Women & Heart Disease: Impact & Resources for Minority Women

Mary McGowan
Chief Operations Officer
WomenHeart
WomenHeart: Strangers Became Heart Sisters

1999: Three Women Faced the Same Problems
- Misdiagnosis
- Fear & Isolation
- Inadequate treatment
- Little Information & Support

Advocate for research & policies on behalf of patients.

Educate women to take charge of their heart health.

Support women living with heart disease.

Partner with hospitals committed to advancing women’s heart health.
Scientific Advisory Council

❤ Theresa Beckie, Ph.D., RN, FAHA, University of South Florida
❤ Susan K. Bennett, MD
❤ Kathy Berra, MSN, ANP, FAAN, Stanford Prevention Research Center
❤ Nieca Goldberg, MD, New York University
❤ Martha Gulati, MD, MS, FACC, FAHA, The Ohio State University
❤ Sharonne N. Hayes, MD, FACC, Mayo Clinic
❤ Alexandra Lansky, MD, FACC, Yale University
❤ Pamela Marcovitz, MD, Ministrelli Women’s Heart Center, Beaumont Hospital
❤ Stacey E. Rosen, MD, FACC, FACP, FASE, North Shore LIJ Health System
❤ Amparo Villablanca, MD, University of California, Davis
❤ Annabelle S. Volgman, MD, FACC, Rush University Medical Center
❤ Mary Norine Walsh, MD, FACC, St. Vincent Indianapolis Hospital
❤ Karol Watson, MD, Ph.D., FACC, David Geffen School of Medicine at UCLA
❤ Nanette Kass Wenger, MD, MACC, MACP, FAHA, Emory University
❤ Susan Wood, Ph.D., The George Washington University School of Public Health

Emeritus
❤ Phyllis Greenberger, MSW, Society for Women’s Health Research
❤ Penny M. Kris -Etherton, Ph.D., R.D., Penn State University
❤ Jean M. Nappi, BS, Pharm. D, FCCP, BCPS, Medical University of South Carolina
❤ C. Noel Bairey Merz, MD, FACC, FAHA, Cedars-Sinai Heart Institute
❤ Jennifer H. Mieres, MD, FACC, FASNC, FAHA, North Shore-LIJ Health System
❤ Rita Redberg, MD, MSc, FACC, University of California at San Francisco
❤ Tracy L. Stevens, MD, FACC, St. Luke’s Mid-American Heart Institute

Eileen Hsich, MD
Chair, WomenHeart
Scientific Advisory Council
Cleveland Clinic
WomenHeart Supports Clinicians to Engage Patients

❤ Refer patients for educational information, to locate a support group or SisterMatch or online community connecting patients with women “who have been there.”

❤ Identify/refer patients to become WomenHeart Champions.

❤ Tell colleagues about WH and our support of patients.

❤ If affiliated with hospital, encourages them to join NHA.

❤ Utilize WH educational resources.

❤ Engage in our public policy and advocacy efforts to ensure more women live longer, heart healthy lives.
Multidisciplinary Partnerships
WomenHeart Research Published in 2016-2017

❤ Advances in Cardiovascular Health in Women over the Past Decade: Guideline Recommendations for Practice, *Journal of Women’s Health*, July 2017

❤ Self-Care Activation, Social Support...among women living with Heart Failure, *The American Journal of Health Education*, March 2017

❤ Minority Women ...and their Support Needs, *Journal of Health Disparities Research and Practice*, March 2017


❤ Quality of Life Experiences among Women with Atrial Fibrillation, *Women’s Health Issues*, May-June 2016

❤ Advancing Women’s Heart Health through Policy and Science, *Women’s Health Issues*, March 2016
Heart Disease in Minority Women

❤️ #1 cause of death of women in this country
  ▪ Kills more women than all cancers combined
❤️ Increasing in women ages 35-54
❤️ Low awareness among women (especially women of color)
❤️ Less likely to receive optimal treatment
❤️ Underrepresented in clinical trials
Heart Disease in African American Women

- **46.3%** of African American women have high blood pressure

- Nearly **48,000** African American women die of heart disease each year

- **64%** of African American women are not aware that heart disease is the #1 killer of women

- Only **50%** of African American women know the signs and symptoms of a heart attack.

- African-American women bear a disproportionate burden of **stroke**, **heart failure**, and **kidney disease**.

- Increased risk of death during **pregnancy**
2018 #29DaysofHeart

❤️ Celebrating Black History Month and Heart Month by recognizing African Americans women who have been impacted by heart disease and African American trailblazers in cardiology.

❤️ Partnership with Urban (Radio) One

– #29DaysofHeart video segments shared on Urban One’s social media channels and across WomenHeart’s social platforms.

– Geo-targeting via mobile devices and “Hello Beautiful” website—African American women in four markets (Washington, D.C., New York, Atlanta, and Detroit) were directly targeted with digital ads yielding nearly 350,000 impressions.

❤️ Partnered with 20 organizations including American College of Cardiology, Black Girls Run, Black Women's Health Imperative, LULAC, National Black Nurses Association, and the Office of Minority Health.

❤️ Twitter chats with Dr. Jennifer Mieres and with Office of Minority Health focusing on African American Women and heart disease.
Rise Above Heart Failure

Make sure you check out the exciting new Rise Above Heart Failure Campaign video featuring WomenHeart Champion Eileen Derczka and award-winning actress, singer, songwriter, and television producer Queen Latifah, the spokesperson of the Rise Above Heart Failure Campaign.

Performance for Your Post

- 2,761 People Reached
- 1,024 Video Views
- 97 Reactions, Comments & Shares

- 1 Like
- 15 Love
- 24 Comments
- 24 Shares

- 107 Post Clicks

Get More Likes, Comments and Shares

When you share this post, you'll show it to more people.
Burlington WomenHeart Campaign Highlights

Through the years: Red Dress campaigns, Heart of Style, Heart of Fitness, #HealthyHeartSelfie and for a second year: #KnockOutHeartDisease

❤️ Celebrity spokespersons
❤️ National and local media – 1.26B impressions
❤️ Nationwide heart health screenings and educational materials for thousands of women - Over 5,000 people screened
❤️ WomenHeart Champions – 850+ women trained, putting a face on heart disease
Hispanic-American Women and Heart Disease

❤️ 29.9% of Hispanic-American women have high blood pressure
❤️ Nearly 1 in 3 Hispanic-American have CVD
❤️ The prevalence for diabetes, which increases the risk for heart disease, is twice as high in Hispanic women.
❤️ Cardiovascular disease kills 21,000 Hispanic women annually, yet only 24% of Hispanic women know that heart disease is their greatest health risk.
Growing WomenHeart’s Latina Outreach

❤️ iHeart Radio PSAs in Spanish
❤️ Para La Mujer Red Bag of Courage with Burlington
❤️ Spanish Language 1-800 number
❤️ Spanish Language Support Groups
❤️ Spanish Language Materials
Heart Disease in Native Americans

- **Leading cause of death** for American Indians/Alaskan Natives (AI/AN)
- **20%** greater heart disease death rate in AI/AN population than among all United States races
- Die from heart disease at **younger ages** than other racial and ethnic groups in the United States.
- **36%** who die of heart disease **die before age 65**
Increased Heart Disease Risk Factors in Native Americans

❤️ **Diabetes**
- American Indian/Alaskan Native (AI/AN) adults are **2.4x more likely** than Caucasian adults to be diagnosed with diabetes.

❤️ **Obesity**
- 42.3% of AI/AN population are obese

❤️ **High blood pressure**
- 26.2% of AI/AN population has high blood pressure

❤️ **Low physical activity**
- 51.6% of AI/AN adults do not meet the 2008 Federal Physical Activity Guidelines

❤️ **Smoking**
- 22% of AI/AN women smoke
Partnership with Native American Communities

❤️ Award-winning infographic
❤️ Native American Task Force including the Chickasaw Nation, Pawnee Nation, Iipay Nation
❤️ Board Member, Debra Gee, 2017 Radio address on Women and Heart Disease
❤️ Planned Key Opinion Thought Workshop on Native Americans and Heart Disease for Fall 2018 in collaboration with NHLBI.
❤️ Presentation at Dynamic Women of the Chickasaw Nation Conference-April 19-20, 2018
National Hospital Alliance

45 hospitals nationwide committed to providing the full spectrum of women’s heart care

- **Commitment** to advancing women’s heart health.
- **Support** to women with heart disease.
- **Awareness** among clinicians & employees.
- **Branding** for gender sensitive cardiovascular care.
- **Increase visibility** of women’s cardiovascular services.
- **Increases** patient satisfaction.
WomenHeart NHA Hospital Association

Hospitals: Capacity Building Hospitals

💖 Goal: Educating and supporting women in underserved communities

💖 Notable NHA Members:
   - Chickasaw Nation Department of Health
   - CAPT James A. Lovell Federal Health Care Center
   - Charleston Area Medical Center

💖 Call for application led to 5-fold amount of grants available

💖 Funding for **17 hospitals** thanks to corporate sponsorship

💖 Funding for **4 grants** using predictive analytics
First Native American Hospital:
Chickasaw Nation Medical Center

❤️ WomenHeart National Hospital Alliance since 2015
  ▪ Capacity Building Member

❤️ WomenHeart Native American Task Force

❤️ CEO presentation to Native American Health Council

❤️ WomenHeart Champions Community “Skunk Run” for heart health
  ▪ September 2016

❤️ 2017 Wenger Award for Excellence in Community Education Recipient
Facebook Live Series in Partnership with DiabetesSisters & National Kidney Foundation

♥ Series of three educational and interactive Facebook Live videos focused on understanding the strong connection between Diabetes, Cardiovascular Disease, and Chronic Kidney disease.

♥ Campaign engaged women and healthcare professionals and provided information and educational tools.

♥ More than 12,000 viewers tuned in for the series

♥ Dr. Stacy Rosen, Scientific Advisory Council member, participated on behalf of WomenHeart.
“My cardiologist saved my heart, but WomenHeart saved my life.”