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### Background

In 2013, a total of 2,596,993 deaths were reported in the United States<sup>1</sup>. In Napa County, between 2005 and 2008 there were a total of **1,099 heart disease deaths**, an average of 275 deaths per year<sup>2</sup>. The age-adjusted heart disease death rate is 152.7 deaths per 100,000 persons. An estimated 62% of Napa County residents are overweight or obese, increasing their risk for coronary heart disease. Percentage of adults who reported ever being diagnosed with heart disease was **8.5% for Napa County while California was 6.3%** between 2005-2007<sup>2</sup>. Currently, the Napa Community Health Improvement Plan for 2014-2017 lacks a heart healthy program.

In response to the prevalence of heart disease, the **Cardiology Awareness and Resources for Everyone (CARE)** program, in partnership with Azteca Market, Queen of the Valley Medical Center and cardiology nurse Jessica Schloss, implemented CARE program at their local grocery store, support group, and online. The program was created to **reduce the prevalence of heart disease** by providing a heart healthy food labeling system in local grocery stores, heart disease fact sheets, online resource to heart disease support and activities.

### Program Goal & Objectives

The CARE program aims to **increase awareness** of the importance of heart disease, post-patient care outreach, heart healthy products in local grocery stores and trends among residents of Napa County.

#### Objectives:

- 1.To **increase health** advocates that educate their local communities regarding the importance of a heart healthy lifestyle.
- 2.To create and strengthen **sustainable partnerships** for collective impact.
- 3.To **urge the office of Public Health** in Napa County to implement a heart disease awareness program.
- 4.To improve wellness and healthy lifestyle by highlighting **heart healthy food options** in local grocery stores.



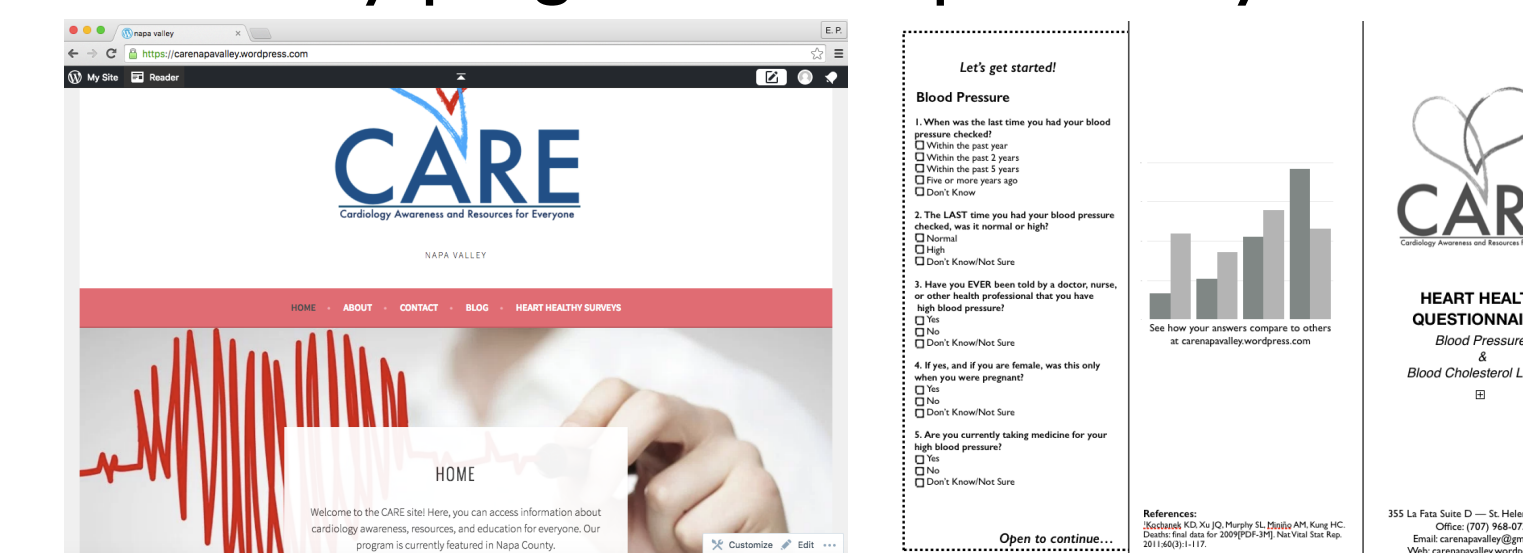
**Azteca Market, Napa, CA**  
*Product Labeling & Reassignment*  
December 2015

### Program Methodology

The CARE Team consists of three health advocates: CARE Founder, Eliana Aguayo, cardiology nurse Jessica Schloss and Azteca Market, the local grocery store. All three exercised activities that collected data related to the analysis of heart disease in Napa County. Each month, the health advocates educated the local public on heart disease. The materials created by CARE were distributed at Azteca Market, cardiac rehab support groups, and online in the form of a **questionnaire, heart healthy guide and fact sheets**. In addition, the information collected was shared with elected officials and the office of Public Health to implement CARE as an official heart healthy program for Napa County.

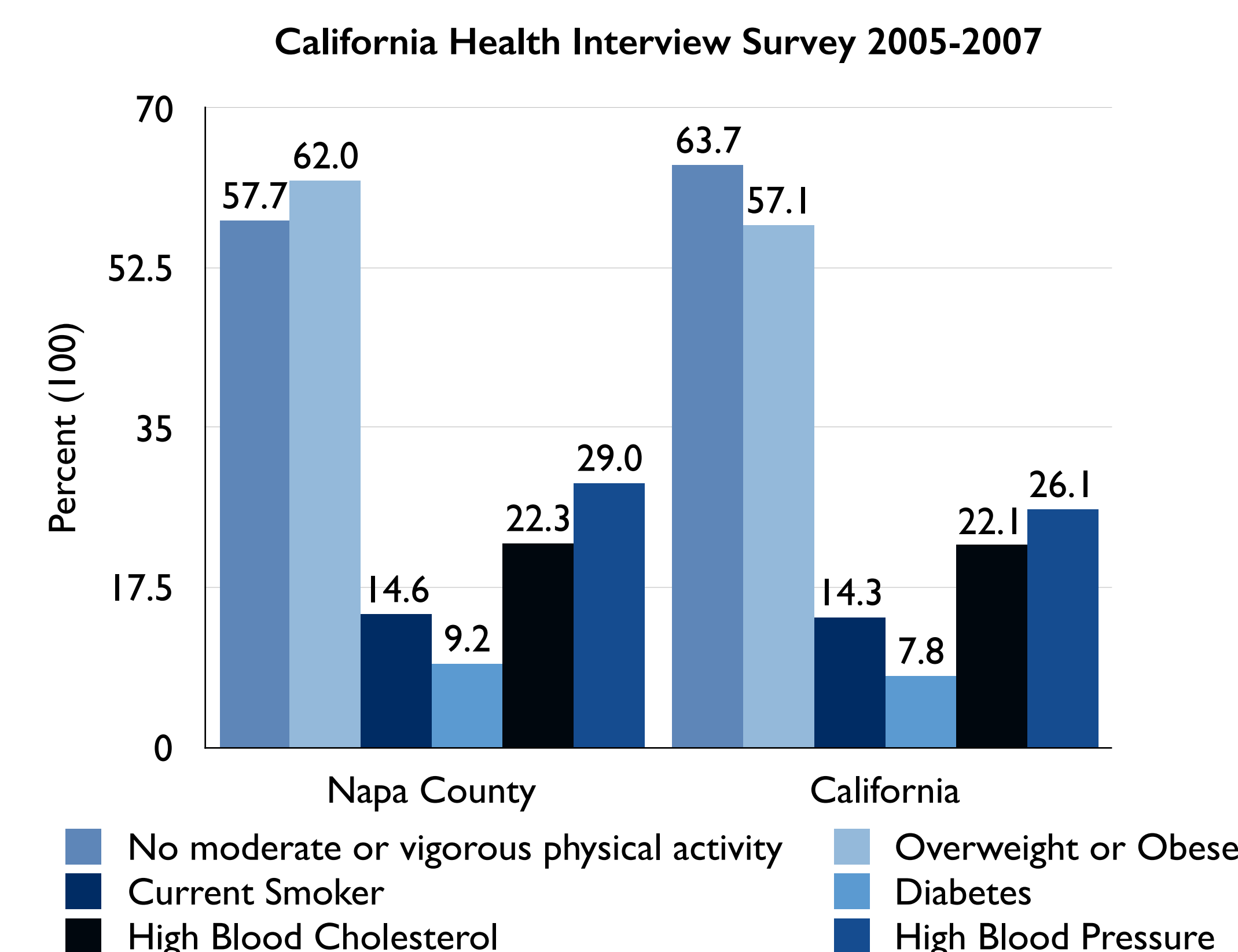
#### Activity topics:

- 1.Knowledge of Risk Factors for Heart Disease (Questionnaire)
- 2.Highlighting Heart Healthy Foods in Azteca Market (In-Store Labeling)
- 3.Share Your Journey and Spread Your Knowledge (Support Group)
- 4.CARE Website (Online)



### Program Reach

During a 6-month period, three CARE heart health advocates conducted 5-30 minute questionnaires with 250 local residents of Napa County. The demographics below illustrate the various answers provided by the local community.

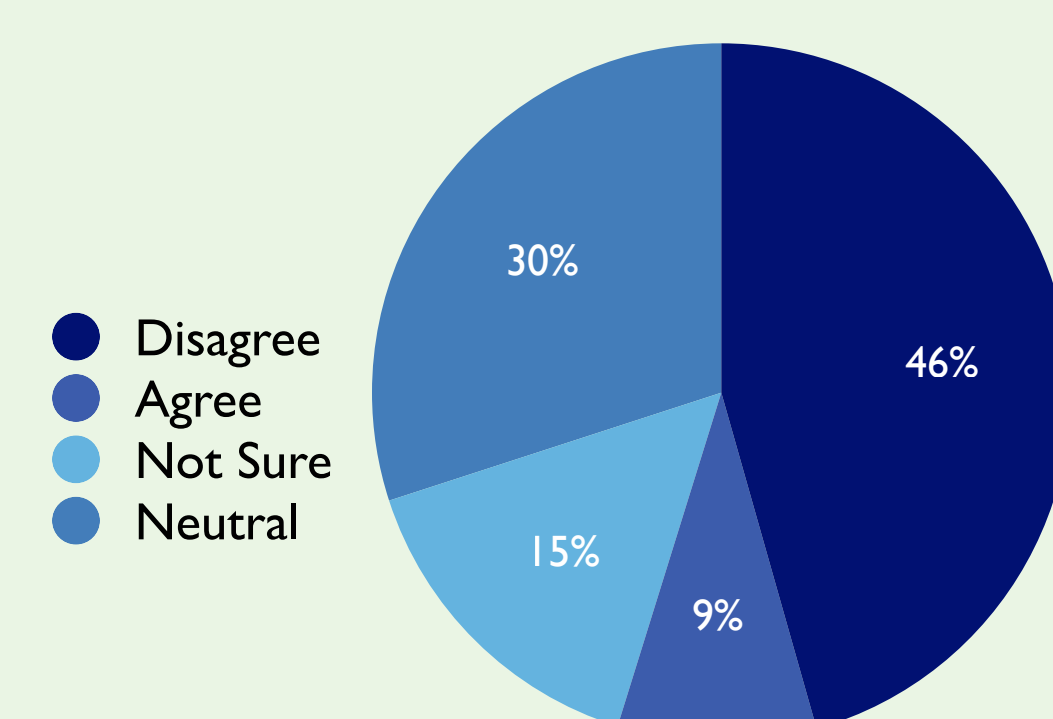


	CARE Participants*	% Percent	# of Individuals
Sex	Male	48.8%	122
	Female	51.2%	128
Age	18-24	16.4%	41
	25-30	14.8%	37
	31-40	34.4%	86
	41-50	16.8%	42
	51-60	7.2%	18
	61-70	7.6%	19
	71+	2.8%	7
Race/ Ethnicity	White, non-Hispanic	45.6%	114
	Hispanic	33.2%	83
	Asian/Pacific Islander	12.4%	31
	African American	6%	15
	American Indian/Alaska Native	0.8%	2
	Two or more race categories	2%	5

\* Questions based off a questionnaire answered by 250 adults 18-65+ of all ethnic backgrounds in Napa County.

### Program Results

#### Do you practice a heart healthy diet?



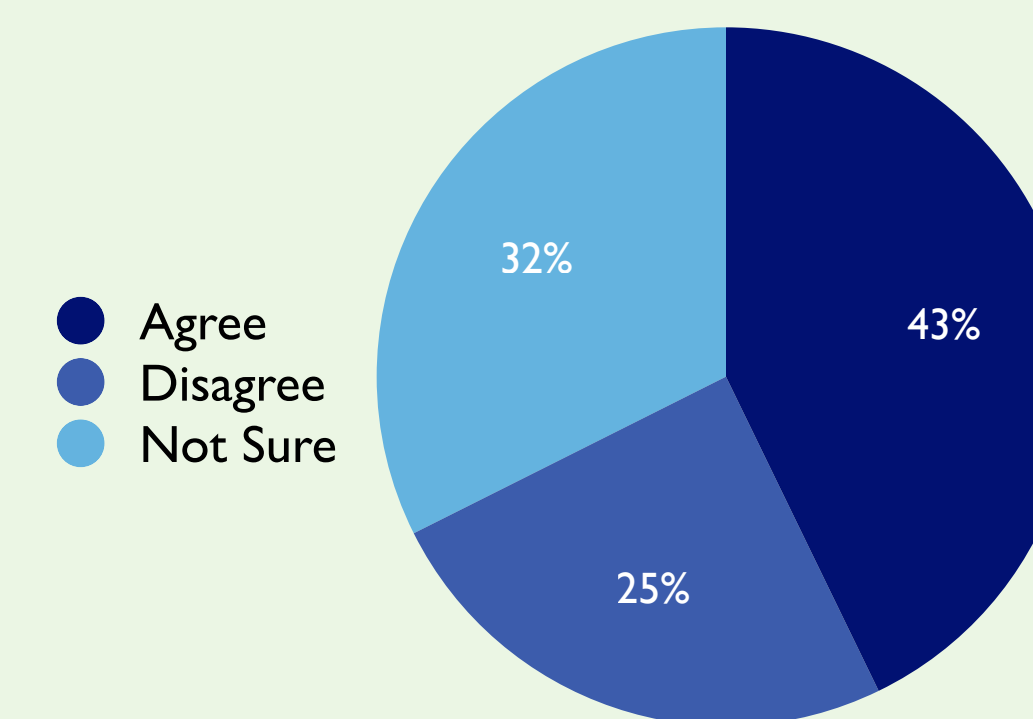
#### Activity I: Self-Evaluation of Heart Healthy Eating

Deliverables: 250 Participants Reached  
1. Self-Evaluation Questionnaire, 20 questions  
2. Heart Healthy Food List  
3. CARE Website resources

Participants developed strategies to modify their diet to heart healthy foods, participants have increased their knowledge of...

- Heart healthy foods by 86%
- Unhealthy heart foods by 85%
- Affects of sodium by 100%
- Healthy food substitutions by 91%

#### Are you aware of the risk factors for heart disease?



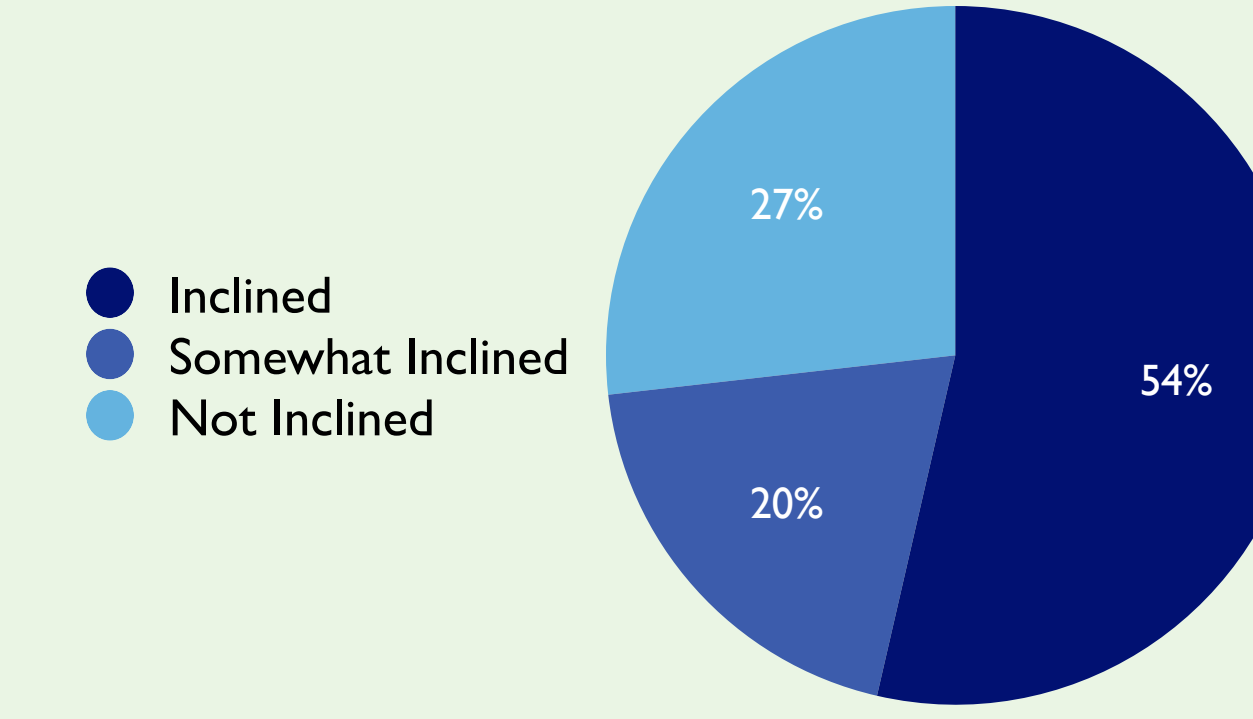
#### Activity II: Knowledge of Risk Factors for Heart Disease (Questionnaire)

Deliverables: 100 Participants Reached  
1. Risk Factor Questionnaire, 15 questions  
2. Guide: Preventing Heart Disease, 2 pages  
3. CARE Website resources

Participants were educated on the risk factors for heart disease, participants have increased their knowledge of...

- Heart Disease Risk Factors by 72%
- Methods for Prevention by 95%
- Early Signs by 88%
- Heart Disease Medical Terms by 73%

#### Are you inclined to buy products that are labeled as heart healthy?



#### Activity III: Highlighting Heart Healthy Foods in Azteca Market (In-Store Labeling)

Deliverables: 250 Participants Reached  
1. Store Evaluation, 10 questions  
2. Heart Healthy Grocery Shopping List  
3. CARE Website resources

Participants developed strategies to increase their likelihood of purchasing heart healthy foods, participants have learned how to...

- Identify Heart healthy foods by 96%
- Recommend CARE by 72%
- Modify cooking recipes by 56%
- Look for CARE picks by 99%

### CARE Benefits

#### For the Community:

- Encourages positive change in CARE participants' heart health lifestyle
- Increases consumption of heart healthy food
- Boosts heart disease knowledge and awareness
- Provides online and in-store resources for heart disease prevention, particularly for local shoppers
- Creates a support network for heart disease patients looking to share their journey with the other health advocates

#### For CARE:

- Blueprint model for prospective grocery stores, cardiac rehab centers, and public health offices outside of Napa County
- Obtained data from CARE participants, particularly regarding knowledge of risk factors and eating habits
- Impacts newly diagnosed patients that have little to no knowledge of heart disease
- Effective distribution of deliverables through in-store, support group, and web

### Conclusion

Data collected reflects the **complete achievement** of CARE's objectives during a 6-month period, heart disease awareness initiative. The 250 participants were **left well informed** (i.e. understanding the prevalence of heart disease in Napa County) and with a **new skill set** (i.e. identifying heart healthy/harmful foods). The focus on heart disease awareness and its risk factors resulted in 91% of participants continued interest to achieving a heart healthy lifestyle. The cardiac support group reached a **98% retention rate** after being informed of CARE's new in-store and online resources to improve their heart health. Additionally, 100% of participants **received deliverables** regarding additional information about the program, and were contacted with their collaborative results.

Noteworthy, 95% of participants acknowledge that Napa County lacks a heart healthy awareness program in their Napa Community Health Improvement Plan for 2014-2017 and look forward to **CARE being implemented**.

### Acknowledgements

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### References

- <sup>1</sup> "Deaths and Mortality." National Center for Health Statistics. April 27, 2016. Accessed June 20, 2016. <http://www.cdc.gov/nchs/fastats/deaths.htm>.
- <sup>2</sup> Leading Causes of Death: Heart Disease Fact Sheet, March 12, 2006, 1-3. Accessed June 2, 2016. [countyofnapa.org/WorkArea/DownloadAsset.aspx?id=4294972373](http://countyofnapa.org/WorkArea/DownloadAsset.aspx?id=4294972373).