Love Your Heart
2019 Annual Report

IMPROVING HEART HEALTH IN THE SAN DIEGO REGION AND BEYOND

LIVEWELLSD.ORG
We are excited to share the 2019 Love Your Heart Annual Report with you.

Let us start by saying, thank you! It is an honor to serve you and help promote heart health across our region.

Love Your Heart is about saving lives and as our efforts grow, the results are empowering! In each of our roles, we take great pride in creating opportunities for people to lead healthy and safe lives, so they can thrive! In this eighth year of celebrating heart health across the County of San Diego, free blood pressure screenings were provided to 43,000 participants at 375 sites across the U.S. and Mexico. With a simple blood pressure check, 426 hypertensive crises were identified that may have otherwise gone unnoticed.

Locally and nationally, heart disease remains a leading cause of mortality and morbidity. In the United States alone, someone dies from heart disease every minute. Even more troubling, high blood pressure greatly increases the risk of heart disease and stroke, but it often has no symptoms. That’s why blood pressure screenings are so important. When high blood pressure is identified, it can be managed through lifestyle changes and/or medication long before it escalates to an emergency situation. Events like Love Your Heart offer a simple and effective means to safeguard your heart and seek follow up care if needed.

Participation in this year’s Love Your Heart event increased despite a cold and rainy Valentine’s Day across the County of San Diego, where many sites offered outdoor screenings. That is a testament to motivated staff, partners and volunteers. This event would not be possible if it weren’t for our many dedicated community partners who put their words into action and are truly building healthy neighborhoods through year-round prevention efforts.

Thank you to our partners for your commitment and your leadership. Events like this demonstrate that when we are united, we can accomplish more to support healthy, safe and thriving communities in San Diego County and beyond!

Heart disease and high blood pressure are not exclusive to one religion, one ethnicity or even one age group. Everyone is vulnerable and the stakes couldn’t be higher. Education can help save lives and that is why we’re here. As leaders in the faith community and higher education, we need to share the importance of blood pressure screenings to improve the heart health of our residents. We’re using the power of the pulpit to reach our congregations and student advocates to reach our college campuses to encourage all to know their numbers, take charge of their health and live long, happy lives.

Our “Matters of the Heart” effort has grown to include five congregations of various faith traditions, each partnering to host Love Your Heart screenings the weekend before Valentine’s Day. Students and advisors at universities across the county led efforts to encourage youth screenings to further risk prevention. Getting your blood pressure checked requires only a few short minutes, but it could be worth a lifetime to you and your loved ones.

It has been our great pleasure to work with the County as Love Your Heart partners and we look forward to expanding our reach in the faith and education communities in support of lasting change for heart health in our region.
LOVE YOUR HEART: Know Our Numbers

43,524  
Total Blood Pressure Screenings at 375 Sites Across US and Mexico

13,168  
Screenings at 190 Sites in San Diego County

28,722  
BP Screenings at 152 Sites in Mexico

319  
Screenings at 5 Faith-Based Sites

61%  
Of San Diego County Participants had a High Blood Pressure Level

101  
Hypertensive Crises Recorded in San Diego County

38%  
Of Participants 18 - 24 Years Old had a High Blood Pressure in San Diego County

13,319  
People Reached Through Love Your Heart Facebook Posts and 4 Live Videos

1.7 Million  
People Reached with ABC10 Love Your Heart Partnership

141  
Volunteers Supported Screening Sites
**Love Your Heart 2019: An Overview**

**Love Your Heart** began in 2012 with a simple mission – help prevent heart disease and stroke to reduce the percentage of deaths in San Diego County due to *chronic disease*. Over the last eight years of Love Your Heart, more people have joined the heart health movement and are now aware of how important it is to know their numbers to monitor their health. As a result, over 523 urgent or emergent blood pressures were reported in San Diego County since 2012 that may have gone unchecked (Figure 1).

Our partnerships have expanded to include sites in every sector – from businesses to non-profits, governments to schools, healthcare to emergency services, and media to faith-based organizations. We have continued efforts to collaborate across borders through our sister event, **Ama Tu Corazón** which reaches participants binationally at sites along the United States-Mexico border.

As a result of efforts across North America, on February 14, 2019, Love Your Heart partners worked together to host 43,524 blood pressure screenings at 375 sites (see previous page). Locally in San Diego County, 13,168 blood pressure screenings were provided at 190 sites. While Ama Tu Corazón saw 28,722 participants screened across the southern border states in the U.S. and northern border states of Mexico.

Of the 43,524 participants screened in North America in 2019, we received detailed data for 31,883 participants. Of these, 49% of participants screened exhibited a blood pressure above normal range, with 379 screenings considered Hypertensive Urgency and 47 screenings considered Hypertensive Emergency (Figure 2).

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**Figure 1.** Love Your Heart Screenings Performed Each Year 2012 - 2019

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

**Figure 2.** Number and Percent of Screenings by Blood Pressure Level at all Sites*

*31,883 people screened at Love Your Heart sites had a reported blood pressure

- **50%** Normal (16,139 screenings)
- **22%** Pre Hypertension (6,875 screenings)
- **15%** Hypertension Stage 1 (4,736 screenings)
- **12%** Hypertension Stage 2 (3,707 screenings)
- **1%** Hypertensive Urgency (379 screenings)
- <1% Hypertensive Emergency (47 screenings)
Figure 3. Map of North American Blood Pressure Screening Sites
February 14, 2019 brought with it an extreme winter storm that soaked San Diego County. Despite the wet conditions all-day, site workers and volunteers stayed in high spirits and continued to encourage participants to get their blood pressure checked. Figure 3 (map previous page) shows the locations across San Diego County that served as Love Your Heart blood pressure screening sites.

Of the 13,168 participants screened in San Diego County, we received detailed data for 7,139 participants. Of these, nearly 2 of 3 participants screened exhibited a blood pressure above normal range, with 90 screenings considered Hypertensive Urgency and 11 screenings considered Hypertensive Emergency (Figure 4).

More than 2 of every 3 participants screened in San Diego County were women with 54% having blood pressure higher than normal (Figure 5). Nearly three-quarters of male participants had an elevated blood pressure, showing the potential need for additional outreach to the male population in 2020.

Across the county, Alpine (79.3%), Pauma (77.2%), Lemon Grove (72.8%) and Valley Center (71.3%) were the subregional areas with the highest proportion of residents screened who had a higher than normal blood pressure level (Figure 6).
Figure 4. Number and Percent of Screenings by Blood Pressure Level in San Diego County

*7,139 people screened in San Diego County had a reported blood pressure
Ama Tu Corazón is a binational effort to expand the Love Your Heart campaign across the US-Mexico border. Through the collaborative efforts of the County of San Diego Health and Human Services Agency and the **United States–Mexico Border Health Commission, Mexico Section**, blood pressure screenings were offered in the Mexican Border States of Baja California, Sonora, Chihuahua, Coahuila, Nuevo Leon, and Tamaulipas. Blood pressure screenings were also offered at 14 Mexican consulates in the U.S. border states of California, Arizona, New Mexico and Texas and at the **University of Arizona**.

Over 39 Ama Tu Corazón partner organizations worked together to provide blood pressure screenings and educate residents in the cross-border region to improve their heart health. Of the 28,722 participants screened through Ama Tu Corazón, we received detailed data from 23,149 participants. 45% of those screened had a higher than normal blood pressure with 255 Hypertensive Urgency and 32 Hypertensive Emergencies recorded.

“As part of our efforts to engage and inform the communities we serve, the Love Your Heart-Ama Tu Corazón initiative is an important binational movement that reaches many of our hard to reach communities about preventing heart diseases and other chronic conditions”.

Dr. Rangel Gómez, Executive Secretary of the U.S.-México Border Health Commission, Mexico Section

**Figure 7. Number and Percent of Screenings by Blood Pressure Level**

*23,149 people screened at Ama Tu Corazón sites had a reported blood pressure

<table>
<thead>
<tr>
<th>Blood Pressure Level</th>
<th>Screenings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal</td>
<td>12,811</td>
</tr>
<tr>
<td>Pre Hypertension</td>
<td>5,114</td>
</tr>
<tr>
<td>Hypertension Stage 1</td>
<td>2,983</td>
</tr>
<tr>
<td>Hypertension Stage 2</td>
<td>1,954</td>
</tr>
<tr>
<td>Hypertensive Urgency</td>
<td>255</td>
</tr>
<tr>
<td>Hypertensive Emergency</td>
<td>32</td>
</tr>
</tbody>
</table>

**Figure 8. Ama Tu Corazón Site Map with Number of Sites and Blood Pressure Screenings by State**

<table>
<thead>
<tr>
<th>State</th>
<th>Sites</th>
<th>Screens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baja CA</td>
<td>60</td>
<td>18,922</td>
</tr>
<tr>
<td>Sonora</td>
<td>15</td>
<td>923</td>
</tr>
<tr>
<td>Chihuahua</td>
<td>19</td>
<td>2,874</td>
</tr>
<tr>
<td>Coahuila</td>
<td>13</td>
<td>2,019</td>
</tr>
<tr>
<td>Nuevo León</td>
<td>11</td>
<td>558</td>
</tr>
<tr>
<td>Tamaulipas</td>
<td>19</td>
<td>2,356</td>
</tr>
<tr>
<td>Ventanillas de Salud/UA</td>
<td>15</td>
<td>1,070</td>
</tr>
</tbody>
</table>
Love Your Heart Across America

Partners in several communities across the United States have launched their own blood pressure screening day, for a total of 1,634 blood pressures screened outside of San Diego County. Of these, Arizona reported 798 screenings, Massachusetts (New Bedford) reported 645 screenings and California reported 191 screenings (not including San Diego County) (Figure 9). These screenings were coordinated in concert with universities, public health districts, grocery stores, libraries, fire stations, health clinics and local businesses.

To further expand Love Your Heart across the United States, an online digital toolkit was developed that offers various templates and educational materials for organizations and agencies to launch their own blood pressure screening day. Learn more and join the heart health movement at LiveWellSD.org/LYHDigitalToolkit.

Northgate Gonzalez Market reached out to more people than previous years by expanding the number of screening sites they hosted to include all eight San Diego County stores, three stores in Orange County and two stores in Los Angeles.

All participating stores also offered a food demonstration by Avocados from Mexico featuring heart healthy avocado based recipes. By providing opportunities to help residents and associates proactively engage in their health, Northgate Gonzalez Market is demonstrating their commitment to advancing the Live Well San Diego vision.
Matters of the Heart

Building upon the pilot launched in 2018, Matters of the Heart is a growing movement to engage with the faith-based community to help encourage congregants across San Diego County to know their numbers. Places of worship offered blood pressure screenings the weekend prior to Love Your Heart Day. Five faith-based organizations participated, including Bayview Baptist Church, Encanto Southern Baptist Church, Mt. Moriah Christian Church, Ohr Shalom Synagogue and Our Lady of Guadalupe Church. Matters of the Heart recorded 319 blood pressure screenings, of which 83% had a blood pressure higher than normal (Figure 10).

Figure 10. Blood Pressure Levels of Participants Screened at San Diego County Faith-Based Organizations

<table>
<thead>
<tr>
<th>Blood Pressure Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal</td>
<td>17%</td>
</tr>
<tr>
<td>Pre Hypertension</td>
<td>24%</td>
</tr>
<tr>
<td>Hypertension Stage 1</td>
<td>27%</td>
</tr>
<tr>
<td>Hypertension Stage 2</td>
<td>27%</td>
</tr>
<tr>
<td>Hypertensive Urgency</td>
<td>4%</td>
</tr>
<tr>
<td>Hypertensive Emergency</td>
<td>1%</td>
</tr>
</tbody>
</table>

“Love Your Heart creates the opportunity for the entire community to come together to reach out to those who need an extra hand,” said Rabbi Scott Meltzer of Ohr Shalom Synagogue. “It is a communal responsibility to care about the health of individuals and a religious obligation to care about our health. Thank you to Love Your Heart for offering this encouragement.”
Engaging Participants of All Ages

High blood pressure increases your risk for heart disease and stroke, two leading causes of death in the United States. While the conversation about high blood pressure usually centers on older adults, people of all ages can have high blood pressure. That’s why this year’s event saw an increased focus on recruiting youth participants ages 18-24. As there are often no symptoms, screening for high blood pressure in younger adults can help with early diagnosis, treatment and prevention.

410 participants ages 18-24 were screened on Love Your Heart Day in San Diego County. Over one-third had a higher than normal blood pressure (Figure 11).

After getting her blood pressure screen, one San Diego State University shared, “There is an increase in blood pressure around midterms and finals due to stress. I didn’t know the importance of keeping calm.”

“Most of my fellow employees got their blood pressure checked today,” said Michelle Trejo. “It is interesting to talk with my co-workers about what our numbers were. We share and compare to last year to figure out what we need to do to work on it, like making a follow-up appointment with a doctor if it was high.”

![Image of participants at an event]

Figure 11. Percent of Participants Screened With Higher Than Normal Blood Pressure by Age Range in San Diego County

*7,001 participants screened provided their age range

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Screenings</th>
<th>Elevated BP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 18 - 24</td>
<td>410</td>
<td>38%</td>
</tr>
<tr>
<td>Ages 25 - 44</td>
<td>2,838</td>
<td>51%</td>
</tr>
<tr>
<td>Ages 45 - 64</td>
<td>2,762</td>
<td>67%</td>
</tr>
<tr>
<td>Age 65+</td>
<td>991</td>
<td>79%</td>
</tr>
</tbody>
</table>
The Stories That Touched Our Hearts

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, so that we can all be healthy, safe and thriving for years to come.

Tyler Howe was 25 years old and considered himself to be extremely healthy. As he was driving his girlfriend to school one day, he started to feel nauseous. He immediately pulled over to park and noticed his right side had become completely paralyzed. When he looked into the rearview mirror, he saw his facial droop and got help quickly.

“When they told me I had had a stroke, I was shocked. It just really inspired me to take better care of myself, because you think of stroke and heart attacks, you assume that’s something that happens when you’re older, but in reality, it can happen to anybody.”

“I got my blood pressure checked for myself and because I love my family – I want to be around to take care of them,” said Darlene Mancilla. “It is also important to check your blood pressure because you never know, there might be some underlying condition that you don’t know about.”

“I think it is important to bring public awareness to blood pressure readings and educate people on what they can do to help themselves stay healthy,” said Joseph Castillo. “Love Your Heart was a great chance to take what I have learned out to the community to help many people at once.”

“My synagogue had never done a clinical screening event before,” said Dr. Jennifer Tuteur. “We invited neighborhood residents, as well as our congregation to get screened, many as they brought their children for Sunday School. I talked to the kids about how the heart functions, what blood pressure numbers mean, and how to keep your heart healthy, while they drew a variety of heart pictures to decorate the synagogue for the event. All were appreciative to take part.”

“Heart health is important to me for the sake of being healthy for my children,” said Michelle Carpenter. “To be a role model that staying active can lead to a longer life and a healthy life.”
A recent study published by the *Health Affairs, California Edition September 2018*, showed that a local collaboration, known as Be There San Diego, demonstrated significant reductions in heart attacks in San Diego County over a six year period. The analysis found that San Diego County’s total number of heart attacks decreased by 22 percent between 2011 and 2016, compared to an 8 percent decrease in the rest of California during the same time period.

**Be There San Diego** is a coalition of patients, communities, healthcare systems and other organizations, including the County of San Diego, who are working together to educate and engage patients and communities in understanding and taking action to address the risk factors that cause heart attacks and strokes. Their **Heart Attack and Stroke Free Zone** collaborative works to increase educational efforts and health coaching for patients at high-risk for cardiovascular disease. Through the **Southeastern San Diego Cardiac Disparities Project**, organizations are working with faith-based organizations to help them develop their own unique plans to eliminate heart disease in their community. And finally, their **Accountable Communities for Health** collaboration is tackling other contributing factors to health, such as race, socio-economic status and the environment, to develop new approaches to wellness.

These numbers show that the year-round work of communities and organizations like those in the Be There San Diego initiative are having a measurable impact on chronic disease prevention.

Community and faith organizations join together to ensure all can “Be There” for their loved ones.
Encouraging Action Through Media

For Love Your Heart 2019, a range of communication methods were used to encourage participants to take action and get their blood pressure checked, including radio and television PSAs, press events, print advertising, website promotion, community outreach, relationship building, email communication and social media. In addition to the County of San Diego’s efforts, partner organizations helped to promote the event both internally to their employees and externally to the community, boosting the reach of traditional promotional efforts. This increased reach was best seen across social media.

Between January 1 and February 14, there were 226 downloads of the 2019 Love Your Heart Social Media Toolkit. Customizing the proposed posts in the toolkit, partner organizations produced 37 posts with a combined 3,516 post likes on Instagram, 9 posts with a combined 105 post likes and 17 shares on Facebook, and 21 posts with a combined 61 post likes and 15 retweets on Twitter.

Our most prominent media partner, ABC 10 produced two Public Service Announcements for Love Your Heart which ran on ABC 10 and MeTV a combined total of 301 times in the few weeks leading up to the event reaching 1.7 million people. On social media, their promotional video was viewed over 7,000 times.

Charlie Knight had always been healthy and athletic. He grew up doing every single type of water activity you could possibly imagine, including surfing and water polo. He had always been surrounded by the water, which eventually led him to become a lifeguard.

Knight’s life changed one night when he went to bed early, feeling fine, only to wake up a couple of hours later having had a hemorrhagic stroke.

“I hope that my experience shows that no matter how healthy you think you are, active you are, go out there, get your blood pressure checked so you can be there for yourself and for your family.”
Creating Impact Through Partnerships

Love Your Heart unites individuals and partner organizations in all sectors through a shared purpose – preventing heart disease and stroke in San Diego County residents. Working together allows for the planning and implementation of innovative projects, such as Love Your Heart, that bring the Live Well San Diego vision to life.

County of San Diego regional staff, including public health nurses and health promotion specialists, helped to coordinate logistics and engage partners and the community around heart health. Health centers, fire stations, and libraries responded to the call to host screening sites in rural, hard-to-reach locations of the county.

Medical volunteers from healthcare organizations and local nursing schools took the lead on blood pressure screenings and patient education. Media partners helped produce Public Service Announcements for television, social media and radio.

Businesses hosted screening sites at multiple locations across the county to help bring the event to places residents visit routinely, such as gyms, grocery stores and banks, to help them get to know their numbers. Schools and faith-based organizations hosted screening sites to model to youth and families the importance of taking care of their heart health.

And finally, nations partnered together across borders to engage and inform communities about preventing heart disease and other chronic conditions.

Events like Love Your Heart prove that together, we can do more than each of us can do alone. Thank you to all of the Love Your Heart participants for making the 2019 event a success.

204 Partners Hosted Sites

San Diego State University nursing students volunteering to take blood pressure at a screening site.

Business partners bring blood pressure screenings to places where residents frequent, including gyms, grocery stores and banks.
And a “heartfelt” thank-you to our Love Your Heart Steering Committee and Tactical Team for their support of Love Your Heart planning efforts!