

SALUDOS

November 1995

Greetings from the Project Coordinator . . .

Thanks to your tireless efforts during the planning phase of the *Salud para su Corazón* project, we have officially begun the implementation phase of the project. Our very successful and fun kickoff event took place on Sunday, September 17, 1995, at the *Desfile de las Américas*, and this issue of *Saludos* describes all the activities conducted that day.

I want to take this opportunity to thank each of you for your continued support and dedication to this important effort. We will continue to look to you for expert advice during the implementation phase. The three committees—Print Educational Materials, Media, and Outreach and Dissemination—will proceed with the implementation phase.

Thanks again, and I look forward to our continued collaboration on these activities.

Matilde Alvarado

Salud para su Corazón Kickoff Event

The *Salud para su Corazón* project was kicked off at the *Desfile de las Américas* on Sunday, September 17, 1995, in downtown Washington, D.C. The *Desfile de las Américas* is a day of cultural pride and activities for Latinos in the Washington, D.C., metropolitan area. The day began with a parade down Constitution Avenue. More than 20 countries from Central America, South America, and the Caribbean, as well as Mexico and the United States, were represented. Booths located on Pennsylvania Avenue offered food from area restaurants, arts and crafts, and community information.

The *Salud para su Corazón* project was featured in the parade with a group of children and young adults carrying a banner with the project's name and the names of the National Heart, Lung, and Blood Institute and Community Alliance Working for Heart Health. They were joined by a smiling healthy heart character. Flyers describing the activities at the *Salud para su Corazón* booth were distributed to parade viewers as the parade moved down Constitution Avenue.

At the *Salud para su Corazón* booth, located on Pennsylvania Avenue between 11th and 12th Streets, members of the Community Alliance Working for Heart Health conducted blood pressure and cholesterol screenings, nutrition counseling, a heart-healthy food cooking demonstration and tasting, and dance/exercise demonstrations. Every participant in the screenings received a T-shirt, a key chain with the National Heart, Lung, and

Blood Institute 800 information number, a pencil, and a refrigerator magnet imprinted with heart-health messages.

Several Community Alliance members conducted the blood pressure screenings—Community Clinic, Inc., the Hispanic Nurses Association, the National Association of Latin American Health Professionals, Suburban Hospital, and the Montgomery County Health Department. More than 350 people were screened. Each person received a personalized screening card with his or her recorded blood pressure measurements. The screening card also contained heart-healthy messages. Participants with high blood pressure readings were given referral information and were able to speak with a nutritionist at the booth. Community Alliance members Carmen Moreno, Felícita Bernier, Everludis López, and Patricia Bernstein provided nutrition counseling.

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A team of volunteers from Howard University Hospital was led by Bonita Bolden, coordinator of community relations and volunteer services. More than 150 people were screened for high blood cholesterol by the team of physicians, medical students, and allied health students. The participants were given referral information and personalized screening cards with their blood cholesterol levels recorded on them.

Share Our Strength, with program coordinator Melissa Dhundale, provided a heart-healthy cooking demonstration and food sampling. Chef José Ramón Andrés of Jaleo Restaurant in Washington, D.C., prepared tuna quesadilla at the booth. Chef Andrés and Dr. Elmer Huerta provided healthy cooking tips during the demonstration. The Share Our Strength program handed out recipe booklets to all the participants.

Demonstrations of the cha cha, merengue, and salsa were coordinated by Cristina Encinas of the Latin American Youth Center and Maru Montero, a professional dancer. Members of the audience participated enthusiastically. Ms. Encinas and Ms. Montero emphasized that dancing is not only fun, but is also good exercise for the heart.

The *Salud para su Corazón* project kickoff was a success for the Community Alliance Working for Heart Health and the Latino community in the Washington, D.C., metropolitan area. Thanks again to the Community Alliance members for their efforts to raise awareness about cardiovascular disease prevention in the Latino community.

Project Updates

After planning and implementing a successful kickoff event for the *Salud para su Corazón* project at the *Desfile de las Américas*, we are moving forward with the implementation phase of our project.

Evaluation

More than 300 interviews were conducted in three Latino stores and three churches with large Hispanic populations in Washington, D.C., Maryland, and Virginia. These precampaign interviews are the initial component of the project's evaluation.

Focus Group Research Poster Session

The results of the focus group research conducted in the Washington, D.C., metropolitan area were presented at a poster session on November 1, 1995, at the annual meeting of the American Public Health Association. Community Alliance members Diana Naranjo and Rina Alcalay were available to answer questions about the project.

Community Alliance Working for Heart Health: Committee Reports

The Media Committee is in the process of finalizing Dr. Huerta's 21 radio programs and the Linea Directa television program and public service announcements. The clearance process for scripts has begun and production should begin in January 1996.

The El Pregonero newspaper is planning an extensive feature article on cardiovascular disease prevention among Latinos. Santiago Tavera will incorporate the project materials in preparing the article, which will be published in January or February of 1996.

The Print Educational Materials Committee is developing eight easy-to-read bilingual brochures titled "How To Prevent or Lower High Blood Cholesterol," "Prevent High Blood Pressure for a Healthy Heart," "Eat Less Salt and Sodium for a Healthy Heart," "Know Your Cholesterol Number for a Healthy Heart," "Reduce Fat in Your Diet for a Healthy Heart," "Lose Weight if You Are Overweight," "Exercise for a Healthy Heart," and "Stop Smoking for a Healthy Heart."

The brochures will be reviewed and put through NHLBI clearance soon. They will be available in February 1996 and used for *charlas* and other educational programs. In addition, the Print Educational Materials Committee will continue with the development of the *promotoras* manual.

The Irving Center for Clinical Research at Columbia University has taste-tested 21 recipes submitted by the Community Alliance. As you know, these recipes are heart-healthy versions of favorite Latino foods. We want to extend our appreciation to Wahida Karmally and her staff at the Center for their meticulous efforts.

The recipes will be included in the *promotoras* manual and in a cookbook for distribution at *charlas* and cooking demonstrations.

The *Salud para su Corazón* poster is available. The poster features the artwork of Francisco Cervantes, the first-place winner in the poster contest. A poster will be sent to each of you in a separate mailing.

The Outreach and Dissemination Committee is working on the coordination of outreach activities in the community and the dissemination of materials. The outreach activities planned include conducting educational *charlas* on cardiovascular disease prevention, screenings, and heart-healthy cooking demonstrations at churches, community programs, and other appropriate sites. We are planning to begin the outreach efforts in February 1996. Daniel Flores is exploring opportunities to incorporate heart-healthy messages at soccer tournaments as an outreach effort.

Thanks to our partnership with Howard University Hospital and the Share Our Strength Program, selected sites will be offered blood pressure, cholesterol, glucose, and glaucoma screenings and heart-healthy cooking classes in addition to educational *charlas*. These outreach activities are a great opportunity for Community Alliance members to offer their skills and talents.

Call for Volunteers

Volunteers are needed to conduct *charlas* on cardiovascular disease prevention and to assist with blood pressure screening. Members of the Community Alliance skilled in conducting *charlas* or taking blood pressure measurements may fill out the enclosed volunteer registration form and FAX it to Ms. Gloria Ortiz at (301) 294-5401. For additional information, call Ms. Matilde Alvarado at (301) 594-2975 or Ms. Ortiz at (301) 294-5585.

Check Your Rolodex . . .

The successful implementation of *charlas* at churches and community organizations will depend on identifying key

contacts at each site who can help us obtain the access and support needed to carry out our outreach activities.

Please check your rolodex and share with us the names and phone numbers of individuals who can make things happen at churches, community-based programs, English as a Second Language programs, clinics, and other potential sites. Fill out the attached Church and Community Organization Contact Report, and FAX it to Ms. Gloria Ortiz at (301) 294-5401, or mail it to Ms. Ortiz at 1700 Research Boulevard, Suite 400, Rockville, Maryland, 20850-3142.

Welcome *Salud para su Corazón* Network Members

We have a new category on our Community Alliance membership roster. The *Salud para su Corazón* network members are working with the Community Alliance and the NHLBI to raise awareness about CVD prevention in the Latino community in the Washington, D.C., metropolitan area. These organizations and individuals graciously pitched in to support the initiative. We look forward to continuing our work with the network during the implementation phase.