2020 LOVE YOUR HEART
Annual Report

10
LIVE WELL
SAN DIEGO
We are proud to present the 2020 Love Your Heart Annual Report. Over the last nine years, Love Your Heart has been a true demonstration of the value and strength of community partnerships. It is the culmination of the work of countless community leaders, volunteers, staff and organizations across our county, and beyond, to reduce the risk of heart disease and stroke in our communities. The partnerships built through the Love Your Heart event provide a guiding example of the Live Well San Diego vision in action, as we celebrate a decade of healthy, safe and thriving communities.

Love Your Heart is about saving lives. At the County of San Diego, the health and well-being of our residents is our highest priority. Locally, heart disease remains a leading public health threat with more than 11,000 deaths annually. High blood pressure greatly increases the risk of heart disease and stroke, but often high blood pressure has no symptoms. That is why it is so important to know your blood pressure numbers. When high blood pressure is identified, it can be managed through lifestyle changes, such as a healthy diet and exercise, or medication.

Love Your Heart makes it easy for residents to know their numbers by offering opportunities to get a free blood pressure screening at a convenient location. In 2020, over 56,000 free blood pressure screenings were provided to participants at 524 sites across the United States and Mexico. With each blood pressure screening, every participant is also offered educational materials about high blood pressure and the positive changes they can make to improve their heart health. With a 40% increase in the total number of screening sites from 2019 to 2020, we were able to identify 681 urgent or emergency level hypertensive cases that would have otherwise gone unchecked (that’s 255 more!)!

With the onset of the COVID-19 pandemic, it is even more important to ensure that the prevalence of underlying conditions such as heart disease are reduced in our communities. Only through collective efforts can we continue to address heart health in San Diego County and continue to grow the Love Your Heart event to reach thousands of residents across North America.

High blood pressure is not limited to any one group. Anyone can be a victim of heart disease and stroke. Although we can’t control all the risk factors for cardiac-related diseases, we can take steps to prevent and control high blood pressure.

Together, we can be proactive in safeguarding our health by focusing on the positive behaviors that can impact hypertension. Maintaining a healthy diet, getting adequate exercise and avoiding all tobacco use are life-changing steps that anyone can take to build better heart health.

Love Your Heart has had a great journey, and through our continued collaboration and collective efforts, it will have more success ahead as we work toward a shared goal—to prevent heart disease and stroke by lowering blood pressure in San Diego County.

Love Your Heart
Know Our Numbers

| Total blood pressure screenings | 56,168 |
| Blood pressure screenings at 236 sites in Mexico | 40,748 |
| Screenings at 524 sites across U.S. and Mexico | 13,905 |
| Screenings at non-SD County sites in U.S. at 25 sites | 1,515 |
| Hypertensive crises recorded in San Diego County | 137 |
| Of participants 18 - 24 years old had a high blood pressure in San Diego County | 33% |
| Partner organization supported screening sites | 227 |

Heart health is a journey, not a sprint. Through events like Love Your Heart, members of our community will be better able to care for themselves and their loved ones for years to come because they took the first step to heart health by getting their blood pressure checked.

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Eliot Weekly Award, 85 Faith-Based Volunteers and Activists Award President of the San Diego Black Nurses Association

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Love Your Heart is an annual event that provides free blood pressure screenings and heart health education to participants across the United States and Mexico. Blood pressure screenings are crucial to reducing the risk of heart disease and stroke by helping individuals to better understand and monitor their health. When residents are aware of their blood pressure numbers, they have the opportunity to take action and to live longer, healthier lives. As a result of blood pressure screenings conducted in San Diego County since 2012, 660 urgent or emergency level blood pressures were reported that may have gone unchecked (Figure 1).

This year’s Love Your Heart was held on February 14, 2020 with several sites opting for alternate screening dates between February 13 and 16 to accommodate faith-based organizations and other community partner’s needs. Across the U.S. and Mexico, 227 organizations hosted 524 sites to screen a total of 56,168 individuals at convenient locations, including hospitals, doctors’ offices, businesses, community centers, schools and places of worship (Figure 2). Each year, Love Your Heart Partners strive to provide participants with more convenient blood pressure screening locations to help make knowing their numbers easier than ever (Figure 3).

Locally, San Diego County provided 13,905 screenings at 263 sites, while our sister event Ama Tu Corazón hosted 40,748 screenings at 236 sites (See previous page). Ama Tu Corazón is a bi-national collaboration hosting sites across the northern border states of Mexico and along the southern border states of the United States through Mexican Consulates and other organizational partners.

Love Your Heart is made possible through the efforts of individual volunteers and organizational partners and is a great example of how San Diego County’s diverse communities can come together for maximum collective impact in support of the Live Well San Diego vision.

Love Your Heart Screening Performances Each Year 2012 - 2020

<table>
<thead>
<tr>
<th>Event Year</th>
<th>Number of Screenings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>23,695</td>
</tr>
<tr>
<td>2013</td>
<td>25,494</td>
</tr>
<tr>
<td>2014</td>
<td>31,695</td>
</tr>
<tr>
<td>2015</td>
<td>36,669</td>
</tr>
<tr>
<td>2016</td>
<td>43,524</td>
</tr>
<tr>
<td>2017</td>
<td>53,665</td>
</tr>
<tr>
<td>2018</td>
<td>56,168</td>
</tr>
</tbody>
</table>

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

**Number and Percent of Screenings by Blood Pressure Level at all sites**

- Normal (24,021 screenings) 48%
- Pre-hypertension (11,121 screenings) 22%
- Hypertension Stage 1 (7,868 screenings) 16%
- Hypertension Stage 2 (6,498 screenings) 13%
- Hypertensive Urgency (523 screenings) 1%
- Hypertensive Emergency (158 screenings) <1%
LOVE YOUR HEART In San Diego County

On February 14, 2020 weather conditions were ideal and well representative of what San Diegans appreciate about living in Southern California. With the great weather and encouragement from staff and volunteers, nearly 14,000 residents had their blood pressure screened at sites across San Diego County (See page 7).

Of those screened in San Diego County, detailed data was received for 8,220 participants (Figure 4). Of these, 40% reported a blood pressure within normal range. Of those reporting a higher than normal blood pressure, 20% were pre-hypertensive, 19% were stage 1 hypertension and 20% were stage 2 hypertension, while 137 participants, or >2%, reported a blood pressure in the hypertensive urgent or emergency range.

Across the county’s six regional areas, including North Coastal, North Inland, North Central, East and South, about 40% of those screened reported a blood pressure within normal range (Figure 5). The North Central region, which includes the northern half of the City of San Diego north of Interstate 8, reported the greatest number of screenings within normal range at 44% of participants. The East region, which includes the communities of El Cajon, Lemon Grove, Alpine, Spring Valley and Mountain Empire, reported the least number of screenings within normal range at 37% of participants. South region, which includes the cities of National City, Chula Vista, Imperial Beach, Coronado, and the City of San Diego, reported the greatest number of hypertensive urgent or emergent blood pressures with 24 participants.

Of those who chose to disclose their gender identity, over two-thirds of total participants were female with 54% having blood pressure higher than normal (Figure 6). For males, 73% reported having a blood pressure higher than normal.
I get my blood pressure checked often to make sure it isn't high.

-Theresa S.
Age 88, Michigan

AMA Tu Corazón is a binational effort to expand the Love Your Heart campaign across the US-Mexico border with blood pressure screenings offered in the Mexican Border States of Baja California, Sonora, Chihuahua, Coahuila, Nuevo León, and Tamaulipas. Blood pressure screenings were also offered at the Ventanillas de Salud within the Mexican consulates in the U.S. border states of California, Arizona, New Mexico and Texas.

The binational collaboration addresses a major health priority for both countries and is coordinated in partnership between the County of San Diego and the United States-Mexico Border Health Commission—Mexico Section. Sharing important health information about preventing heart diseases and other chronic conditions with hard to reach communities improves the health of all the residents in the cross-border region.

AMA Tu Corazón partner organizations hosted 236 blood pressure screening sites. Of the 40,748 participants screened through AMA Tu Corazón, we received detailed data from 40,454 participants (Figure 7). Of those, 50% had a higher than normal blood pressure with 393 Hypertensive Urgency and 124 Hypertensive Emergencies recorded.

AMA Tu Corazón partner organizations hosted 236 blood pressure screening sites. Of the 40,748 participants screened through AMA Tu Corazón, we received detailed data from 40,454 participants (Figure 7). Of those, 50% had a higher than normal blood pressure with 393 Hypertensive Urgency and 124 Hypertensive Emergencies recorded.

Ama Tu Corazón across America

The “Heart Health Movement” spans further than our San Diego and Mexico communities. In collaboration with partners in Arizona, Massachusetts, Southern California and a new Michigan site, a total of 1,515 screenings occurred outside of San Diego County for blood pressure screening day.

Arizona partners reported 517 blood pressure screenings with support from the University of Arizona, Arizona State University, the El Rio Community Health Center, and the Pima County Health Department. During its fifth year of participation, Massachusetts reported 441 screenings with support from partners in the community of New Bedford. Despite the challenge of a frigid winter season, these screenings reflect the power of communities in action.

Southern California reported 331 blood pressure screenings outside of San Diego County with support from North County Health Services in Perris and various Northgate Gonzalez Markets which offered free screenings at their stores in Los Angeles, Orange, and Riverside counties. Each year the reach of Love Your Heart grows and there’s no better example of that than the addition of the Friendship Center of Emmet County in Petoskey, Michigan which screened 17 participants. Organizers made use of the Love Your Heart Digital Toolkit to launch their own blood pressure screening day. The Toolkit offers various templates and educational materials for organizations and agencies to use to expand Love Your Heart across the United States. It is available at LiveWellSD.org/LYHDigitalToolkit.

“Thank you for the great marketing material on your website and for including our information on your online map!” said Char Delis, Marketing & Development Director, Friendship Centers of Emmet County, Petoskey, Michigan.

Figure 7. Number and Percent of Screenings by Blood Pressure Level at all AMA Tu Corazón sites

40,454 people screened at AMA Tu Corazón sites had a reported blood pressure

50% Normal (20,235 screenings)
15% Hypertension Stage 1 (9,304 screenings)
11% Hypertension Stage 2 (4,483 screenings)
1% Hypertensive Urgency (393 screenings)
<1% Hypertensive Emergency (124 screenings)

Figure 9. Number of Screenings by Blood Pressure Level at Non-San Diego County Sites in U.S.

*California numbers do not include San Diego County data

- 512 Normal
- 44 Hypertensive Urgency
- 245 Hypertensive Emergency
- 354 Hypertension Stage 2
- 379 Hypertension Stage 1
- 552 Hypertension Stage 0
- 331 California
- 441 Massachusetts
- 517 Arizona

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-Theresa S.
Age 88, Michigan

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High blood pressure can affect anyone at any age emphasizing the importance of early interventions among all age groups to significantly reduce the risk of heart disease and stroke. Often high blood pressure has no symptoms, annual screenings open the conversation to provide early diagnosis, treatment, and prevention to help reduce heart disease and stroke—the two leading causes of death in the United States. By knowing their numbers, individuals can take action to make a change towards longer, healthier lives.

This year’s event resulted in an increase in the number of blood pressure screenings for all age groups in the San Diego region. The most significant increase included older adults aged 65+ years old with a 67% increase in participants compared to 2019.

Figure 10. Number and Percent of Screenings by Blood Pressure Level at Faith-based Sites

<table>
<thead>
<tr>
<th>Blood Pressure Level</th>
<th>Number of Screenings</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal</td>
<td>168</td>
<td>32%</td>
</tr>
<tr>
<td>Pre-hypertension</td>
<td>111</td>
<td>21%</td>
</tr>
<tr>
<td>Hypertension Stage 1</td>
<td>109</td>
<td>21%</td>
</tr>
<tr>
<td>Hypertension Stage 2</td>
<td>134</td>
<td>25%</td>
</tr>
<tr>
<td>Hypertensive Urgency</td>
<td>6</td>
<td>1%</td>
</tr>
<tr>
<td>Hypertensive Emergency</td>
<td>3</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Matters of the Heart is an effort to engage the faith-based community in the promotion of heart health. What initially began in 2018 as an effort to address the higher prevalence of cardiovascular disease seen in African-Americans and Latinos at three faith-based screening sites, has grown to encompass 20 places of worship from all backgrounds. Faith-leaders are also our community leaders and residents look to them for guidance on many issues, including health. These sites play a pivotal role each year in supporting efforts to reduce cardiovascular disease disparities and build healthy, safe, and thriving communities.

Places of worship offered blood pressure screenings from February 13th through February 16th and recorded 531 blood pressure screenings, of which 68% had a blood pressure higher than normal (Figure 10). Matters of the Heart saw a 66% increase in blood pressure screening this year compared to 2019.
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.

“God is love and he wants us to reach out and let others know there's a better way to live. Keep your heart going,” Reverend Sandra Dority says. “Just love yourself. If you don’t love yourself, you can’t love your heart.” She brought information to her church, Mount Moriah Christian Church in Mira Mesa. Now, she volunteers at blood pressure screening events, helps run educational sessions, and makes sure pastors talk about heart health from the pulpit every Sunday. “We have to change our lifestyle,” she says. “There is a better way to live, because the numbers aren’t changing unless we change.”

“February is American Heart Month, and Live Well San Diego is urging people to take care of their hearts by taking care of their teeth and gums. Several studies have shown a connection between bad oral health and heart disease,” said Dr. Brian Davey, DDS. “What people don’t realize is that when we say brush and floss we don’t just want to keep your mouth healthy but the rest of your body, too. Your mouth is the gateway to the rest of your body, including your heart. Those harmful bacteria from gum disease can enter your bloodstream and can increase inflammation in your arteries.”

A variety of communication methods were used for Love Your Heart this year to bring awareness and encourage individuals to take action and get their blood pressure checked. Facebook, Instagram, Twitter, and news media platforms helped increase awareness about the importance of knowing your numbers. In collaboration with the County of San Diego and partner organizations, extensive promotions for this event have boosted the reach of audiences through every region of Southern California.
Love Your Heart unites individuals and partner organizations in all sectors through a shared purpose – preventing heart disease and stroke in our communities. As an example of the Live Well San Diego vision in action, this event brings people together to work in collaboration through trusted partnerships to achieve the change needed to reduce chronic disease.

Staff and volunteers from organizations across the region coordinate logistics and promotion and engage the community around heart health, even in hard-to-reach, rural locations. Blood pressure screenings and participant education were provided by medical volunteers from healthcare organizations and nursing schools.

In addition to the many healthcare center partners that hosted screenings for Love Your Heart Day, it is important to remember the not so common places that joined the heart health movement this year:

Fitness facilities, including LA Fitness, 24 Hour Fitness and the YMCA remind us that even if we exercise it is still important to get screened to reduce our risk. WalMart, Chula Vista Center Mall, Northgate Gonzalez Markets, Grocery Outlet, and other stores remind us that any time is a good time to check your blood pressure.

Businesses help remind us to live well at work with blood pressure screenings at worksites, including Wells Fargo Plaza, Altman Plants, Ajinomoto Foods, SANDAG, Chicano Federation and San Diego County Credit Union joining to help raise awareness and promote Love Your Heart efforts.

Dental offices, including Del Sur Ranch Dental, Complete Health Dental of San Diego, and 2est Dental Solutions remind us that gum disease can contribute to heart disease and other chronic conditions.

New in 2020, a special partnership introduced an incentive to help get San Diegans pumped about getting their blood pressure checked. The San Diego Gulls professional hockey team offered participants a 25% discount on tickets to an upcoming game. The Gulls became the first Live Well San Diego Recognized Partner of 2020 and kicked-off the 10th Anniversary of the vision, celebrating a decade of healthy, safe and thriving communities.
THANK YOU TO OUR 2020 PARTNERS

2-1-1 San Diego
24 Hour Fitness
A Healthier Me
ABC 10 News
Agencia por confirmar
Ajinomoto Foods, North America
Alpha Bridge Shelter - Newton
Alpine Library
Altman Plants - Aquaduct
American Heart Association
American Lung Association
AMR East County Chamber of Commerce
Balboa Executive Center
Bastyr University Clinic
Bayside Community Center
Bella Monte Montessori Academy
Belgian College
Border View Family YMCA
Breezy Hill Elementary
Brian Davey DDS Inc (Complete Health Dental of San Diego)
CAL FIRE Dulzura
Calexico Chamber of Commerce
California Children’s Services
Cameron Family YMCA
Campesinos Sin Fronteras
Camp-Morena Village Branch Library
Centre City Family Resource Center, County of San Diego
Chaldean and Middle Eastern Social Services
Champions for Health
Chicano Federation
Chihuahua Community Health Centers
Chosen Foods
Chula Vista Center Mall
Chula Vista Elementary School District
Chula Vista Fire Dept
Chula Vista Library
City of Carlsbad Senior Center
City of Chula Vista
City of Coronado Fire Department
City of La Jolla Health Department
City of National City Nutrition Center
City of San Diego-Downtown
City of Vista
Cuidad Universitaria (UACJ)
CObINAS - Consejo Binacional de Salud
Cochise Health & Social Services
Comisión de Salud Fronteriza México Estados Unidos
Concentra/U.S. HealthWorks
Consulado de Mexico en McAllen
Copley-Price YMCA
Daily Harvest Express
Dan McKinney Family YMCA
David Family YMCA
Deerhorn Cal Fire Station
Del Sur Ranch Dental
Dep. of Child Support Services Central Region
Dirección Municipal de Ciudad Juárez
Edgemoor DPSNF
EL Rio Community Health Center
Encinitas Health Center/North County Health Services
Escuela de Enfermeria Instituto Campo de Oro
Escuela de Enfermeria Madame Curie
Estado de Sonora Secretaria de Salud Publica
Event Network
Facultad de Enfermeria Victoria
Fair at 44 by City Heights CDC
Fall Prevention Workshop
Fallbrook Family Health Center
Fallbrook Family Smiles Project
Father Joe's Villages
FBO - Chabad of Downtown San Diego
FBO - Gloria Dei Lutheran Church
FBO - Bodhi Centers
FBO-Bethel Baptist Church
FBO-Bread of Life Rescue Mission
FBO-Church of Jesus Christ
FBO-City of Hope International Church
FBO-Encanto Southern Baptist Church
FBO-GospelCise Fitness & Wellness
FBO-Greater Life Baptist Church
FBO-Immanuel Chapel Church
FBO-Liberty Temple Worship Center
FBO-Mt Eerie Baptist Church
FBO-Mt. Moriah Christian Church
FBO-San Diego Church of the Nazarene
FBO-Ohr Shalom Synagogue
FBO-Our Lady of Guadalupe Church
FBO-St. Paul UMC San Diego
FBO-SDCQC
FHCS Center for Older Adults
Friendship Centers of Emmet County
Fundación Adelaifa Láfón
Gen Molina High School
Grocery Outlet
Grossmont Community College
Heartland Fire & Rescue - El Cajon City Hall
Hearts and Hands Working Together / Cesar Chavez Community Center
Herrick Library (operated by Grossmont Healthcare District)
Homestead Bank
Hospital General Acuña
Hospital General Piedras Negras
Iglesia Adventista del Septimo Dia
IMSS
Indian Health Council, Inc
Instituto de Ciencias Biomedicas (UACJ)
Instituto de Ciencias Sociales y Administrativas (UACJ)
Instituto de Ingeniería y Arquitectura (UACJ)
Instituto Mexicano del Seguro Social (IMSS)
Instituto Tecnológico de Ciudad Victoria
ISSSTE - Instituto de Seguridad y Servicios Sociales de los Trabajadores del Estado
ISSSTASON
Jackie Robinson Family YMCA
Japanese Friendship Garden
Jewish Family Service of San Diego
Joe & Mary Mottino YMCA
Juvenile Probation Center
Kaiser Permanent
King Chavez Arts and Athletics Academy
La Maestra Community Clinic
Logan Heights Branch Library
Luib Health Center
Madison Middle School
Maggalena Ecke Family YMCA
Manchester Heights Elementary School
Mariposa Health Center
Maryland Elementary School
McGrath Family YMCA
Metro Family Resource Center
Medicarte-Ontariane Nogales Arizona Venantilla
De Salud
Mission Valley YMCA
Módulo de Salud al Migrante
Monterey Heights Elementary School
Mount Vernon School
National Latina Institute For Reproductive Health
New Bedford Wellness Initiative
Northgate Gonzalez Market
Oceanside Lifeguard
O’Farrell Charter School
Oficina de Alcance de Baja California
Oficina de Alcance de Chihuahua
Oficina de Alcance de Coahuila
Oficina de Alcance de Nuevo León
Oficina de Alcance de Sonora
Oficina de Alcance de Tamaulipas
Otal Family Health Center
Pacific Research Network
Pacific Crest LLC
Palomar Family YMCA
Paradise Hills Family Clinic
Park Avenue Community Center
Pensiones Civiles del Estado de Chihuahua
Perris Health Center / North County Health Services
Pima County Health Department
PrevenMSS
Project Concern International
Project Vida
Quad Counties Council on Alcohol and Drug Abuse
Rancho Church - City Heights Campus
Ryan Family YMCA
Samahan Health Center
San Diego Black Nurses Association
San Diego Blood Bank - El Cajon
San Diego Children’s Discovery Museum
San Diego City Hall
San Diego County Credit Union
San Diego Regional Chamber of Commerce
San Diego State University
San Diego Unified School District Physical Plant Operations
San Diego Youth Services, Spring Valley and East Communities Campus
San Marcos Senior Center hosted by San Marcos Fire Dept.
San Ysidro Health
SAY San Diego
Scripps Health
Scrap Memorial Hospital La Jolla
SDCL - Valley Center Branch Library
Secretaria de Salud del Estado de Baja California Jurisdicción De Servicios De Salud
Secretaria de Salud del Estado de Nuevo Leon
Secretaria de Salud del Estado de Sonora
Secretaria de Salud del Estado de Tamaulipas
Serving Seniors
Sharp Antioch
Sharp Memorial Hospital
Silva MD
SIMSNA
Sonisa's Healthy Corner
Soriana
South Bay Family YMCA
Southern Caregiver Resource Center
St. Paul's PAC
Stanford Health Care - Qualcomm Health Center
Straight from the Heart
The Elizabeth Hospice
The Escondido Library
The Medicine Shoppe Pharmacy
The Salvation Army El Cajon Silvercrest Senior Residence
The Salvation Army: Escondido Silvercrest Residences - Esc FD
Toby Wells YMCA
UCSD Skaggs School of Pharmacy and Pharmaceutical Sciences
United African American Ministerial Action Council
United Healthcare
Universidad Autónoma de Baja California
Universidad Autónoma de Ciudad Juárez (UACJ)
Universidad Autónoma de Tamaulipas Facultad de Comercio y Administración Victoria
Universidad de Montemorelos
University of Arizona, Mel and Enid Zuckerman College of Public Health
University of California San Diego
University of California San Diego
University of California San Diego
University of California San Diego
University of East California San Diego
University of New Mexico Cancer Center
Urban Street Angels
Vista Community Clinic
Vista High School
WalMart
Wells Fargo Plaza | Irvine Company
Wyndham San Diego Bayside
YMCA Camp Surf
Zest Dental Solutions