

Saludos



July 1997

Greetings from the Project Coordinator...

Salud para su Corazón is making its mark as the fully implemented project reaches out to different sectors of the Latino community in the Washington, D.C. metropolitan area. The Community Alliance Working for Heart Health, network members, and volunteers have all made it possible to conduct outreach efforts, promote heart health messages, and distribute health education materials to the Latino community. This issue of *Saludos* highlights "Members in Action," a special recognition of the immense contributions of many people toward accomplishing the goals of the project. Thanks to everyone for their support and participation, and for including *Salud para su Corazón* in your programs or activities to benefit the Latino community with heart health information. A second wave of *Salud para su Corazón* materials is being finalized, and we hope you will continue to promote and use them in your future program activities.

Matilde Alvarado, R.N., M.S.N.

Salud para su Corazón Reaches Out to the Community

Now in its implementation phase, the *Salud para su Corazón* project is changing lives through a variety of community interactions to raise awareness about heart health in the Washington, D.C. metropolitan area's Latino community. After the successful launching of *Salud para su Corazón* at the premier event held in September of 1996, the following activities have been implemented:

Radio Program: Tapping into a Faithful Audience

Dr. Elmer Huerta's 21-part radio program, "A Month of Prevention Against Heart Disease," was aired on Radio Borinquen for the first time in September of 1996. The program was rerun from February 28 through March 28, 1997. This program complemented Dr. Huerta's successful health program titled "*Cuidando su Salud*" ("Taking Care of Your Health").

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Martin Santos and Berta Albarran, charla organizers at Our Lady Queen of the Americas Church.

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National Heart, Lung, and Blood Institute

Television Program: Finding a New Audience

During October 1996 and February and March 1997, "Linea Directa" aired the video "Por Amor al Corazón" ("For the Love of Your Heart"), a 25-minute television program/videotape produced in Spanish. This program includes testimonials from Latinos who have made heart healthy changes, medical facts about cardiovascular disease, and an interview with Dr. Huerta.



Victor Rivera, R.N., takes the blood pressure of a charla participant.

Upcoming *Salud Para Su Corazón* Events

August 23, 1997

Health Fair

Epworth United Methodist Church
9008 Rosemont Drive, Gaithersburg, MD
10:00 a.m. to 3:00 p.m.

September 13, 1997

Health Fair

Cora Kelly Recreation Center
25 West Reed Avenue, Alexandria, VA
10:00 a.m. to 3:00 p.m.

October 19, 1997

Health Fair

St. Anthony's Church
3305 Glen Carlyn Road, Falls Church, VA
2:00 to 4:00 p.m.

Health Fairs

La Clínica del Pueblo, in conjunction with the *Coalición de Ferias de Salud* (The Latino Health Fair Coalition), is participating in and coordinating health fairs throughout the area. These health fairs offer community members the opportunity to receive information about cardiovascular health and have their blood pressure, cholesterol, and diabetes checked. *Salud para su Corazón* project materials will be distributed at each of the health fairs. For more information about specific dates and times, contact Armando García at (202) 265-5935.

Charlas: A Great Way to Spread the News about Heart Health

Many Community Alliance members have been busy organizing and facilitating *charlas* or group discussions on heart health throughout the Washington, D.C. metropolitan area. Churches and community-based organizations have been the sites of *Salud para su Corazón charlas*. The number of participants at the *charlas* has varied; some have offered blood pressure and cholesterol screenings, others have included heart healthy food tasting.



Dr. Ernesto Africano conducts a charla at St. Catherine Labouré Catholic Church.



Over 1,000 people have been reached through the *charlas* conducted from February to June 1997:

Date	Location	Speaker	No. of participants
Feb.11 & 18	Washington Adventist Hospital Takoma Park, Maryland	Jane Durken	11
Feb.16	Sacred Heart Church Washington, D.C.	Dr. Elmer Huerta	150
Feb.18	Shady Grove Adventist Hospital Gaithersburg, Maryland	Jane Durken	4
Feb. 25	<i>La Clínica del Pueblo</i> Washington, D.C.	Dr. Juan Romagosa	25
Feb. 28	Family Resource Center Springfield, Virginia	Sandra García	5
March 22	Central Spanish Church Washington, D.C.	Dr. Anabel Salazar	150
April 6	St. Anthony's Church Falls Church, Virginia	Dr. Elmer Huerta	400
April 12	Washington Spanish Church Silver Spring, Maryland	Dr. Amarylis Vega	100
April 15	Harvey Hall Apartments Falls Church, Virginia	Sandra García	15
April 19	Seventh-Day Adventist Church Rockville, Maryland	Dr. Carlos Covarrubias	40
April 20	Our Lady Queen of the Americas Washington, D.C.	Dr. Henry Pacheco	40
April 22	Forest Edge Elementary School Reston, Virginia	Sandra García	12
May 25	Saint Catherine Labouré Church Wheaton, Maryland	Dr. Ernesto Africano	35
May 31	Augustana Lutheran Church Washington, D.C.	Dr. Henry Pacheco	30
June 14	Hyattsville S.D.A. Church Hyattsville, Maryland	Dr. Carlos Covarrubias	65

New Products

The new publication, *De Corazón a Corazón: Guía para organizar una charla sobre la salud del corazón* ("From Heart to Heart: A Bilingual Group Discussion Guide"), was pilot-tested at more than a dozen *charlas* conducted during the months of February through March, 1997. The final guide will be ready for distribution in September.

Video

Educational Video in Spanish, producers of the "Línea Directa" television program, is producing

a new video titled "*Cocinando con su Corazón en Mente*" ("Cooking With Your Heart In Mind"). The video features the acclaimed Latina journalist, Maria Elena Salinas, who shares how she prepares heart healthy traditional Latino foods for her family. Felicita Bernier, a nutritionist and active member of the Community Alliance, provides tips for selecting healthy foods at the supermarket and how to prepare them the heart healthy way at home. When completed, the video will be used in conjunction with the *charla* sessions. It will also be aired on Channel 48 as part of the "Línea Directa" television program.

Health Promoters Manual

This manual provides existing community programs with an in-depth and user-friendly teaching tool to help train health promoters on lifestyle behaviors related to cardiovascular disease risk factor prevention. The manual includes eight training sessions along with food preparation demonstrations using recipes from the *“Platillos Latinos ¡Sabrosos y Saludables!”* (“Delicious Heart Healthy Latino Recipes”) cookbook.



The Ramírez family.

Mini-Telenovelas

A new series of short TV messages has been developed to dramatize important methods for cardiovascular disease prevention. The vignettes, produced in Spanish, are similar in style to the popular telenovelas in that they present a story with a “larger than life” flare, and in this case, with a bit of humor. The telenovelas spotlight the Ramírez family whose *abuelita* (grandmother), Doña Fela, teaches the rest of the family how to reduce the risks of heart disease. To continue with our commitment to involve the target audience in the developmental stage, two focus groups were conducted at *La Clínica del Pueblo* to evaluate the scripts. A video of the telenovelas will be used as a teaching tool in the *Salud para su Corazón* Health Promoters Manual, currently under development.

Photonovela and Workbook

A photonovela based on the same series of messages featuring the Ramírez family is also being developed. Doña Fela, the eccentric grand-

mother featured in the telenovelas, will also have a central role in the photonovela. Doña Fela is in her seventies and is healthy and youthful in spirit. She exercises regularly, follows a low-fat and low-sodium diet, and does not smoke cigarettes. Like the telenovelas, the photonovela consists of five brief stories. Each story contains a workbook segment with tips from Doña Fela for making heart healthy lifestyle changes. The workbook will include a space for readers to write down their personal pledges to make heart healthy lifestyle changes.

A *Salud para su Corazón* Song

Lilo Gonzalez, the second-place winner in the Latin category of the 1991 Billboard Song Contest, wrote a song about Doña Fela, the grandmother who will be featured in the photonovelas. The music has a salsa beat and the lyrics promote heart healthy behaviors. We are very fortunate to have Lilo Gonzalez and his musical talent to assist us with getting heart healthy messages out to our community.

Salud para su Corazón Will Be on the Internet Soon

The National Heart, Lung, and Blood Institute (NHLBI) will soon feature a special Latino section on its Web page. All the educational materials as well as other products developed to support the Latino Community Cardiovascular Disease Prevention and Outreach Initiative will be available.

National Heart, Lung, and Blood Institute
Latino Cardiovascular Health Resources

The National Heart, Lung, and Blood Institute (NHLBI) believes that the health status of each ethnic and culturally diverse group is integral to the health and well-being of the Nation. The Latino population is a very young and rapidly growing segment of our society. However, despite this younger age, the leading cause of death among Latinos is cardiovascular disease (CVD). Latinos are also generally unaware of important lifestyle changes that could help prevent CVD. This knowledge gap transcends socioeconomic status. Thus, the NHLBI launched the Latino Community Cardiovascular Disease Prevention and Outreach Initiative in 1995.

At left, you will find background information and educational

Evaluation Activities

Salud para su Corazón continues to develop the evaluation phase to assess the impact of the heart health campaign for Latinos.

Pre- and Post-Campaign Intercept Surveys

As you may recall, the pre-campaign intercept survey was conducted in October of 1995 when 344 interviews were conducted at three local churches and three Latino grocery stores. This baseline survey was conducted to assess knowledge and practices about heart health. A post-campaign intercept survey was completed during April. We will be reporting these results to you as soon as they are available.



Interviewers conduct post-campaign intercept survey at St. Anthony's church in Virginia.

Radio

In late February, a tag line was placed at the end of Dr. Huerta's radio programs with a phone number for listeners to call and get free copies of the *Salud para su Corazón* project's eight easy-to-read bilingual pamphlets and recipe book. The person taking the phone calls asked for the name, address, telephone number, and age of each caller, and all 1,224 calls were answered in Spanish. The requested materials were mailed within 2 to 3 weeks after a call was made. Approximately 1 month after the last request for materials, a stratified random sample of 100 callers were selected to participate in a 5-minute telephone survey to assess the quality and usefulness of the *Salud para su Corazón* materials to the Latino consumer.

Charla Evaluations

A Spanish-language, self-administered 5-minute questionnaire was completed by participants in 12 *charlas*, immediately following the sessions. This phase of the evaluation took place from April through May. Participants were evenly distributed among *charlas* conducted in Washington, D.C., Maryland, and Virginia. One month after the *charlas*, a sample of participants will be surveyed by telephone to assess how cardiovascular disease prevention information is being used within the household. An analysis of these results will be reported when available.

New Partners: Mobilizing the Community and Earning Acclaim

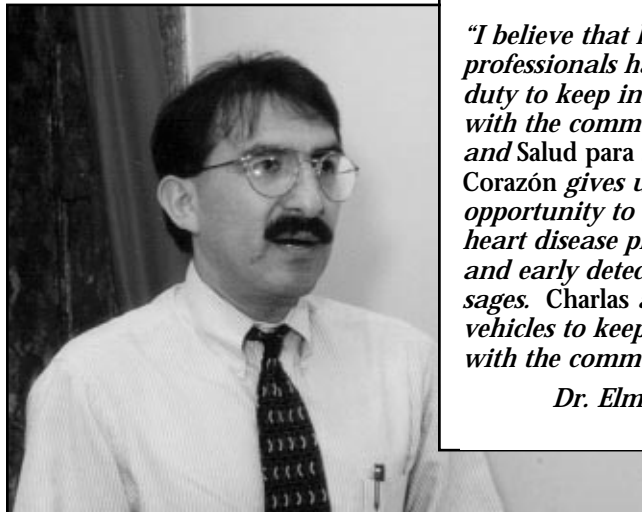
- *Salud para su Corazón* has gained the attention of influential leaders in various fields at the local, regional, and national levels. On May 13, 1997, *Salud para su Corazón* won the Department of Health and Human Services Secretary's Award for Distinguished Service Award. Matilde Alvarado, Eileen Newman, Laina Pack, Dr. Carlos Crespo, and Claire Lane, all NHLBI staff members of the Latino Project Team, received the award.
- The Permanente Medical Group in Oakland, California, a part of Kaiser Permanente, has expressed interest in printing the eight bilingual pamphlets for their Latino clients. Kaiser Permanente has over 2.6 million members in Northern California and about 10 to 15 percent are Latinos.
- The University of Texas at Houston, School of Public Health, is planning to produce and distribute 5,000 copies of the bilingual pamphlets. The materials will be used as a part of the "Antihypertensive and Lipid-Lowering Treatment to Prevent Heart Attack" (ALLHAT) clinical trial education component.



- The Dallas Supplemental Nutrition Program for Pregnant, Breastfeeding, and Postpartum Women, Infants, and Children is showing the video *“Por Amor al Corazón”* at each of its 25 sites. The program will print the eight easy-to-read booklets for distribution among its estimated 30,000 Latino clients.
- In the Washington, D.C. metropolitan area, the Montgomery County Health Department is using the *Salud para su Corazón* materials to support the Nutrition and Smoking Education Programs at the County Health Centers. The Alexandria Health Department is distributing *Salud para su Corazón* materials through its three clinics and the Virginia Cardiovascular Risk Reduction Program.
- Howard University Hospital’s Office of Hispanic Affairs has been distributing *Salud para su Corazón* project materials. The hospital, located in northwest D.C., is in an advantageous position to distribute project materials because of the role it plays in the life of the community through active participation in events such as health fairs.
- Merck, Inc. is providing the Adventist HealthCare Prevention and Wellness Department in Rockville, Maryland, and the *Clínica del Pueblo* in Washington, D.C., with the Merck Windows Patient Tracking System, which will assist in the collection of data gathered at health fairs and *charlas*, and subsequently aid in monitoring high-risk patients. At the push of a button, the system offers the ability to individualize and track cardiovascular risk factors, treatment plans, and specific follow-up criteria. The program coordinators, Jane Durken and Carlos Armando Garcia, are enthusiastic about the potential for this new project to drastically improve continuity of care, and to enhance their community-oriented cardiovascular health efforts.

Members in Action

Members of the Community Alliance Working for Heart Health played an instrumental role in the planning and development of the strategies to reach the *Salud para su Corazón* project goal of raising awareness about cardiovascular disease prevention in the Latino community. In the implementation phase, Community Alliance members are making a difference by taking *Salud para su Corazón* to the heart of the Latino community.



*“I believe that health professionals have a duty to keep in touch with the community, and *Salud para su Corazón* gives us the opportunity to deliver heart disease prevention and early detection messages. *Charlas* are good vehicles to keep in touch with the community.”*

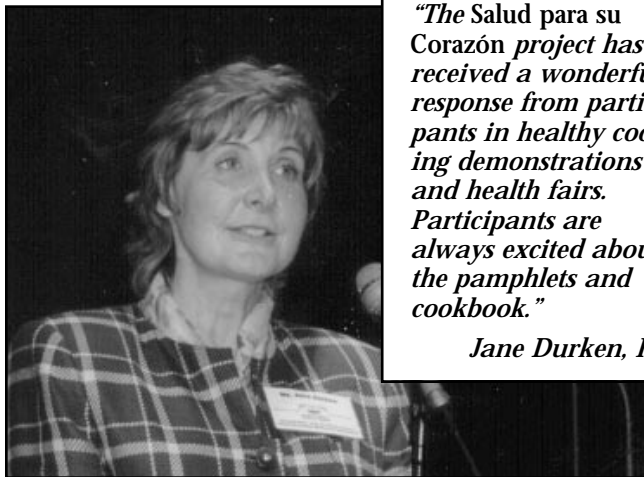
Dr. Elmer Huerta

- If you want to know what it takes to coordinate the logistics for a *charla*, just ask Frances Medina Hall or Armando García, health fair coordinators at *La Clínica del Pueblo*. Frances and Armando are a great team; no *charla* is too big or too small for them. They provided logistical support for the *charlas* that have attracted the largest participation, including the ones conducted at Sacred Heart Catholic Church (D.C.) with 150 participants and at St. Anthony’s Catholic Church (Falls Church) with 400 participants. They have organized *charlas* at several other churches and at *La Clínica del Pueblo*.

“The community’s response to the materials is very positive. The recipe book has been very popular. The doctors at *La Clínica del Pueblo* enjoy using the pamphlets to reinforce the health information they share with their clients.”

Frances Medina Hall, R.N.

- Every month is very busy for Jane Durken of the Adventist HealthCare Prevention and Wellness Department in Rockville, Maryland, and for her summer interns, Allyson Bloom and Amy Alonso. On Ms. Durken's calendar, you can usually find one or two *Salud para su Corazón* activities scheduled for almost every week.



"The Salud para su Corazón project has received a wonderful response from participants in healthy cooking demonstrations and health fairs. Participants are always excited about the pamphlets and cookbook."

Jane Durken, R.N.

- Cristina Encinas of the Latin American Youth Center has been a key distributor of *Salud para su Corazón* project pamphlets, cookbooks, and posters. Ms. Encinas, along with six members of the Latin American Youth Center Teen Parent Program, delivered 22 packages to health centers, churches, and schools.

"I got involved with *Salud para su Corazón* because it is a project that has considered the needs of the community and how to reach the community more effectively. The materials are fantastic, and I have seen how receptive people are to them. Their response is very positive."

Sandra García

"It is important for the Community Alliance members to continue the *charla* sessions. I have found that *charla* participants are somewhat aware of risk factors for cardiovascular disease, and through their participation in the *charlas* they learn many heart healthy tips to share with their families." *Jacqueline Cadena*



Latin American Youth Center health promoters help distribute Salud para su Corazón materials in the Mt. Pleasant area.

"I like to volunteer because I like to give something back to the community. Usually we live a very hectic life Monday through Friday, so on weekends I can share my knowledge and expertise with the community. I think that it is a good idea to provide blood pressure screening at *charlas* because the people can see how a simple test can be of benefit to them. We can also initiate a teaching plan and refer participants to the different local clinics for follow-up treatment."

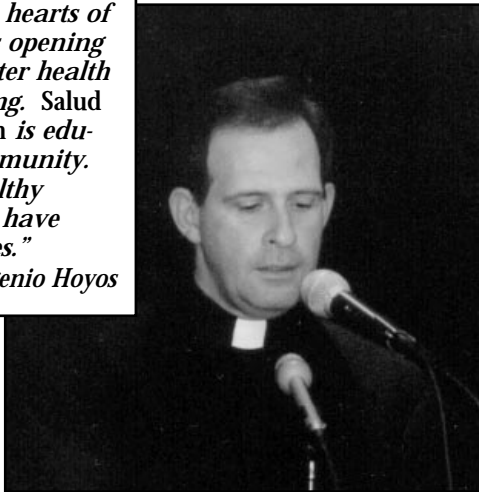


Florentino Merced-Galindez, R.N.

Voices from the Community

Father José Eugenio Hoyos, of St. Anthony of Padua Catholic Church, believes that *Salud para su Corazón* is an important project for the Latino community:

“Salud para su Corazón is touching the hearts of people, and it’s opening the door to better health and better living. Salud para su Corazón is educating the community. If we have healthy hearts, we will have healthy families.”
Father José Eugenio Hoyos



Magdalena Gómez, charla participant.

“I liked the *charla* because it was very informative. It helped me to become more health conscious and motivated me to be more careful about my heart. The *charla* setting helps us to share as a community, and it creates a sense of friendship and fellowship among all of us.”

Magdalena Gómez

No se lo pierda! (You don't want to miss it!)

Mark your Calendar!

You and your colleagues are invited to attend a “Symposium on Latino Health,” including a special panel on *Salud para su Corazón* and the evaluation results, on Monday, September 15, 1997 from 9:00 a.m - 4:00 p.m. at the Masur Auditorium of the National Institutes of Health’s Warren Grant Magnuson Clinical Center.

This meeting commemorates the Hispanic Heritage Month and is being organized by the NIH Office of Equal Employment Opportunity, the NIH Hispanic Employee organization, NHLBI, the NIH Worksite Nutrition Subcommittee, and Guest Services, Inc. In addition, recipes from “*Platillos Latinos ¡Sabrosos y Saludables!*” will be served at the NIH cafeteria, and Lilo Gonzalez’s band will play Latino music! There will also be a special recognition and awards program for members of the Community Alliance Working for Heart Health. **An invitation will be mailed to you soon!**

Would you like to get involved?

If you would like to get involved in any aspect of the *Salud para su Corazón* project, please contact Jane Durken, Cardiac Outreach Coordinator/Prevention and Wellness in Maryland at (301) 315-3133; Carlos Armando Garcia, Coordinator of Health Fairs at *Clínica del Pueblo* in Washington, D.C. at (202) 265-5962; Sandra Garcia, Coordinator for Health and Education at *Comité Hispano de Virginia* at (703) 671-5666; Matilde Alvarado of the NHLBI at (301) 594- 2975; or Gloria Ortiz of R.O.W. Sciences at (301) 294-5585.