

# SALUDOS

July 1996

## *Greetings from the Project Coordinator. . .*

The summer finds us finalizing the educational materials and the TV and radio programs, expanding our network and creating strong partnerships, and preparing to bring *Salud para su Corazón* to our community this fall.

One important set of partners that has been invited to join the network are the Latino physicians in the Washington, D.C., metropolitan area. This issue of *Saludos* describes this effort.

I want to thank all of you for your help and creative ideas and to express the belief that you will make the full implementation of *Salud para su Corazón* as successful and dynamic as the planning phase has been.

The Latino community will experience the benefits of heart health information only through your involvement.

In closing, I will encourage you to continue to participate in the *Salud para su Corazón* activities planned for the months ahead.

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

## **Community Alliance Physicians' Network Formed with *Salud Para Su Corazón* Project**

The National Heart, Lung, and Blood Institute (NHLBI) and the Citibank Medical Group, a member of the Community Alliance Working for Heart Health, recently sponsored an educational seminar for Latino physicians from the Washington, D.C., metropolitan area. The seminar's purpose was to inform the physicians about the project and to establish a Latino physicians' *Salud para su Corazón* network. The vision for the physicians' network is to serve as another vehicle for the project's outreach to Latinos.

As moderator of the seminar, Dr. Elmer Huerta, a physician at the Washington Hospital Center and a member of the Community Alliance, described the *Salud para su Corazón* project to the physicians. He stressed the importance of the project and its goals and encouraged their active involvement in furthering the project's goals. During his presentation, he emphasized the need for intervention by physicians to reduce the prevalence of modifiable risk factors for cardiovascular disease (CVD) among Latinos. He gave smoking cessation as an example by saying, "A brief 2-minute intervention is the single most powerful element to help people stop smoking. It has a profound impact on patients' behavior."

The physicians expressed interest in being involved with the project and were enthusiastic about the opportunity to network with one another. At the end of the seminar, evaluation forms were completed and returned by 18 physicians. Evaluation results from physicians, who represented public, private, and government entities, showed that nearly half are currently involved with community health organizations. More than 70 percent said that they would be willing to volunteer in outreach activities targeting Latinos such as conducting prevention educational sessions (*charlas*) at churches and other community sites, displaying and distributing the *Salud para su Corazón* educational materials in their office or workplace, using brochures for patient education, showing the *Salud para su Corazón* video in their office waiting area, and displaying the project poster.

### *Contents*

<i>Greetings from the Project Coordinator</i> . . . . .	1
<i>Community Alliance Physicians' Network Formed with Salud Para Su Corazón Project</i> . . . . .	1
<i>Community Alliance Meeting Highlights</i> . . . . .	2
<i>Project Updates</i> . . . . .	2
<i>New Publications Available</i> . . . . .	3

They also agreed to support the *Salud para su Corazón* project by becoming part of the physicians' network. Eighty percent of the physicians said that they would like to be listed on the Community Alliance physicians' referral list, and 93 percent said that they would recommend the *Salud para su Corazón* project to their colleagues.

"The wonderful representation of support from these physicians is invaluable to the *Salud para su Corazón* project," said Matilde Alvarado, Latino Initiative team leader at NHLBI. She added, "Their involvement is the most effective way for health promotion efforts to reach this audience."

### **Community Alliance Meeting Highlights**

The Community Alliance meeting was held on March 29, 1996. Dr. Victoria Jennings guided the evaluation exercise and helped identify areas of strength and weakness that need to be taken into account as the *Salud para su Corazón* project moves into the implementation phase.

**Meeting logistics.** In response to the negative marks given to NIH's parking facilities, the next meeting scheduled for July 26, 1996, from 8:30 a.m. to 12:00 p.m. will be held at the Washington Gas Company located at 1100 H Street, N.W., Washington, D.C.

**Communication.** This is a critical area for improvement. This issue of *Saludos* and the next Alliance meeting are attempts to improve communication among Community Alliance members and the project network. In addition, a calendar of *Salud para su Corazón* activities will be available in September. The calendar will be distributed among the Community Alliance members and the network. The activities will also be announced in local Spanish language newspapers.

**Involve the target audience.** Eight easy-to-read materials on heart disease risk factors and heart-healthy lifestyles will be pilot tested in area clinics and community programs at the end of July. Members of the Latino community will look at mock-ups of the brochures and asked questions about the design and content to be sure it is understandable to them.

**Involve the community.** This area is critical to assure the success of the project. Since the last Alliance meetings, new partners have joined the network (see project updates). They will support outreach efforts in the local area as well as nationally. The outreach efforts will target churches, community programs, sports events, and other community gatherings. Please identify ongoing community activities that may benefit from including a *Salud para su Corazón charla* and blood pressure and cholesterol screenings in their activities.

**Involve Spanish language media.** Several efforts are being planned to address this area. Dr. Elmer Huerta is finalizing the series of 21 programs on heart disease prevention. The programs will be aired on his regular *Cuidando su Salud* program on Radio Borinquen. Also, Dr. Huerta will feature the *Salud para su Corazón* project on his cable television program. The Línea Directa television program will feature the *Salud para su Corazón* video called *Por amor al corazón, ejercicio y nutrición*. The video is currently under production. In addition, Mr. Salvador Pérez Gómez is developing 12 *Salud para su Corazón* newspaper articles highlighting the cardiovascular disease risk factors and the behaviors that may prevent them. The Alliance needs to identify a popular local newspaper willing to publish the articles at no cost or a business willing to sponsor the column.

**Define Community Alliance members' roles.** During the planning phase, the Community Alliance worked through four committees: the Print Educational Materials Committee, the Outreach and Dissemination Committee, the Media Committee, and the Evaluation Committee. As the project moves toward the implementation phase, the Community Alliance needs to redefine the role the members will play. This task will be accomplished at the next Community Alliance meeting.

### **Project Updates**

#### **New Partnerships**

Establishing strong partnerships has been one of the primary goals of the *Salud para su Corazón* initiative since its inception in 1994. The collaborative efforts between the NHLBI and the members of the Community Alliance Working for Heart Health have resulted in a heart health community outreach model that can be replicated in other Latino communities across the country. It is only through the concerted efforts between community-based programs, businesses, media outlets, national Hispanic organizations, private health organizations, local health departments, and other government agencies that heart disease prevention can become a priority for the Latino community.

We are very pleased to welcome our new partners: The National Council of la Raza (NCLR), the Washington Adventist Hospital, the Office of Research on Minority Health at NIH, the Office of Minority Health Resource Center, and the U.S. Department of Education.

#### **National Council of la Raza**

NCLR will be a key player in launching the *Salud para su Corazón* initiative at the national level. NCLR has agreed to reprint the *Latino Community Cardiovascular Disease Prevention Initiative: Background Report*, which will be

distributed at the upcoming NCLR National Conference to be held in Denver, Colorado, on July 13-17, 1996. In addition, NCLR will disseminate the *Health Promoters Manual*, the easy-to-read materials, the video, and the *Cardiovascular Disease Prevention Charla Planning Guide* among its affiliates.

#### **Adventist HealthCare Mid-Atlantic**

Two of its local hospitals, the Washington Adventist Hospital in Takoma Park and Shady Grove Adventist Hospital in Rockville, will support the *Salud para su Corazón* community outreach efforts in Maryland by providing free blood pressure and blood cholesterol screenings at health fairs and *charlas*, conducting a smoking cessation program in Spanish, and facilitating heart-healthy cooking demonstrations in several local Adventist churches.

#### **The Office of Research on Minority Health at NIH**

The NIH Office of Research on Minority Health will support the launching of the *Salud para su Corazón* initiative at the national level by providing partial funding for the production of larger quantities of the easy-to-read materials, the recipe booklet, the *Health Promoters Manual*, the *charla* planning guide, as well as the production and implementation of a major regional media campaign.

#### **Office of Minority Health Resource Center**

The Office of Minority Health Resource Center is interested in making the easy-to-read materials available through its database.

#### **The U.S. Department of Education**

The Department of Education's Division of Adult Education and English as a Second Language (ESL) is interested in disseminating the easy-to-read materials through its numerous ESL programs.

#### **New Publications Available**

*The Latino Community Cardiovascular Disease Prevention and Outreach Initiative: Background Report.* This report provides a comprehensive risk factor profile of cardiovascular disease among the Latino population in the United States and was produced to establish the *Salud para su Corazón* project. (Publication Number 55-713)

*Focus Group Report.* This report contains the results of seven focus groups conducted among Latinos in Washington, D.C., Maryland, and Virginia. These focus groups were conducted in April 1995. The report contains key findings regarding this population's knowledge and attitudes about heart disease and its risk factors; media usage and preferences; and publications and material needs and preferences. The results were used to develop the strategies and materials for the *Salud para su Corazón* project. (Publication Number 55-714)

To order any of these publications, call the NHLBI Information Center at (301) 251-1222.