Southeastern San Diego
Cardiac Disparities Project

At the Crossroads of Community, Medicine and Justice
October 28, 2016
Comprehensive Approach to Cardiovascular Disease across the Determinants of Health

Clinical – Community Linkages Interventions

- Engage community pharmacists
- Engage community health workers
- Develop bi-directional referral recommendations
- Promote partnerships between faith-based organizations and clinicians

Community Interventions

- Engage faith-based organizations in creating heart health PSEs
- Promote use of community blood pressure screenings
- Promote home blood pressure monitoring
- Raise awareness of CVD risk factors
- Partner with community leadership groups

Clinical Interventions

- Promote use of the ASCVD Risk Calculator
- Promote the use of the CVD Risk Medication Bundle
- Promote team based care, including pharmacists on the care team and health coaches
- Test innovative technologies for CVD risk
- Promote sharing of best practices

Health Care System Transformation Interventions

- Share intermediate outcome data between medical groups
- Assess and promote the use of clinical decision support tools
- Promote pharmacist integration across the health care system
- Support linkages between clinical and public health community
- Develop payment model to support population health

Regional Integrator: Backbone entity, Strategic planning, Coalition building, Data management and analytics, Outcome evaluation, Financial sustainability
Be There San Diego

- Preventing heart attacks and strokes through a multi-faceted, coalition-based education and engagement campaign.

- We believe health is a gift to our loved ones and our community because it allows us to “be there” for others.

- Our goal is for the entire San Diego community to understand and manage risk factors like hypertension, high cholesterol, and diabetes to ensure we can all “be there.”
“Improve CVD health of African American adults in southeastern San Diego through increased healthy behaviors and the management of risk factors to end heart attacks and strokes in the historically under-resourced southeastern region of the City of San Diego”
Our community’s reality

- Every year in San Diego
  - 7,555 heart attacks
  - 6,725 strokes
  - 791 in Southeastern San Diego

- Working together to raise awareness and promote CVD health we can eliminate
  - 10,000 heart attacks and strokes every year in SD County
  - 791 heart attacks and strokes
  - 10 heart attacks and strokes every week Southeastern SD

*Last year data was available is 2012, numbers are based on hospitalizations for coronary heart disease and strokes, see http://www.sandiegocounty.gov/content/dam/sdc/hhsa/programs/phs/CHS/CHS_NonCommunicable_Disease_Profiles.pdf*
What Matters

Race  Place  History  Culture  Policy
Race Matters

Life Expectancy in US Population - 2011

- All: 78.61 years
- Asians: 87.28 years
- Hispanics: 83.48 years
- Whites: 78.74 years
- Blacks: 74.27 years
- Native Americans: 75.06 years
Place Matters

Life Expectancy and Your Zip Code

Your Zip Code is a more accurate predictor of longevity than genetics
Cardiovascular disparities vary according to race/ethnicity.

Given the same risk levels, African Americans have the greatest and Asians have the least 10 year CV risk.

Historical and cultural experiences in US can lead to higher levels of physiologic stress (allostatic loads) resulting in higher CV risk.
As part of health reform, the Affordable Care Act (ACA) requires new health plans to cover a number of preventive services at no cost, including many that can help reduce risk of cardiovascular disease, such as:

• Testing for high blood pressure and cholesterol
• Counseling on the use of daily aspirin
• Counseling and medication to quit smoking
• Counseling on diet, weight loss and managing obesity
Champions “In-Chief”

Reverend Gerald W. Brown
Executive Director
United African American Ministerial Action Council

Rodney G. Hood, MD, FACP
President, Multicultural Health Foundation
Faith-Based Organizations

- Critical role in engaging community
- Unique position to incorporate health messages into church activities
- Historic ties with Civil Rights Movement

Clinical Heart Care Champion Program

- Identify, test, promote successful clinical transformations to address health disparities within their own organizations
- Partner with community resources; establish linkages that support meaningful bi-directional referrals
The Learning Community

- Practitioners, faith leaders, patients and community stakeholders working together to develop best practices
  - emphasize patient-centered care
  - family and community involvement
  - promote cardiovascular health through the prevention, detection and treatment of risk factors
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<th>Faith-Based Community Partners</th>
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<td>Apostolic Faith Garden of Prayer Church</td>
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<td>3.</td>
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<td>Bethel Memorial A.M.E Church</td>
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<td>New Life Christian Covenant Church</td>
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<td>Prince Chapel by the Sea A.M.E. Church</td>
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<td>The City of Hope International</td>
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<td>True Faith Missionary Baptist Church</td>
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<td>True Vine Missionary Baptist Church</td>
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7,000+ Heartbeats 🖤
Heart Health Action Plan

Leadership

Chronic Disease Management

Communication

Physical Activity

Nutrition
Psalm 51:10 says, ‘Create in me a clean heart, renew me in the right spirit.’

“We believe that each person is born with dignity and divinity with purpose. Chronic heart disease has robbed so many in our community of the greatest joy of fulfilling their purpose. We will no longer sit idly by. We will ‘Be There’ for every member of our community to lift them to their greatness in health.”

--Reverend Gerald W. Brown
“Faith” in Action
Why this works
UAAMAC and American Heart Association

- July 1, 2016-June 30, 2017
- C2C2
- Blood pressure self-monitoring
- Healthy lifestyle education
- Shared tool to centralize data
- 15 FBOs; 2,000 participants
- SESD “Homegrown Genius”
Thank you!

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Join the #sdheartjustice Movement!

This project is funded by the Centers for Disease Control and Prevention’s (CDC) Racial and Ethnic Approaches to Community Health (REACH) initiative, working with Be There San Diego to prevent chronic disease, risk factors, and reduce health disparities, through clinical and community linkages with numerous community partners.
“Of all the forms of inequality, injustice in health care is the most shocking and inhumane.”
--Martin Luther King Jr.

Join the #SDheartjustice Movement!