

SALUDOS

November 1996

Greetings from the Project Coordinator. . .

Congratulations! The *Salud para su Corazón* campaign is under way in our community. The premier event described in this issue of *Saludos* marked a major milestone for the project. Your commitment and support, which you have demonstrated in many ways, have been important factors in these achievements. However, this is only the beginning. The critical aim now is to bring *Salud para su Corazón* to the very heart of the Latino community.

How will we accomplish this? I encourage you to be involved, to stay informed, and to participate. Sign up for any of the committees listed in this issue if you have not already done so. Your talent and commitment are needed. Every member of each committee will play important roles such as disseminating the campaign products, expanding the network, implementing community heart-health education through *charlas* and other activities, improving our communication, and promoting media advocacy. We welcome your ideas. Tell us what *you* can do, and please encourage others to join.

Stay tuned to the next steps planned by each committee. *No se le olvide hablar de Salud para su Corazón con sus colegas y amigos. Gracias!*

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

Premier Event an Overwhelming Success

Salud para su Corazón, an education campaign aimed at promoting heart health in the Latino community, was introduced at a premier held on September 9 at Our Lady Queen of the Americas Church in Washington, D.C. The event was judged a tremendous success by all attending. As one participant noted, "It was an amazing demonstration of community support."

Although it was an unusually hot September evening, the temperature did not dampen people's enthusiasm. Instead, physicians and business leaders who came directly from their offices simply loosened a collar or shed a jacket—but virtually no one left until the festivities were over.

This community gathering, sponsored by the National Heart, Lung, and Blood Institute (NHLBI), the Community Alliance for Heart Health, and the National Institutes of Health's Office of Research for Minority Health (ORMH), showcased the campaign's products. These include a 21-part Latino radio series, a poster, eight bilingual, easy-to-read booklets on heart health, a 24-minute educational video, and a bilingual Latino cookbook that features heart-healthy recipes. The premier also gave Community Alliance representatives an opportunity to see the materials they helped develop and experience, firsthand, community reaction to these products.

Correspondents Miriam Hernández of WUSA-TV (Channel 9) and Pablo Sánchez of Univision served as the event's cohosts and introduced the speakers, including Dr. Claude Lenfant, Director of the NHLBI, and Dr. John Ruffin, Director of the ORMH. Dr. Lenfant and Dr. Ruffin expressed their respective organizations' commitment to improving the health of Latinos, and they recognized the importance of including community members in the development of these public health education programs.

Dr. Elmer Huerta, whose popular radio program on health-related topics fills an important need in the Latino community, shared some of the findings from the campaign's focus groups, discussed the upcoming mass media programs on heart health directed at the Latino community, and

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introduced the campaign's radio series. For many attendees, a highlight of the premier was seeing and hearing Dr. Huerta.

Other speakers included local nutritionist and health educator Carmen Moreno, who introduced the campaign's bilingual booklets on heart health; Daniel Flores, a public affairs specialist at the Washington Gas Company, who shared information on community outreach activities; and Arturo Salcedo, executive director of Educational Videos in Spanish, who introduced the campaign's television program and video, *Por Amor al Corazón*.

Following the presentations and showcasing of materials, the evening turned to fun and fellowship. Music was provided by *Duo América*, who played the guitar and sang every imaginable song that mentions *el corazón*. The buffet of dishes prepared by a local restaurant (La Fonda) using a selection of heart-healthy recipes from the campaign cookbook, *Platillos Latinos ¡Sabrosos y Saludables!*, *Delicious Heart-Healthy Latino Recipes*, was a great hit and went a long way toward convincing everyone that heart-healthy food can be delicious.

Before leaving, attendees were invited to pick up copies of new materials and other resources from the display tables. ■

Order Your Heart-Healthy Materials

Copies of the *Salud para su Corazón* educational materials can be ordered from the NHLBI Information Center by phoning 301-251-1222.

Getting Physical for Heart Health

Physical fitness is key to overall good health, and it is vital to maintaining a healthy heart. Because many Americans, including children, fail to get enough exercise to feel well and prevent disease, *Salud para su Corazón* has included events in its outreach program that encourage children and their parents to become involved in physical activities that are fun and healthful.

One such event, a youth soccer tournament sponsored by the Washington Gas Company and the D.C. Department of Recreation, took place on Sunday, September 22, at the Parque la Polvosa in Washington, D.C. Daniel Flores of Washington Gas and Leo Albornoz from the D.C. Department of Recreation did an excellent job organizing this tournament. Participants were boys and girls who are members of six local (Washington and Northern Virginia) youth soccer teams.

Three hard-fought games were played, and the winning teams were presented with beautiful *Salud para su Corazón* trophies. All participants received gift bags that contained *Salud para su Corazón* T-shirts and colorful school folders.

While the soccer teams engaged in fierce competition on the field, other important events were occurring on the sidelines. NHLBI staff members distributed free copies of the new bilingual booklets on heart health to parents, friends, and neighborhood residents who gathered to watch the game, and volunteers from *La Clínica del Pueblo* and the Washington Adventist Hospital offered free blood pressure screenings. At the end of the day, 105 blood pressure screenings had been performed! In addition, volunteers from various organizations provided nutrition counseling, and the Diabetic Prevention Program offered free diabetes screenings.

If you are interested in becoming involved in these types of activities, you may want to join the new Outreach Committee (see page 4). ■

It's Your Idea

Many members who responded to the evaluation question concerning ways to improve *Saludos* mentioned sharing the personal experiences of campaign members in getting information on heart disease out into our community. So beginning with this issue, we have a new column called "Members in Action." The first member featured is Ms. Jane Durken, the cardiac outreach coordinator for Adventist HealthCare Mid-Atlantic, the parent company of Shady Grove and Washington Adventist Hospitals.

Please let us know what you think about this column and send us information about your activities. Thank you.

Members in Action

Adventist HealthCare Mid-Atlantic (the parent organization of Washington Adventist Hospital in Takoma Park and Shady Grove Adventist Hospital in Gaithersburg) is reaching out to Latino residents in the communities it serves.

Jane Durken, cardiac outreach coordinator for Adventist HealthCare Mid-Atlantic and a member of the Community Alliance Working for Heart Health, is excited that her participation in the Community Alliance has presented new opportunities to help Latino families with limited access to health care.

Jane was introduced to the Community Alliance 2 months after she took the cardiac outreach coordinator position. A former coworker and Community Alliance member, Eva Montoya, invited Jane to attend one of our meetings. That meeting was the beginning of cooperative efforts by Adventist HealthCare and *La Clínica del Pueblo*.

Recently, these two organizations joined forces to offer a community health fair at Epworth United Methodist Church in Gaithersburg, Maryland. This event, held on Saturday, September 14, from 10 a.m. to 4 p.m., attracted 238 people.

By the end of the day, nurses from Washington Adventist Hospital had conducted 164 blood pressure and cholesterol screenings. *La Clínica del Pueblo* assisted in immediately interceding with people who had a cholesterol count of 240 or higher to provide appropriate medical followup and a lipid profile.

"Many of the people we see at health fairs have few resources for taking care of their health," Jane reports.

"Only 13 percent of the 238 people who came to the Gaithersburg health fair had health coverage of any kind—including Medicaid. So we are trying very hard to also provide some type of followup care."

People tested in Gaithersburg who had a blood cholesterol count between 200 and 239 were called and invited to attend a *charla* that was held on October 19. The goal was to teach people ways they can help themselves stay healthier (e.g., eating healthier foods and getting more exercise).

"We are really at a good starting point," Jane says. "The Latino community is a young community, and if people are able to make some changes now, they may be able to prevent serious problems at a later age."

A database also is being created that contains information about people who attended the health fair. The individual profiles include age, gender, blood pressure reading, blood cholesterol count, risk factors, family history, income, occupation, education level, and other information that will help the network continue to provide needed assistance.

Plans also are being made for a calendar of health events at the Long Branch Recreation Center and at *Casa de Maryland*. The *Salud para su Corazón* products will be distributed at these health fairs and at future events. ■

Would You Like To Become More Involved?

Salud para su Corazón has established four new committees to help the project attain its goals. The overall purpose of each new committee is briefly described below. Membership is open to all Community Alliance representatives, and everyone is urged to participate. If you would like to join a new committee or need more information, please contact Gloria Ortiz at (301) 294-5585.

- ❑ **Dissemination and Partnership Development Committee.** This committee was formed to help sustain *Salud para su Corazón* over the long term by disseminating the project's products throughout the community and by expanding its network. Current members include:

Chair: Ms. Yanira Cruz Gonzalez

Ms. Matilde Alvarado

Ms. Myrta Mathews

Ms. Eva Montoya

Ms. Gloria Ortiz

Ms. Dina Larach Robinson

Ms. Miriam Torres

- ❑ **Education Committee.** This committee was established to promote *Salud para su Corazón* through special educational opportunities (e.g., *charlas* and cooking demonstrations at churches and other community sites). Current members are:

Chair: Ms. Melissa Dhundale

Cochair: Ms. Jane Durken

Ms. Cristina Encinas

Ms. Silvana Gutierrez

Dr. Robin Hill

Ms. Pat Hutchinson

Mr. Noel Macias

Ms. Carmen Moreno

Dr. Luz Neira

Ms. Eileen Newman

Ms. Emilia Rivera

Ms. Ivonne Rivera

- ❑ **Outreach Committee.** This group will promote the *Salud para su Corazón* through community events such as health fairs, sporting events, and *desfiles* (parades). Current members include:

Chair: Mr. Daniel Flores

Ms. Zaida Arguedas
Ms. Michele J. Barranca
Ms. María Teresa Canto
Ms. Celina Cuellar
Dr. Patricia Dunning
Mr. Carlos Armando Garcia
Ms. Sandra García
Ms. Frances Hall
Ms. Laina Pack
Ms. Regina Rentería Weitzman

- ❑ **Communication/Media Committee.** This committee will develop strategies to improve communication between the NHLBI and the Community Alliance and also improve communication among Community Alliance members. This committee will also work on strengthening the project's external communications (e.g., communication with the community and with media channels that are appropriate for the project's campaigns). Current committee members include:

Chair: Dr. Elmer Huerta

Dr. Carlos Crespo
Ms. Claire Lane
Dr. Henry Pacheco
Mr. Arturo Salcedo
Mr. Victor Sierra
Mr. Santiago Távora

Mark Your Calendar!

On November 20 from 6 p.m. to 8:30 p.m., a continuing education session for health care providers on cardiovascular health in the Latino community will be held at the Hyatt Regency in Bethesda. This session is part of the *Salud para su Corazón* Health Providers Network. It is intended to provide a dynamic vehicle for outreach to the Latino community. This session is supported by an educational grant from the Human Health Division of Merck & Co., Inc., to the Washington Adventist Hospital, and the following organizations participated in the planning process: the National Heart, Lung, and Blood Institute; the NIH Clinical Center; Washington Adventist Hospital; the National Association of Hispanic Nurses; Kaiser Permanente; Suburban Hospital; and Mid-Atlantic Medical Services, Inc. For registration information, contact Gloria Ortiz at (301) 294-5585.