2015 LOVE YOUR HEART REPORT

Over 20,000 Blood Pressure Screenings Performed on Fourth Annual Love Your Heart Day

Love Your Heart is an annual, one-day event during which the County of San Diego and its partners provide free blood pressure screenings to the public at select sites throughout the San Diego region. The goal of Love Your Heart is to activate people to “know their numbers” and take charge of their own heart health. An effort that started with the County in 2011, the event has since grown to include a broad group of partners in every sector including healthcare, libraries, the fire community, universities, city government, non-profits, and businesses. This truly unique event is a centerpiece of the County’s regional wellness strategy — Live Well San Diego — which seeks to support residents live healthy, safe and thriving lives through the collective efforts of the entire community.

This year’s Love Your Heart event took place on February 13, 2015. The event was a resounding success, with dozens of partners coming together to raise heart health awareness and activate San Diegans to “know their numbers.” This year, Love Your Heart also went international, with over 30 sites in Mexico. Together, Love Your Heart partners performed over 20,400 blood pressure screenings on February 13th.

This report highlights key findings from Love Your Heart 2015. This data will be used to inform future efforts related to heart disease in the region. We are deeply appreciative of our partners’ collaboration in making this event, and report, possible.
“It is very important to be screened for blood pressure, diabetes, and vision at this kind of community setting. Some people don’t go out of the house, so they appreciate having many services offered in one day where language is not a problem and people understand our culture.”

- Asha Mohamed, Community Member
“Getting your blood pressure checked is part of healthy, clean living. It can help you prevent heart attacks and stroke by knowing how you’re doing so you can take care of it.”

- Ray, community member
“High blood pressure is an early indicator of other health risks like stroke or cardiovascular disease.”

- Firefighter/Paramedic David Lombardi (pictured back left)

Among the sites with a known location, sites in Central Region had the highest percent of participants determined to have normal blood pressure (46.8%).

Sites in North Central and North Coastal had the highest percent of participants with an elevated blood pressure level, with 60.6% and 59.9% respectively.

Sites in the communities of Lemon Grove, Santee, Spring Valley, Coastal, Vista, Poway, and Ramona all had more than half of their participants with normal blood pressure.

Sites in four communities found more than two-thirds of their participants to have hypertension. These were Harbison Crest, Lakeside, Carlsbad, and National City.
“Love Your Heart has been a very positive experience for me. I like to be out in the community to contribute to the health and well-being of others.”

- Erin Long, CSU San Marcos Nursing Student

“Love Your Heart is so aligned with what we do! We pride ourselves in providing education to our community and advocate for literacy, health, nutrition and fitness.”

- Jose Ocadiz, Lincoln Acres Library Branch Manager
Of the participants with a reported location of residence (3,236), **Chula Vista** was most commonly reported as the location of residence, however participants lived throughout all areas of the county.

Of these participants who also had a reported blood pressure level, **48.6%** had an elevated blood pressure level. **Harbison Crest** had the lowest percent of residents with an elevated blood pressure (33.3%), while **Del Mar-Mira Mesa** had the highest percent (65.0%).

Of the participants with a reported location of residence (3,236), **six in ten** had their blood pressure screening done in a different sub-regional area from where they live.

More residents of **South Bay** received a screening in a different community than any other SRA (216). Of these residents, 168 received their screening in Chula Vista.

There were 177 residents of **Southeast San Diego** who went to a different SRA for their screening. These residents went to areas such as Central San Diego, Mid City, Kearny Mesa, Chula Vista, and Lemon Grove.
“My secret to healthy blood pressure? I watch what I eat...of course incorporating fruits and vegetables into my daily diet and keeping up with my exercise routine.”

- Officer Brett Bishop, Camp Pendleton
Thank You to Our 2015 Love Your Heart Partners!

2-1-1 San Diego
Albertsons
American Heart Association
AmeriCare Health
AMR
Anthem Blue Cross
Be There San Diego
Beach Area Family Health Center
Black Nurses Association
Caesar Anderson, MD
CAL FIRE
California State University San Marcos
Channel 10 /Azteca
City Heights East African Community & Cultural Center
City of Carlsbad
City of Chula Vista
City of Escondido
City of Oceanside
City of San Diego
Clairemont Food Bank at Boys and Girls Club
County of San Diego
CUSO Financial Services, LP
Cymer
Deer Springs Fire Protection District
Encinitas Senior Center
Escondido Fire Department
Event Network
Family Health Centers of San Diego
Goodwill Industries
Imperial Beach Health Center
ISESALUD
Julian Medical Clinic
Kaiser Permanente
Lakeside Community Center
Lakeside Fire Department
La Maestra
Live Well San Diego Lions Club
Mexican Consulate
Millennium Health
Mountain Health
National City Morgan Kimball Towers
North Coast Family Medical Group
Northgate González Market
Oceanside Fire Department
Palomar Health
Park Avenue Community Center, Home of Escondido Senior Center
Paradise Valley Hospital
Pine Valley Fire Protection District
Planned Parenthood
Qualcomm
Ramona Fire Department
Ramona Senior Center
Rancho Santa Fe Fire Department
Rural/Metro Corporation
San Diego City College
San Diego County Fire Authority
San Diego County Medical Society
San Diego County Medical Society Foundation
San Diego International Airport
San Diego Mesa College
San Diego Regional Chamber of Commerce
San Diego Rural Fire Protection District
San Marcos Fire Department
San Marcos Senior Center
San Miguel Fire Protection District
San Ysidro Health Center
Scripps Health
SDG&E
Seaport Village
Sharp Healthcare
Surgery One-Carlsbad
Surgery One-La Jolla
Sycuan Medical-Dental Center
The San Diego LGBT Community Center
UC San Diego
UC San Diego Health
Union Bank Lemon Grove
United States-Mexico Border Health Commission
US HealthWorks
USMC Miramar Fire Department
VA Medical Center
Vista Community Clinic
Vons
Walgreens
Wynnshang Sun, MD
YMCA - John A. Davis Family
YMCA- Cameron Family
YMCA-McGrath Family

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