

# 2013 Heart Truth® Community Action Program Grant Recipients

## **African Family Health Organization (Philadelphia, PA)**

The HEART (Healthy Eating And Regular Testing) program will serve low-income African and Caribbean immigrants and refugees in Philadelphia. The women will participate in a program of interactive education, healthy cooking demonstrations, and physical activity and will be contacted again after six months to see whether healthy habits have continued. A community health advocate will assist those needing medical follow-up to overcome any cultural or systemic barriers to receiving care. Some *Heart Truth* materials will be translated into French and Haitian Creole and may prove useful to NHLBI for future outreach to communities such as this.

## **Ingalls Memorial Hospital (Harvey, IL)**

The “Kick off Heart Truth” event will recruit African-American, Latina, and low-income women in suburban Cook County to learn about specific heart health risk factors and to participate in a 4-part program on how to know their own heart health risks, cultivate healthy eating and exercise habits, build support systems, and communicate with healthcare providers.

## **King’s Daughters Medical Center (Ashland, KY)**

The “From the Heart” program will serve women in four low-income, rural Kentucky counties that rank in the lowest 25% nationally for mortality, morbidity, and health outcomes. Women will develop healthy lifestyle action plans as they participate in heart disease risk assessments, healthy heart screenings, and monthly educational programs. Initial and nine-month follow-up screenings will be reviewed by a cardiologist and participants individually counseled on their specific risk factors. Additionally, a “Go Red For Girls” program will encourage Girl Scouts to develop healthy lifestyles through experiences such as Zumba classes; exotic fruit and vegetable tastings; and nutrition, exercise, and tobacco-avoidance education.

## **Mercy Housing Northwest (Seattle, WA)**

This program will be conducted at six Mercy Housing Northwest affordable housing communities in Tacoma, Kent, and Bellingham, Washington, for low-income women, predominantly African-Americans and Southeast Asian immigrants. On-site Resident Services Coordinators will recruit women to take part in regular fitness classes, quarterly challenges (such as eating five fruits and vegetables or walking 10,000 steps per day), and semi-monthly heart health educational programs. The year will conclude with a Red Dress event at each site, celebrating the progress that participants have made in activities such as smoking cessation, talking to their doctors about heart disease, developing exercise habits, and cooking heart-healthy meals on a budget.

## **Robert Wood Johnson University Hospital Foundation (New Brunswick, NJ)**

“A Woman’s Heart is Special” will engage low-income, African-American, and Hispanic women via houses of worship and community organizations in New Brunswick. Red Dress Sunday celebrations and community events/health fairs will offer culturally and linguistically appropriate education, information, and referrals, along with free blood pressure, cholesterol and

glucose screenings. “Matters of the Heart”, an American National Heart Month educational event, will be promoted by prominent African-American and Hispanic community leaders.

**Saint Luke’s Hospital of Kansas City (Kansas City, MO)**

“Engaging the Hearts of Latino Women” will promote heart disease awareness among low-income uninsured/underinsured Hispanic women living in Kansas City. A bilingual nurse at a local medical center will recruit women for free screening tests, the results of which medical staff will discuss individually with each woman. Women with identified heart disease risks will receive more intensive testing and counseling along with assistance in obtaining appropriate medical appointments. As each woman completes the program she will be equipped and encouraged to recruit and mentor friends and family for the next session.

**Southern Seven Health Department (Ullin, IL)**

The Southern Seven Coalition for Women’s Health will promote *The Heart Truth* message to women across the rural southern seven counties of Illinois, where heart disease risk factors and barriers to healthcare are higher than in the rest of the state. Through a media campaign, the annual African American Women’s Health Conference, and outreach events conducted in collaboration with churches and community organizations, women will learn about their heart disease risks and how to take action to protect their own health.

**The Cambodian Family (Santa Ana, CA)**

The “Healthy Heart Habits for Women” program will serve Cambodian and Hispanic women from refugee and immigrant families who speak limited English and live in a low-income, high-crime area of Santa Ana. Each participant’s progress will be charted as she participates in at least half of 20 healthy heart events—such as a demonstration of how to cook healthy versions of traditional foods, learning how to do aerobic exercise, risk screening, and heart health education in her native language. At least 10 women will be trained as outreach workers able to present healthy heart concepts in both English and their first language. The program will utilize existing Spanish *Heart Truth* materials and will develop print and video resources in the Khmer language, which may be of future value to NHLBI.

**West Virginia University Research Corporation (Morgantown, WV)**

The “Love Your Heart Movement” will serve women in rural, low-income areas of West Virginia, where generally low levels of healthcare access, structured exercise opportunities, and social support all have contributed to increased heart health risk. WVU’s Extension Service will equip women to know their risks and take action for heart health through community partnership development, volunteer trainings, February heart health celebrations, Women on Wellness (WOW) Retreats, a six-week walking challenge, Red Dress Sunday, broad community dissemination of *Heart Truth* messages, and heart health features on Extension's social media outlets, websites and Facebook.

**Total grants: \$292,380**