



American Heart and Black History Month 2024

February is American Heart and Black History Month. Health Services Advisory Group (HSAG) wants to raise awareness on the importance of a healthy heart. To assist in that effort, we are providing valuable resources from subject matter experts, like the Centers for Disease Control and Prevention (CDC), Million Hearts®, and the National Association of Community Health Centers. Our goal is to support healthcare professionals and clinicians in effectively managing their patients' cardiovascular health, and in particular to reduce health disparities in the Black community. Use these resources to aid you in doing so.

- [Improve medication adherence among patients with hypertension](#)
- Integrate self-measured blood pressure (SMBP) monitoring into care processes and workflows: [SMBP Monitoring Implementation Toolkit](#)
 - Resources to share with patients:
 - Printable log to keep track of patients' blood pressure measurements at home: [My Blood Pressure Log](#). Also available [en Español \[PDF – 192 KB\]](#).
 - [SMBP Training Video](#)
 - [The Correct Way to Measure Blood Pressure \(English\)/\(Spanish\)](#)
- Refer tobacco users to local tobacco cessation programs:
 - Arizona: [ASHLine](#)
 - California: [Kick It California](#)

Addressing Heart Disease Throughout American Heart and Black History Month:

How does heart disease affect Black populations?

- According to the Health and Human Services Administration (HHS), in [2019](#) Blacks were 30 percent more likely to die from heart disease than non-Hispanic whites.
- HHS also noted in [2019](#), Blacks were 30 percent more likely to die from heart disease than non-Hispanic whites.
- Black adults are [40 percent](#) more likely to have high blood pressure than white adults and, for those who do, it is less likely under control.

Understanding the risks of heart disease and addressing them on time with evidence-based treatment can help lower these rates. Here are some resources you can share within your practice to help address this health disparity:

- Download this American Heart Association (AHA) [fact sheet](#) (PDF) on high blood pressure among Black people.
- Review this American Medical Association (AMA) guide on [7 ways to help your Black patients control high blood pressure](#).
- Read about [how Black women can take control of their blood pressure](#) from the AHA.
- Diabetes and obesity are major risk factors for cardiovascular disease and stroke. HSAG has partnered with community-based organizations in Arizona and California to offer no-cost chronic disease self-management programs (CDSMP) and diabetes self-management education (DSME) programs. To find a program near you or your patients, visit: <https://www.hsag.com/en/medicare-providers/events/?filter=48>.



If you would like to conduct a workshop at a facility, please reach out to us at PhysicianOfficeSupport@hsag.com.

Social Media Messaging:

Embed the verbiage below by the CDC to promote American Heart Month on your social media platforms:

- Taking care of your #heart can be as simple as the ABCS. Talk with your health care team about Aspirin, #BloodPressure control, Cholesterol management, and Smoking cessation. #HeartMonth
<https://bit.ly/37XbNJB>
- High #BloodPressure control is within your reach. Use these @CDCHeart_Stroke resources to talk to your health care team about how to reach your control goal. You've got this! #HeartMonth
<https://bit.ly/2TPde6k>
- Cardiovascular disease (#CVD) isn't exclusive to older adults. Data show that CVD and CVD mortality are increasing among younger populations. Explore change packages, best practice guides, and other tools from CDC to help your team support CVD patients of all ages this #HeartMonth.
cdc.gov/myheartmyvoice

Need further assistance? Send an email at physicianofficesupport@hsag.com and an HSAG team member will reach out to you to provide assistance.