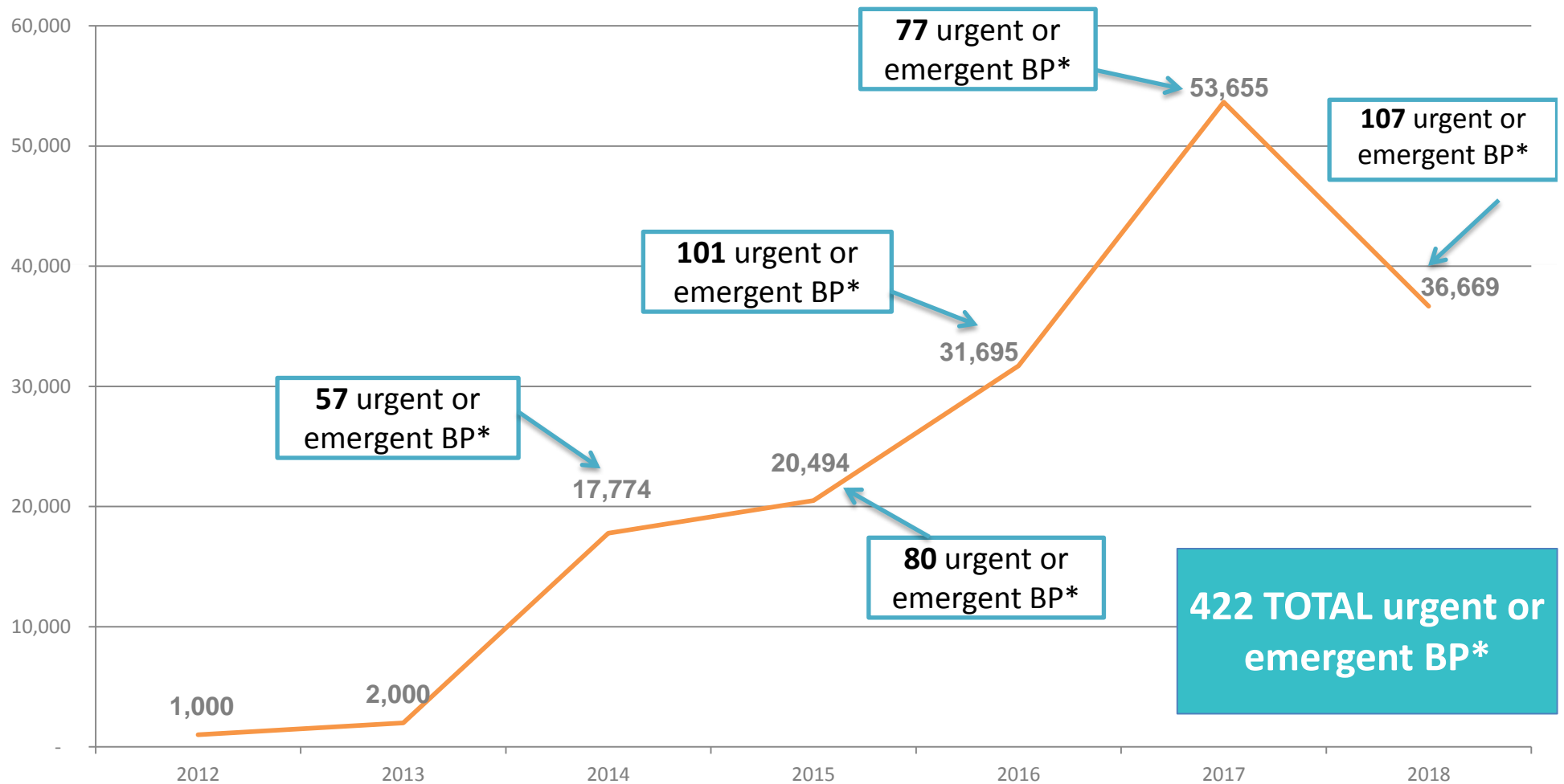


This year we had **350 Love Your Heart screening sites** in collaboration with partners in the US and Mexico





## NUMBER OF SCREENINGS PERFORMED EACH YEAR LOVE YOUR HEART 2012-2018





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

# LOVE YOUR HEART MOBILE APP



Verizon LTE 11:25 AM 36%

 My Survey 

Screening site

Screening site address

What age range contains the respondents age?


What gender does the respondent identify as?

Male

Female

Decline to state

In what zip code does the respondent reside?



# 2018 SAN DIEGO COUNTY RESULTS



5,269 participants responded to a question about the use of BP medications.

21.5% said they were using BP medication

Of those who use BP meds, 80.8% had high BP

Of those who said they did not use BP medication, **more than half** had high BP.





# How can you participate in Love Your Heart 2019?



LIVE WELL  
SAN DIEGO

**Public-face** – free blood pressure screenings to the public

**Internal-focus** - free blood pressure screenings to **your employees**

**Actively promote** - Share heart health tips with your coworkers, family, and friends

LOVE  HEART

# How can you participate in Love Your Heart 2019?



- ♥ Join forces with local governments, firefighters, health care providers, libraries, local businesses, and other partners to raise awareness about heart disease
- ♥ Empower San Diegans to take charge of their own heart health
- ♥ Support an organizational culture of health awareness





LIVE WELL  
SAN DIEGO

Interested in “joining the heart health movement”?

Contact Aurora Kiviat at  
[aurora.kiviat@sdcounty.ca.gov](mailto:aurora.kiviat@sdcounty.ca.gov) or go to  
[loveyourheartsd.org](http://loveyourheartsd.org)

