



# LOVE YOUR HEART 2019: OUR COLLECTIVE IMPACT

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*Presentation to EMCC*



# LOVE YOUR HEART

- Overview of Love Your Heart 2019
- Why Love Your Heart?
- Love Your Heart Results
- Ama Tu Corazón



LIVE WELL  
SAN DIEGO



## What is Love Your Heart?

- ♥ An annual event during which the County of San Diego and its partners provide **free blood pressure screenings** to the public at select sites throughout the San Diego region, Mexico, and other sites across the United States
- ♥ The goal of Love Your Heart is to activate residents to **“know their numbers”** and take charge of their own heart health
- ♥ Our ***Live Well San Diego vision*** in action!



This is the **eighth** year of Love Your Heart!

Love Your Heart started with the County of San Diego, and has since grown to include a diverse array of partners, including partners in:

Healthcare

Fire/EMS agencies

Schools and Universities

Media

Faith-and Community-Based Organizations

Business Community

City Governments

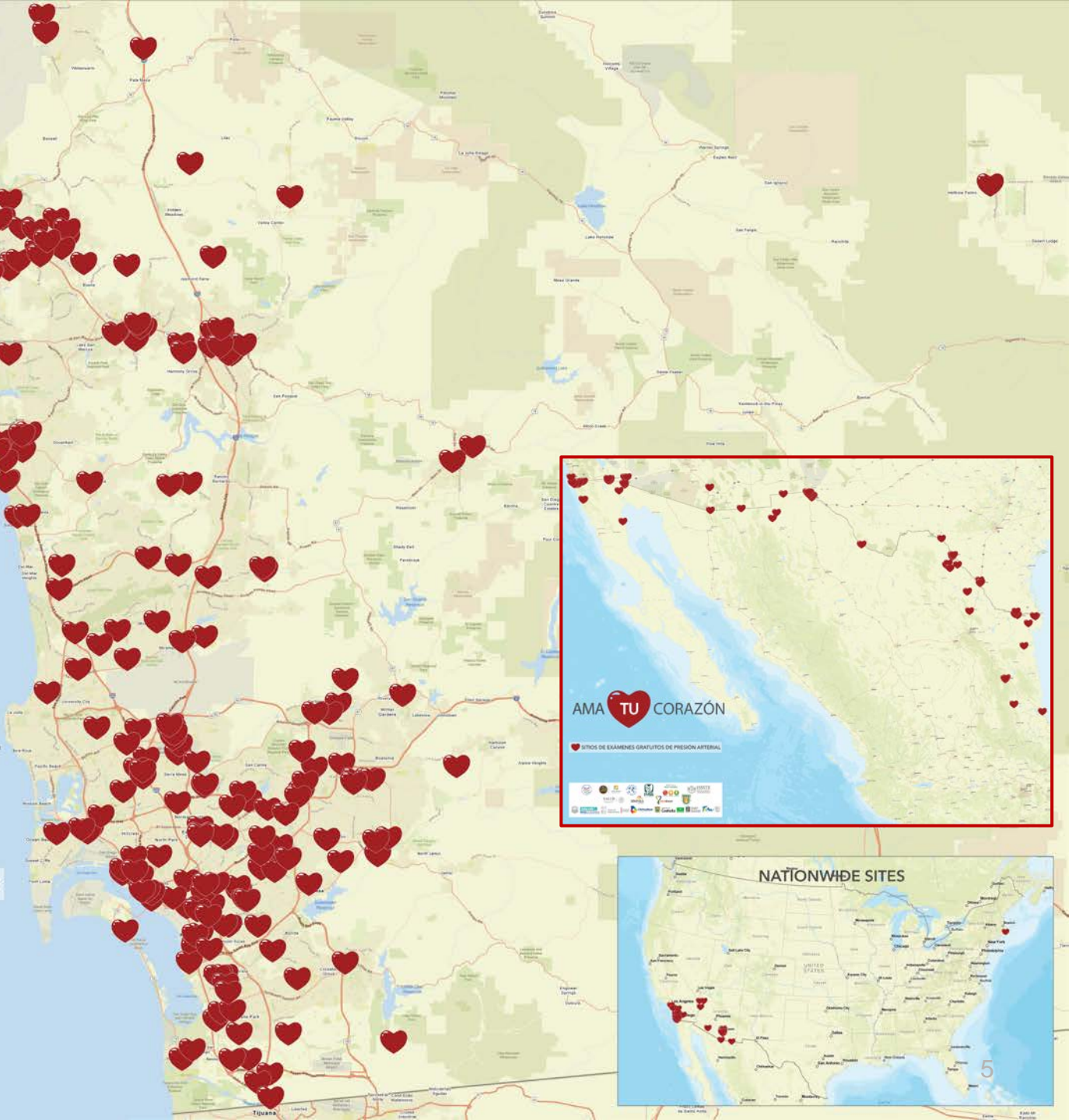
Non-Profits

...and more!

This year we had **375 Love Your Heart screening sites** in collaboration with partners in the US and Mexico

LOVE  YOUR HEART

 FREE BLOOD PRESSURE SCREENING LOCATIONS





*Despite an extreme winter storm site workers and volunteers stayed in high spirits and encouraged participants to get their blood pressure checked.*



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# Why Love Your Heart?



- ♥ High blood pressure was a primary or contributing cause of death for more than 410,000 Americans in 2014-- more than **1,100 deaths each day**.
- ♥ Only **about half** of people with high blood pressure have their condition under control.
- ♥ High blood pressure costs the nation **\$48.6 billion** each year.
- ♥ High blood pressure usually has **no warning signs or symptoms**.

The good news? Although you cannot control all of your risk factors for high blood pressure, **you can take steps to prevent or control high blood pressure and its complications.**





# Blood Pressure Categories



BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
<b>NORMAL</b>	<b>LESS THAN 120</b>	<b>and</b>	<b>LESS THAN 80</b>
<b>ELEVATED</b>	<b>120 – 129</b>	<b>and</b>	<b>LESS THAN 80</b>
<b>HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1</b>	<b>130 – 139</b>	<b>or</b>	<b>80 – 89</b>
<b>HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2</b>	<b>140 OR HIGHER</b>	<b>or</b>	<b>90 OR HIGHER</b>
<b>HYPERTENSIVE CRISIS (consult your doctor immediately)</b>	<b>HIGHER THAN 180</b>	<b>and/or</b>	<b>HIGHER THAN 120</b>

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We collected the following information:

- ♥ Basic demographics (age range, gender, and ZIP code of residence)
- ♥ “Is the respondent currently taking blood pressure medication?”\*
- ♥ Each person screened was put into one of the following blood pressure categories:
  - ♥ Normal, Elevated, Hypertension Stage 1, Hypertension Stage 2, Hypertensive Urgency, & Hypertensive Emergency

# How did we collect the data?

## SurveyMonkey!



### Love Your Heart 2019 Data

**1. What age range contains the respondents age?**

- 18-24
- 25-44
- 45-64
- 65+
- Decline to state

**2. What gender does the respondent identify as?**

- Male
- Female
- Decline to state

**3. In what zip code does the respondent reside?**

**4. Is the respondent a County of San Diego Employee?**

- Yes
- No

Next

# KNOW OUR 2019 NUMBERS



**43,524**

**Total Blood Pressure  
Screenings at 375 Sites**



**13,168**

**Screenings at  
190 Sites in San Diego**



**28,722**

**BP Screenings at  
152 Sites in Mexico**



**319**

**Screenings at  
5 Faith-Based Sites**



**61%**

**Of San Diego County  
Participants had a High  
Blood Pressure Level**



**101**

**Hypertensive Crises  
Recorded in  
San Diego County**



**38%**

**Of Participants 18 - 24  
Years Old had a High Blood  
Pressure in San Diego County**



**13,319**

**People Reached Through  
Love Your Heart Facebook  
Posts and 4 Live Videos**



**1.7 Million**

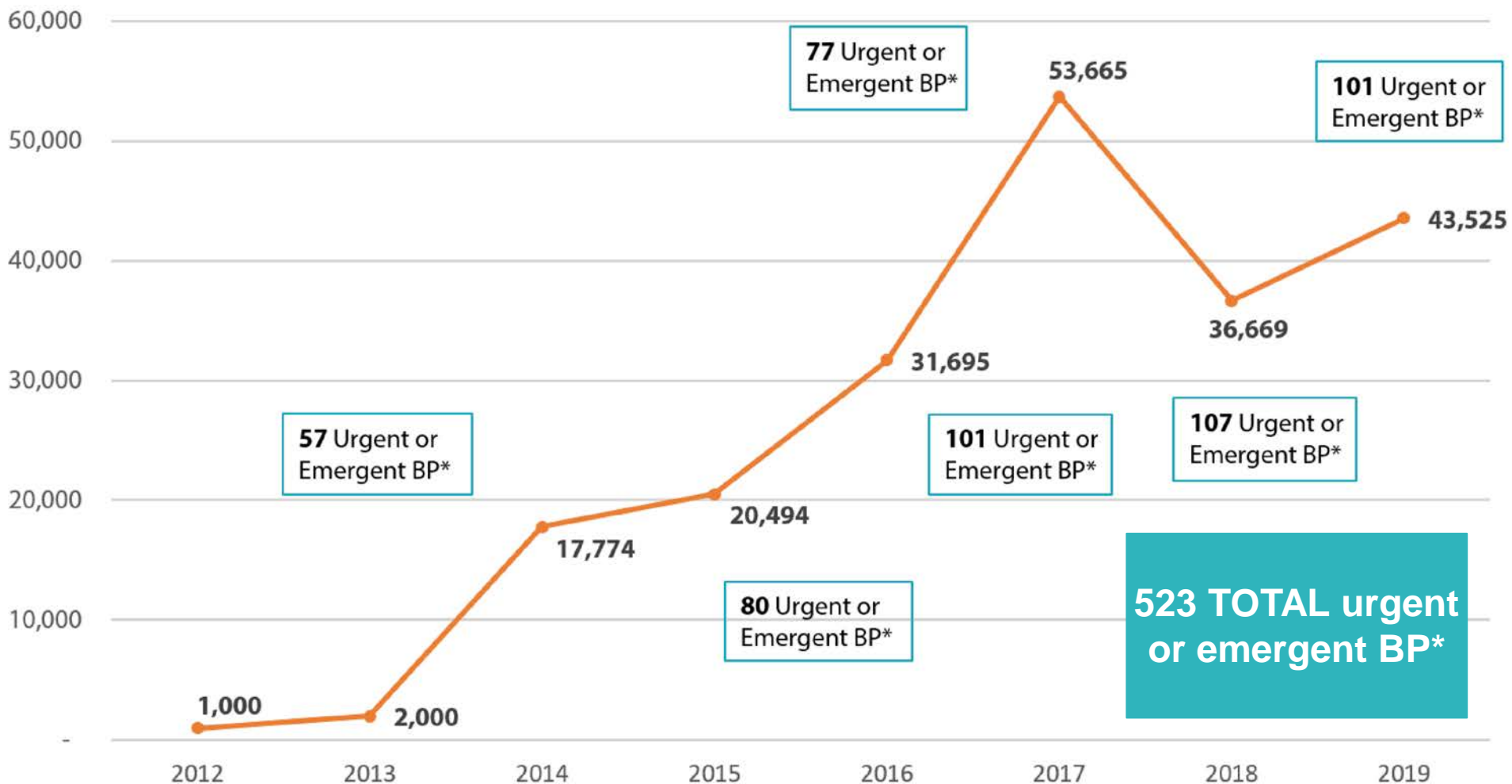
**People Reached with  
ABC10 Love Your Heart  
Partnership**



**141**

**Volunteers Supported  
Screening Sites**

# SCREENINGS PERFORMED BY YEAR 2012-2019



**523 TOTAL urgent or emergent BP\***

\*Urgent/emergent screenings reported for San Diego County sites only 14



3,876 participants responded to a question about the use of BP medications.

21.6% said they were using BP meds

Of those who use BP meds, 82.6% had high BP

Of those who said they did not use BP medication, **more than half** had high BP.

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# AMA TU CORAZÓN





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# THANK YOU!

For more information on Love Your Heart:

[www.loveyourheartsd.org](http://www.loveyourheartsd.org)

For more information on hypertension, heart disease and stroke:

[www.sdhealthstatistics.com](http://www.sdhealthstatistics.com)

For more information on *Live Well San Diego*:

[www.livewellsd.org](http://www.livewellsd.org)