

P² Collaborative of Western New York

Target the Heart

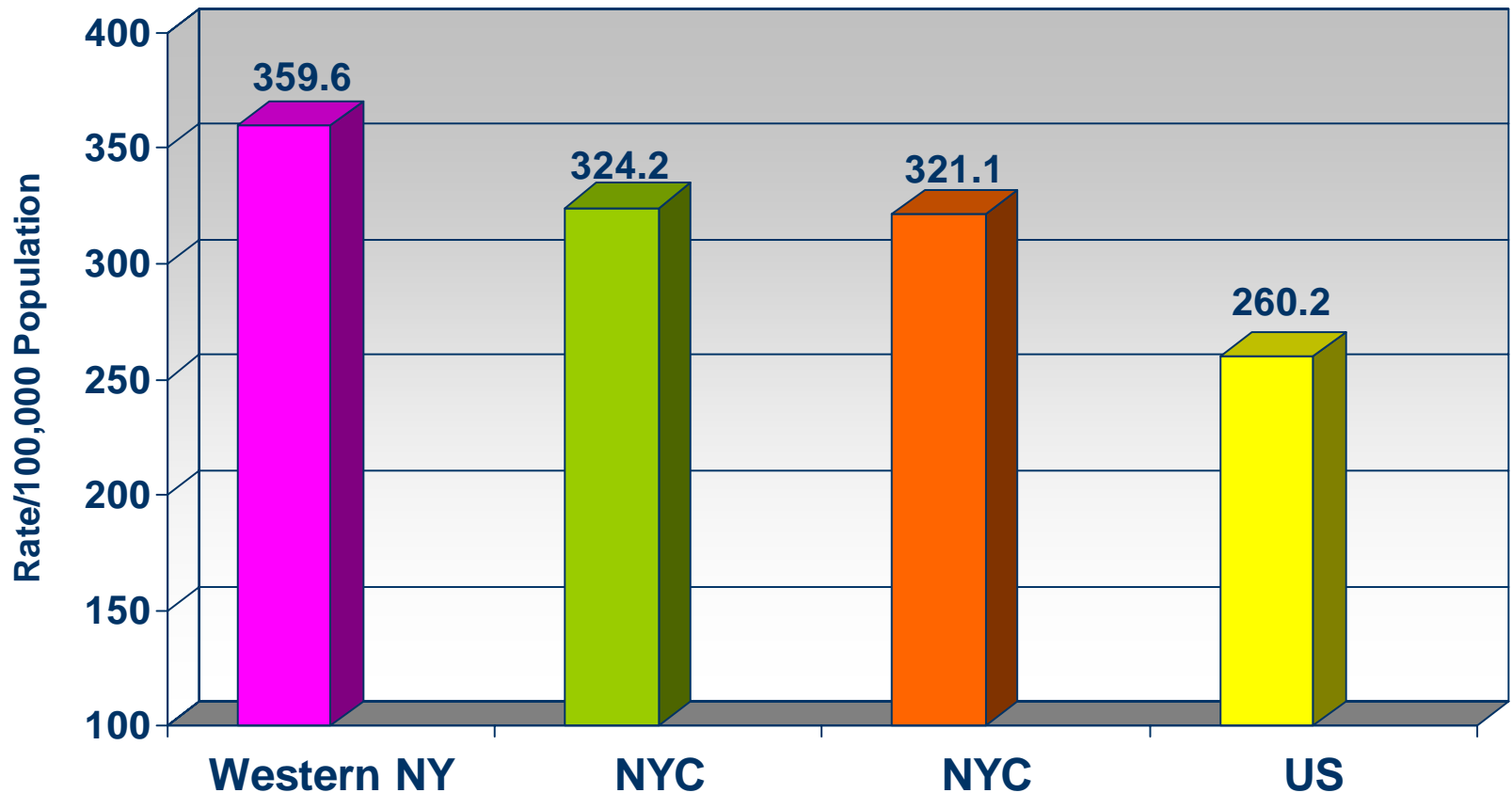
A Summit on Stroke and Heart Disease in Women

June 28, 2007

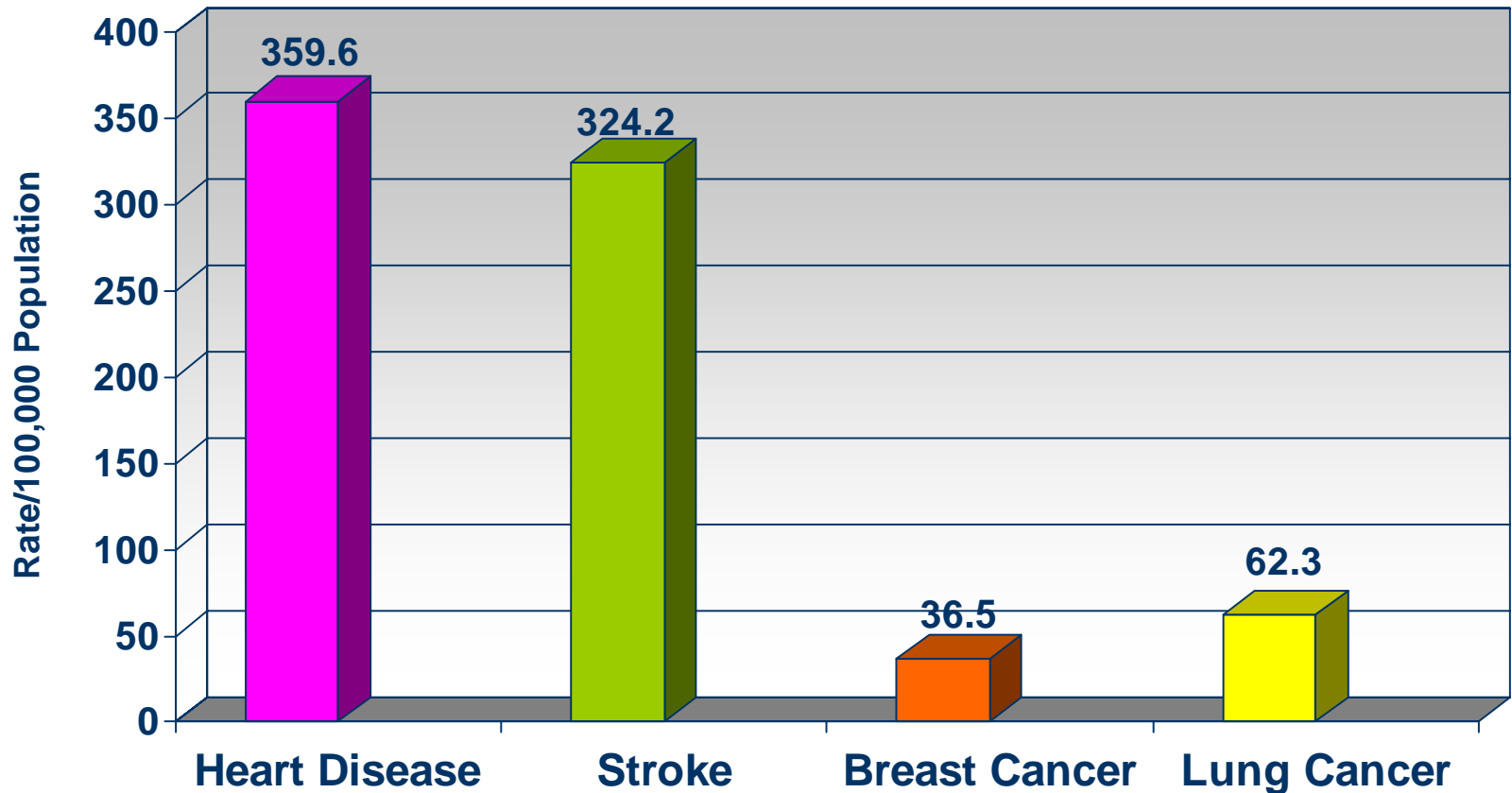
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- What is *Target the Heart*?
- Why did we need to do this in our community?
- Women living in WNY are 39% more likely to die of heart disease compared to women in the US

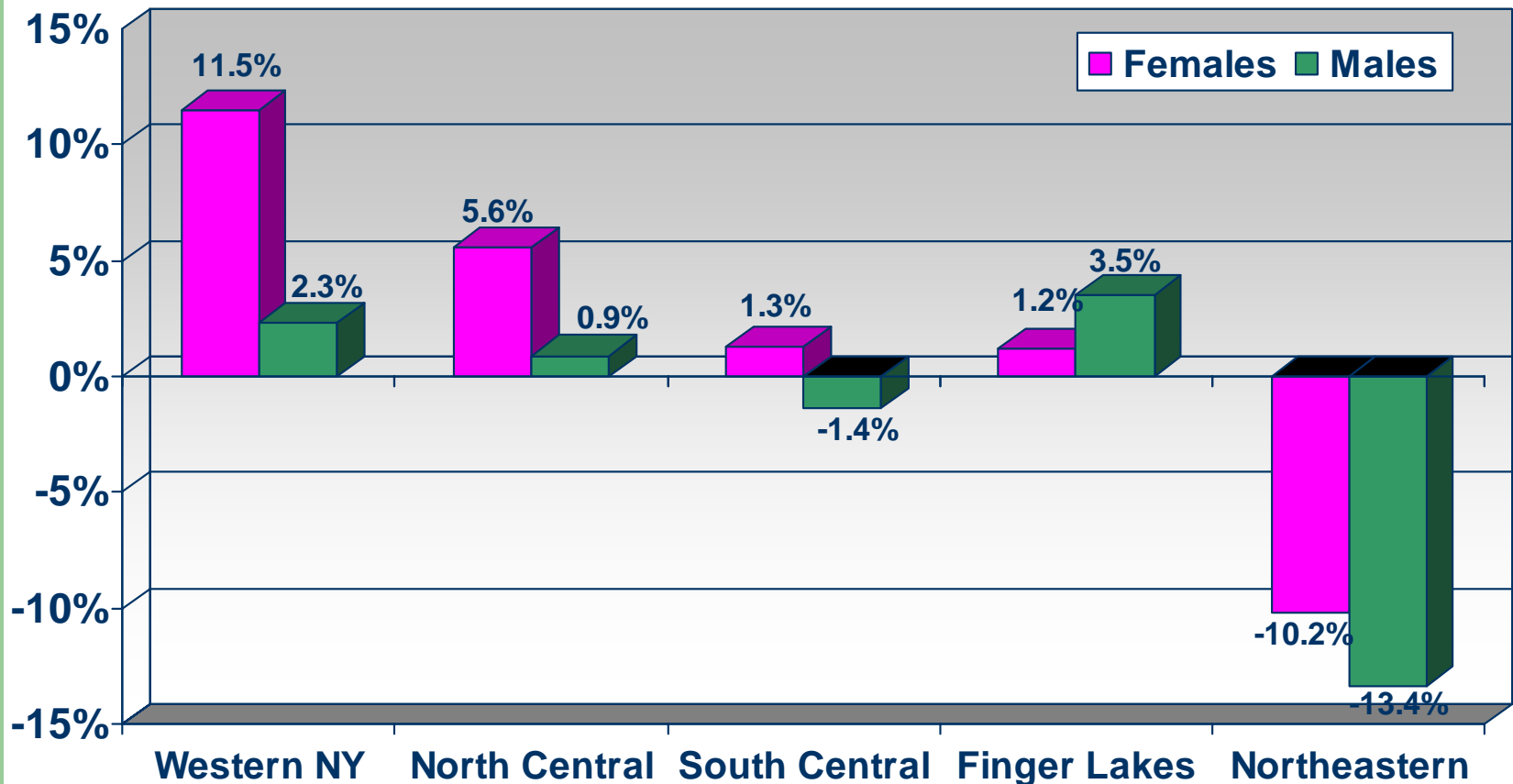
Heart Disease Death Among Women: Western NY, NYC, NY State, & US



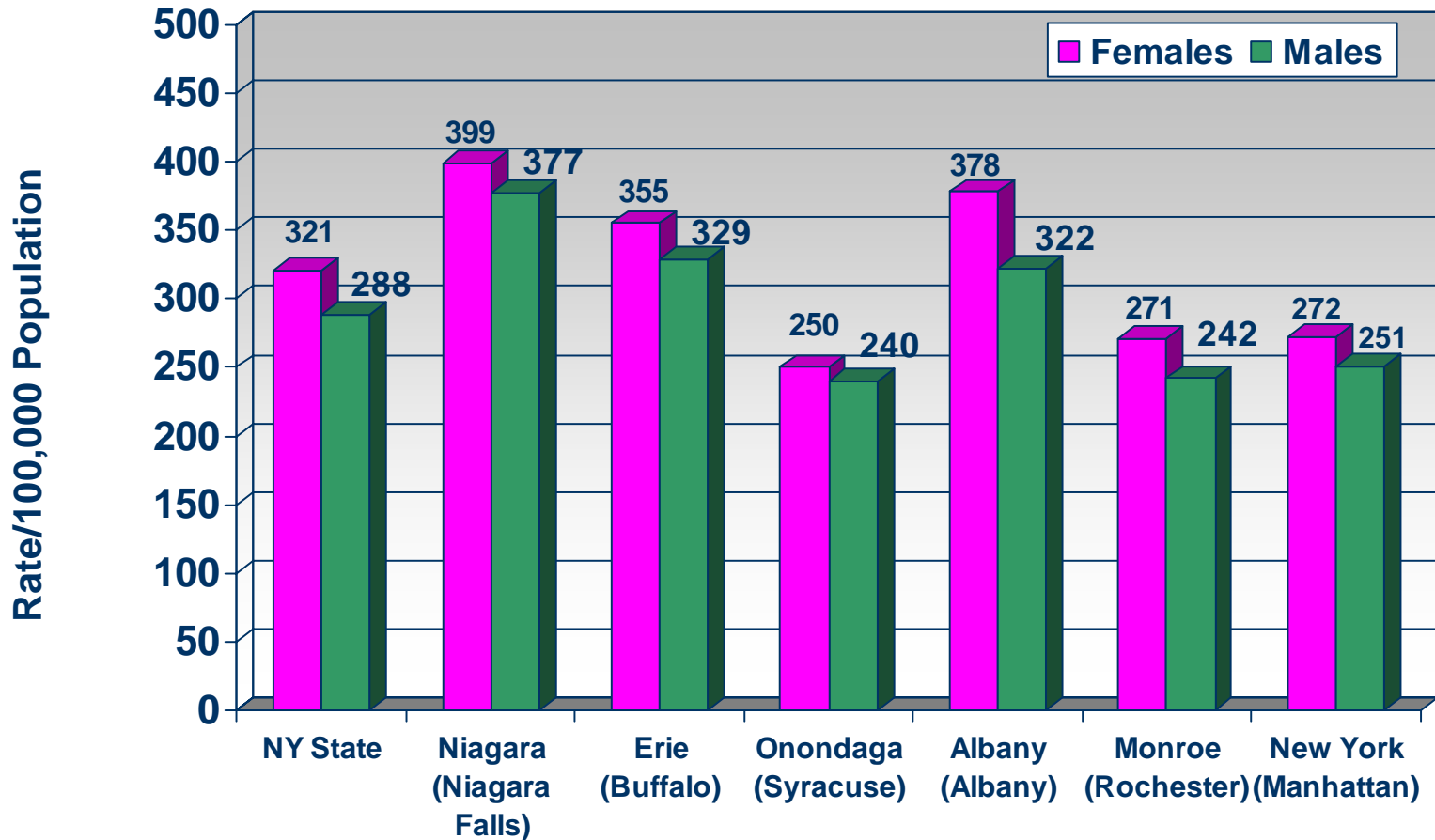
Heart Disease & Stroke Kill Hundreds More Western NY Women Than Many Cancers!



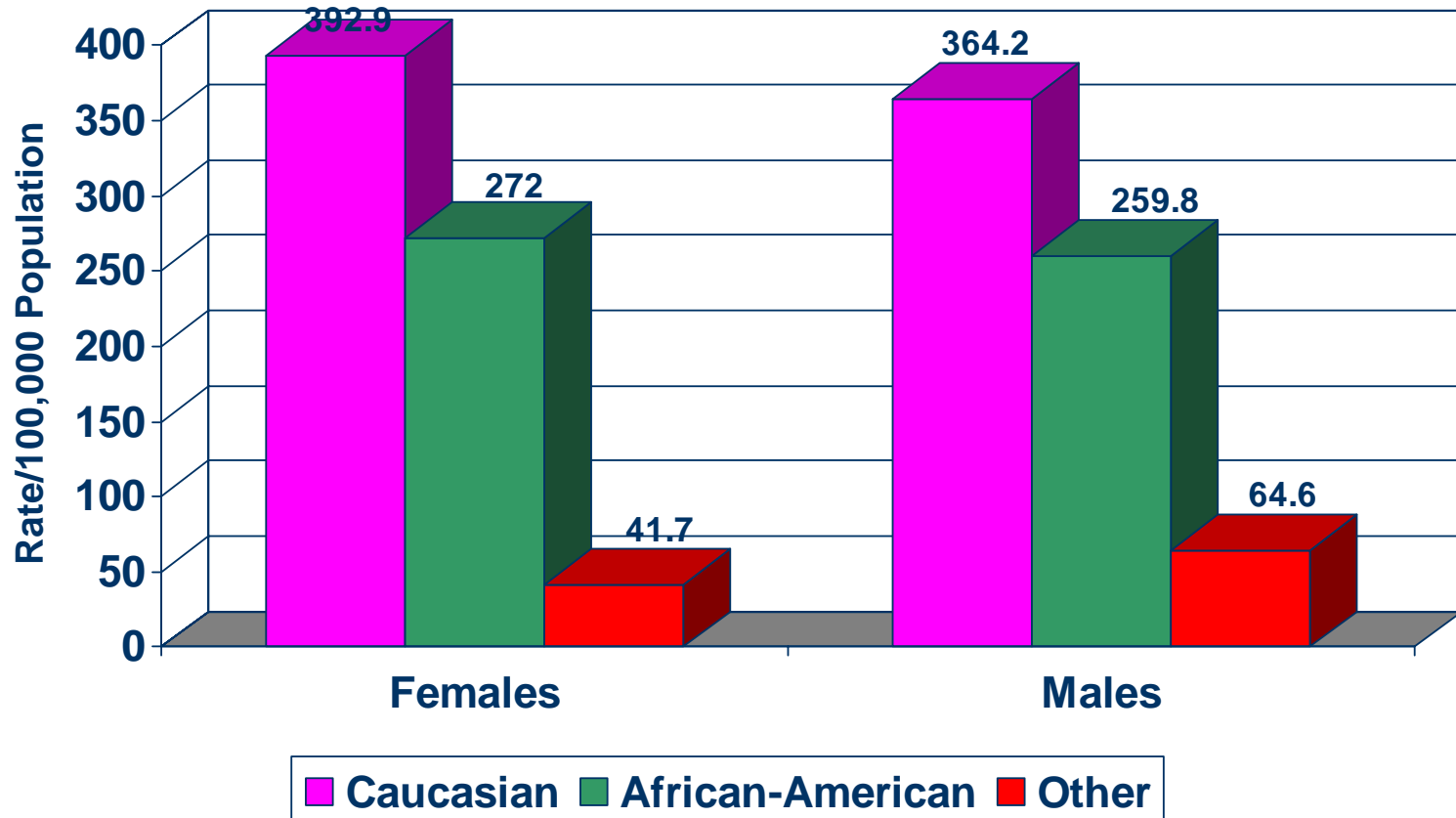
Age-Adjusted Heart Disease Rates in Upstate NY: Actual v. Expected



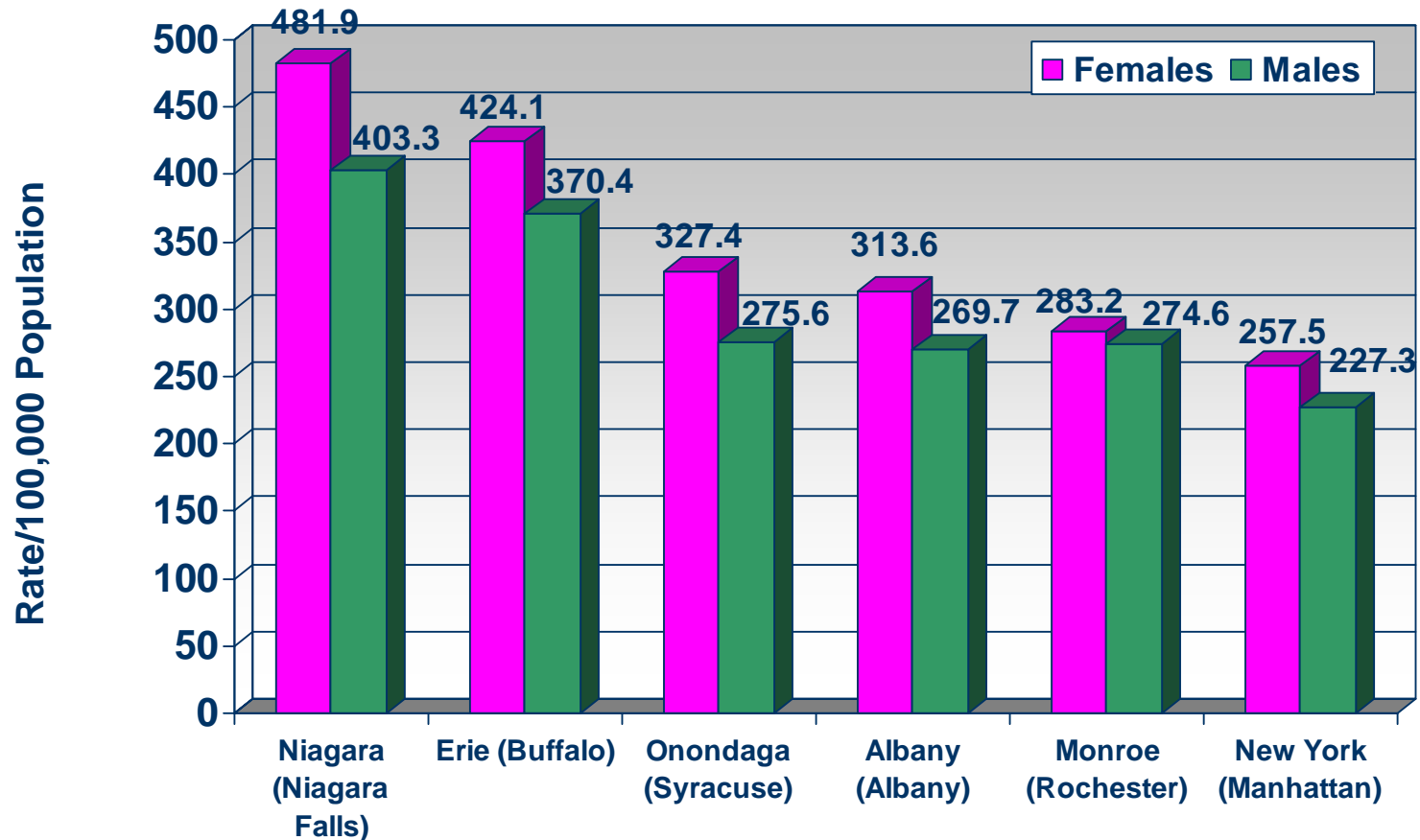
Heart Disease Death in NY State & NY State Counties



Heart Disease Death by Race in the Buffalo-Niagara Region



Stroke Prevalence in NY State Counties



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Target the Heart

A platform for launching a community effort to ignite people to action

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Objectives

- Raise awareness levels of heart disease and stroke in women
- Highlight best practices and successful programs drawn from across the nation
- Create effective dialogue, networking, and partnership opportunities
- Create affinity groups that will collaborate in designing and implementing interventions across multiple segments of WNY

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Guiding Principles

- Sense of Ownership of the Challenge
- Communality of Purpose
- Early “WIN” Opportunities
- Framework/Structure & Communication Vehicles in Place
- Culturally Appropriate Initiatives

P² Collaborative of Western New York Improvement Framework

	Awareness/ Knowledge	Attitudes	Individual Behaviors	System Change
Learning Sites				
Faith Sites				
Work Sites				
Provider				
Community at Large				

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Outcomes

- Two groups of “Women Heart” were started in WNY
- Increased use of American Heart Association programs
- “Power to End Stroke” initiated by 25 churches
- American Cancer Society, American Diabetes Association & American Heart Association came together and created one brochure
- “Search Your Heart”, a faith-based program, was created for the Latino and African-American communities

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Outcomes

- “Peer to Peer Stroke Connection” was created
- Local MDs joined NCQA to use evidence-based measures in their practices
- Increased and continual messages in the media
- “Go Red for Women” events started in the community
- “Cholesterol Lowdown” was made available in English and Spanish

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Lessons Learned

- Sustainability, Sustainability, Sustainability
- Once a sense of urgency over an issue is created be prepared to move forward
- Try not to lose momentum
- Have a dedicated staff person
- Have dedicated funding source
- Structure

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	Awareness/ Knowledge	Attitudes	Individual Behaviors	System Change
Learning Sites	Power Eaters	Power Eaters	Power Eaters	Power Eaters
Faith Sites				
Work Sites				
Provider				
Community at Large				

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