



## CAMPAIGN FACTS

### **What is the PEACE of Heart Campaign?**

The PEACE of Heart campaign aims to raise awareness of the severity of heart-related disease among minority and underserved communities. Through preventive screening and hands-on help, the campaign will help to stir people to lead heart-healthy lives. PEACE of Heart stands for Partnership, Evaluation, Action, Community and Education.

The risk factors that contribute to heart disease often go undetected in minority communities and treatment can fall short because many people do not routinely visit a doctor. The PEACE of Heart campaign is spreading the word about the importance of heart health and also seeks to connect people with a “medical home,” which can serve as a source of regular care and follow-up. Heart health screenings and education events will take place at community health centers in six cities – Chicago, Atlanta, New Orleans, Washington, D.C., Miami, and New York City. The campaign will also include outreach to approximately 20,000 physicians in the six screening cities to encourage the use of clinical evidence in detecting, treating and preventing heart-related health issues.

### **Who is behind the PEACE of Heart Campaign?**

The campaign represents the kind of collaboration that is required to address such a severe national health issue. PEACE of Heart is backed by a coalition of concerned partners:

- *The American Heart Association*
- *The Association of Black Cardiologists*
- *LabCorp*
- *National Association of Community Health Centers*
- *National Medical Association*
- *National Minority Quality Forum*
- *RainbowPUSH Coalition*
- *UnitedHealth Group*
- *United Health Foundation.*

### **Why is this campaign being launched?**

Heart disease has reached epidemic proportions in our country and it is taking a severe toll on African Americans and other minority and low-income communities.

- As a result of a high prevalence of hypertension, African Americans have a 1.5 times greater rate of heart disease death and 1.8 times greater rate of fatal stroke than Caucasians, according to the American Heart Association (AHA).
- Heart disease, stroke and all other cardiovascular diseases account for 33 percent of deaths among African American males and 38 percent of deaths among African American females, according to recent statistics cited by the AHA.
- African Americans also have the highest rate of high blood pressure of all groups and tend to develop it younger than others.

By working with leaders from the medical community, the campaign hopes to take a meaningful step on a local level toward addressing a national health crisis in a unique and practical, hands-on manner that can serve as a model for communities across the nation.

### **How will the campaign encourage people to reduce their risk of heart-related disease?**

The campaign is designed to ensure people remain engaged in reducing their risk of heart disease. Specifically through:

- **Education.** Patients will receive information regarding understanding and controlling cholesterol, managing high blood pressure, understanding the risk of heart attack and stroke, and exercising for a healthier life.
- **Information.** Patients will receive their specific results. Patients are encouraged to “know their numbers” as a means to reduce their risk.
- **Defined follow-up.** The clinics will follow up the week after the screening and then again after 90 days to discuss progress.
- **Ongoing support.** All the participants in the program will be invited to make the community health center, where the free health screenings are offered, their “medical home.”

### **What will happen at the health screenings?**

The screenings will test for factors important in determining risk for heart-related issues including blood pressure, Body Mass Index, and cholesterol and glucose levels. The screening will be a comprehensive blood panel, which is a more accurate result than a "finger prick." Information on high cholesterol, high blood pressure, and other risk factors will be provided.

The health screenings are just the beginning of an ongoing relationship with the participants to ensure they are doing everything possible to reduce their risk for heart disease.

### **What is a medical home?**

A medical home is a care model in which patients form an ongoing, personal relationship with a physician who then leads a team of health care professionals who collectively take responsibility for the patient’s continuous care.

Preventive screening can save lives, but too often the emergency room replaces regular visits to the doctor. This program will encourage individuals at risk who do not have a regular doctor to adopt a medical home at a community health center where one health professional guides their care.

### **How can people participate?**

All are welcome to visit a local PEACE of Heart event for a free screening, to learn more about the importance of heart health, and to be connected with a medical home. Events will take place in Chicago on July 2, 2008, Atlanta on July 26, 2008, and will be scheduled in New Orleans, Washington, D.C., Miami, and New York City.

More broadly, we hope the campaign inspires people across the country to take a more active role in their health by getting preventive screenings, connecting with a physician or a medical home, and taking advantage of the resources local community health centers offer.