

# **Be The Beat: Continuing Heart Health beyond American Heart Month**

**February 28, 2023**



**American  
Heart  
Association.**



# 2023 American Heart Month

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# Heart Month in Wisconsin

Across the State:

*Celebrations, CPR, and Collective Efforts*



WISCONSIN GOES RED IN 2023!



*Advocacy In Action*



WISCONSIN GOES RED IN 2023!

# BE THE BEAT

Save A Life. Learn CPR.



American  
Heart  
Association.

## The truth about sudden cardiac arrest

By the time you finish reading this page, someone in the U.S. has died from a sudden cardiac arrest. Most of these deaths occur at home.

Every hour of every day, family members and friends find their loved ones collapsed and dying. They know to quickly call 9-1-1, but they're often panicked, in shock and they don't know what else to do.

While they anxiously wait for the sounds of sirens in the distance, they're holding out hope that help will arrive in time. They're frozen in fear waiting for help to come.

The truth is after 10 minutes without CPR, the chances of their loved one surviving is close to zero.



**More than 1,000 people in the U.S. die every day from a sudden cardiac arrest. Nearly 3/4 of these deaths happen at home.**





## Lack of CPR training is a health equity issue

Sudden cardiac arrest impact lives in every community, but lack of CPR training disproportionately affects women and people of color.



Less than half of people receive CPR from bystanders before professional help arrives.



A woman is less likely to receive CPR from a bystander than a man, and men have 23% higher odds of surviving a sudden cardiac arrest than women.



Black or Hispanic adults who experience a cardiac arrest outside the hospital are substantially less likely than their white peers to receive bystander CPR.



In many communities the lack of access to care and distance to professionals means that bystander CPR is a matter of life and death.



# Be The Beat

## Hands-Only CPR Saves Lives



### Hands-Only CPR

Join a Nation of Heartsavers™ today.



### TWO STEPS TO SAVE A LIFE



Know it. Feel it.  
Push it. Keep it.

Be the One in Your Family to Learn CPR Today. #HeartMonth

heart.org

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## Hands-Only CPR Fact Sheet



### Why Learn Hands-Only CPR?

Cardiac arrest – an electrical malfunction in the heart that causes an irregular heartbeat (arrhythmia) and disrupts the flow of blood to the brain, lungs and other organs – is a leading cause of death. Each year, more than 350,000 EMS-assessed out-of-hospital cardiac arrests occur in the United States.

When a person has a cardiac arrest, survival depends on immediately receiving CPR from someone nearby.

According to the American Heart Association, about 90 percent of people who suffer out-of-hospital cardiac arrests die. CPR, especially if performed immediately, can double or triple a cardiac arrest victim's chance of survival.

### Be the Difference for Someone You Love

If you are called on to give CPR in an emergency, you will most likely be trying to save the life of someone you love: a spouse, a parent or a friend.



Nearly 3 out of 4 of out-of-hospital cardiac arrests happen in homes.



Only about 40% of people who experience an out-of-hospital cardiac arrest receive the immediate help that they need before professional help arrives.

Hands-Only CPR has been shown to be as effective in the first few minutes as conventional CPR for cardiac arrest at home, at work or in public.

Hands-Only CPR has just two easy steps, performed in this order:



### Call 911

The telecommunicator on the other end of the line can assist you while getting the emergency help you need on the way.

### Music Can Save Lives

Song examples include "Stayin' Alive" by the Bee Gees, "Crazy in Love" by Beyoncé featuring Jay-Z, "Hips Don't Lie" by Shakira" or "Walk the Line" by Johnny Cash. People feel more confident performing Hands-Only CPR and are more likely to remember the correct rate when trained to the beat of a familiar song.

When performing CPR, you should push on the chest at a rate of 100 to 120 compressions per minute, which corresponds to the beat of the song examples above.

### Learn How to Save a Life

Watch the Hands-Only CPR video at [heart.org](http://heart.org) and share it with the important people in your life. Hands-Only CPR is a natural introduction to CPR, and the AHA encourages everyone to learn conventional CPR as a next step. You can find a CPR class near you at [heart.org/CPR](http://heart.org/CPR).

NOTE: The AHA still recommends CPR with compressions and breaths for infants and children and victims of drowning, drug overdose, or people who collapse due to breathing problems.



To learn more, visit [heart.org](http://heart.org).

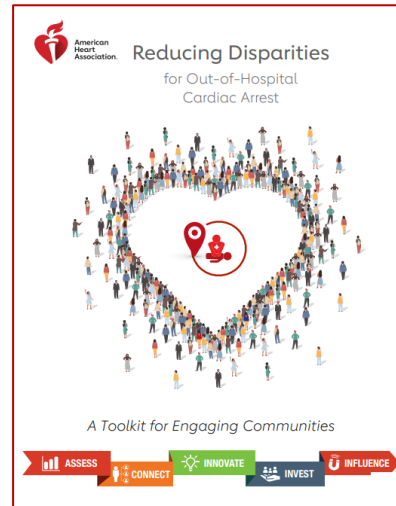
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# Cardiac READINESS



## Opportunities

- Systematically integrating CPR training to reach populations in need. (moms, opioid response)
- CPR Training requirements for staff/volunteers.
- Developing cardiac emergency response plans for schools, churches, and other entities.



**2 STEPS  
TO SAVE A LIFE**



## Educational Resources



**ECC Class Connector**



**CPR Anytime Kits  
(Adult or Infant)**





# The American Heart Association: Beyond the Beat

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# Our MISSION STATEMENT

**“To be a relentless force for  
a world of longer, healthier  
lives.”**



American  
Heart  
Association.



# 2024 IMPACT GOAL

Every person deserves the opportunity for a full, healthy life. As **champions for health equity\***, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

*Addressing the drivers of health disparities, including the social determinants of health, structural racism, and rural health inequities, is the only way to truly achieve equitable health and well-being for all.*

# DRIVING EQUITABLE HEALTH IMPACT



# Reducing BLOOD PRESSURE & CHRONIC DISEASE

Nearly half of all Americans have high blood pressure.

Uncontrolled high blood pressure is a silent killer that causes unnecessary and inequitable disease and death. If we do not address this issue, uncontrolled high blood pressure robs us of precious time with loved ones.

The American Heart Association is working to create equitable health for all and address this problem through policy, systems, and environmental changes at the national, state and local level like:



Continuing our *Target: BP* partnership with American Medical Association focused on improving BP diagnosis and control in clinical settings



Supporting efforts to expand access to BP monitoring services through public policy and private payors



Supporting clinics in our communities, including Federally Qualified Health Centers, to improve their blood pressure measuring and management



Connecting community organizations such as faith-based and workplace settings with the tools and resources they need to support their members in self-monitoring and connect them to care

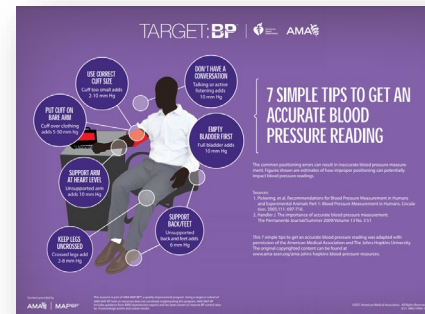


# Reducing BLOOD PRESSURE & CHRONIC DISEASE



## Opportunities

- Addressing the accuracy of clinical blood pressure readings and improving outcomes.
- Helping facilitate clinic-based Self-Measured Blood Pressure (SMBP).
- Establishing community-based opportunities to check BP and receive referral to care (libraries, churches, etc)



## Educational Resources

TARGET:BP™



American Heart Association.  
Check. Change. Control.  
Cholesterol™



American Heart Association.  
Target: Type 2 Diabetes™



# Ending TOBACCO USE & VAPING

Tobacco users become addicted as kids and want to quit as adults – we are fighting to protect young people from the tobacco industry and help all tobacco users quit.

If we do not address this issue tobacco will continue to kill nearly half a million Americans each year.

The American Heart Association's ultimate endgame is an end to all tobacco and nicotine. AHA supports first ending the use of all combustible tobacco products while ensuring other products do not addict the next generation.



Supporting action in communities with a focus on schools, government, employers, and health systems, including updating school policies



Educating, engaging, and empowering young people to stand up and speak out against tobacco and vaping



Pursuing federal, state, and local policy actions that reduce tobacco use and vaping like raising the price of all tobacco through taxation, eliminating flavors including menthol, and enacting smoke-free policies



Finding answers to big, unanswered questions about nicotine addiction and kids by conducting, coordinating, and funding research

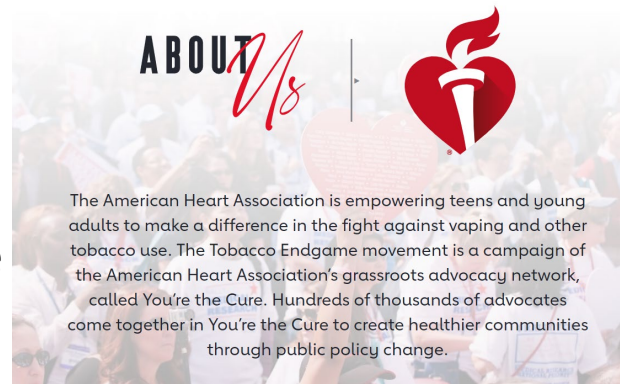
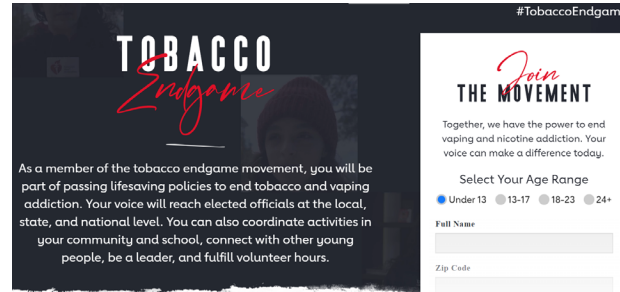


# Ending TOBACCO USE & VAPING



## Opportunities

- Helping clinical and community sites screen for tobacco use and refer to cessation resources
- Helping schools update their tobacco policy to be more comprehensive and equitable



## Educational Resources

**ANSWERS by HEART** Lifestyle • Risk Reduction Smoking

### How Can I Quit Smoking?

Smoking harms almost every tissue and organ in the body, including your heart and blood vessels. Nicotine, one of the main chemicals in cigarettes, causes your heart to beat faster and your blood pressure to rise. Carbon monoxide from smoking also gets into the blood and rides your body of oxygen. Nicotiners who are exposed to secondhand smoke are also harmed.

If you smoke or vape, you have good reason to worry about its effect on your health and the health of your loved ones and others.

Deciding to quit is a big step. Following through is just as important. Quitting tobacco and nicotine addiction isn't easy, but others have done it, and you can too.

**It is too late to quit smoking or vaping?**

It's never too late to quit. Quitting smoking has both short-term and long-term benefits for lowering your cardiovascular risk. No matter how much or how long you've smoked when you quit, your risk of heart disease and stroke starts to drop. People who quit smoking generally live longer than people who continue to smoke.

**While you may crave tobacco or nicotine after quitting, most people find that becoming tobacco-free is the most positive thing they've ever done for themselves.**

**How do I quit?**

You are more likely to quit for good if you prepare for two things: your last cigarette, and the morning, urges and feelings that come with quitting. Think about quitting in five steps:

1. **Set a Quit Day.** Choose a date within the next seven days when you will quit smoking or vaping. Tell your family members and friends who are most likely to support your efforts.
2. **Choose a method for quitting.** There are several ways to quit. Some are:
  - Stopping all at once on your Quit Day.
  - Cutting down the number of cigarettes per day or how many times you vape until you stop completely.
  - Smoking one part of each cigarette. If you use this method, you need to count how many puffs you take from each cigarette and reduce the number every two to three days.
3. **Decide whether you need medication or other help to quit.** Talk with your health care professional to determine which method is best for you. Get instructions for using it. Therapies may include nicotine replacement (gum, patches, spray, patches or inhaler or prescription medicines, such as bupropion hydrochloride or varenicline). You could also ask about a referral for a smoking cessation program.
4. **Plan for your Quit Day.** Get rid of all of the cigarettes, pouches, lighters, ashtrays and smoking products in your home, work and car. Find healthy substitutes for smoking. Go for walks. Keep sugary, salty or fatty snacks away from you. Reach out to a support group.
5. **Stop smoking on your Quit Day.**

(continued)

**AMERICAN HEART ASSOCIATION**

### Truth About Vaping, Smoking And Nicotine

**OVERVIEW**

Nicotine is a dangerous and highly addictive chemical. Nicotine in any form is a major risk factor for cardiovascular disease.

Adolescent and teen vaping increases are at epidemic levels. **Today, more than 1-in-5 high school students use e-cigarettes.**

There are many unfounded beliefs that vaping is safer than combustible cigarettes. As with cigarettes, there is predatory marketing towards youth with e-cigarettes and flavored vape products.

**Both vaping and smoking cigarettes are related to an increased susceptibility to and severity of COVID-19. Vaping and smoking increase the risk of transmitting COVID-19.**

The American Heart Association is focused on the tobacco endgame – putting an end to tobacco use and nicotine addiction in this country.

**FACTS**

Nicotine is a highly addictive substance that can reshape chemical patterns in your brain.<sup>11</sup>

Nicotine can cause an increase in blood pressure, heart rate, flow of blood to the heart and a narrowing of the arteries. Nicotine may also contribute to the hardening of the arterial walls, which in turn, may lead to a heart attack.<sup>12</sup>

E-cigarette vaping was found to release various potentially dangerous chemicals.<sup>13</sup> E-cigarette and vape juice is known to contain lead, nickel and chromium. These are known as toxic, heavy metals.<sup>14</sup>

**you're** the **cure**

[yourethecure.org](http://yourethecure.org)



# Increasing NUTRITION SECURITY

1 in 10 people in America are at risk for not getting enough food each day – or getting the nutrients they need. That's called nutrition insecurity.

If we do not address this issue, people in historically disadvantaged communities run the risk of living a shorter life expectancy and may suffer from complex health problems.

The American Heart Association is working to create equitable health for all and address this problem through policy, systems, and environmental changes at the national, state and local level like:



Improving the availability of healthy foods in communities



Increasing the quality of and access to Nutrition Assistance programs such as SNAP (Supplemental Nutrition Assistance Program) and USDA Child Nutrition Programs



Advocating for public policies to improve healthy food standards in schools, restaurants, and early care and education



Collaborating with the food industry to amplify solutions that increase equity and health in the food system



# Increasing NUTRITION SECURITY



## Opportunities

- Screening for nutrition insecurity and referral to resources in libraries, clinics, YMCAs, and more.
- Helping increase access to healthy produce by working with farmers' markets, food pantries and more.

**American Heart Association**

### FOOD INSECURITY SCREENING AND REFERRAL PROCESS

**4-STEP SCREENING AND REFERRAL PROCESS**

- 1 Identify individuals living in households experiencing food insecurity via simple screening questions.
- 2 If they are food insecure and respond with interest in receiving initial support, connect individuals to national, government and/or community resources for help.
- 3 Recommend these individuals to follow up with a health care professional (as appropriate).  
Note: Consider establishing a relationship with a local free/low-cost healthcare provider for warm referrals. (Search at: [www.wafclincs.org/find-a-clinic.html](http://www.wafclincs.org/find-a-clinic.html))
- 4 Follow up with these individuals 1-2 months after you make the resource referral.

**HOW DO I SCREEN FOR FOOD INSECURITY?**

Two questions from the Hunger Vital Sign™ assessment enables you to assess the food needs of an individual and their household quickly.

**1** "Within the past 12 months, we worried whether our food would run out before we got money to buy more."  
• For you/your household was that ...  
• Often true, Sometimes true, Never true...?

**2** "Within the past 12 months, food we bought just didn't last and we didn't have money to get more."  
• For you/your household was that ...  
• Often true, Sometimes true, Never true...?

**Calculation:** A response of sometimes true or often true to either question should trigger a referral for food resources.


**Frequency:** Screening for food insecurity generally takes one minute or less. It should not be done more frequently than once every 30 days.

**HOW DO I SENSITIVELY ADDRESS THE ISSUE?**

**Be responsive:** Seek out trainings and resources to help you feel confident and prepared to make a positive impact.

**Be private:** Conduct screenings in a private setting and by someone in a trusted, professional position, for example, helpful volunteers educated in food insecurity who are invested in the social health needs of individuals may be able to help.

**Be sensitive:** Make sure the conversation is held in a respectful and comfortable format for both you and the individual. One good practice is to preface the screening with a statement like this:  
"As you likely know, access to nutritious food is an important part of managing your health, and I'm in a position where I can connect you to resources should you need help."



## Healthy For Good™

**American Heart Association**  
**Healthy for Good™**

### THE SUGARY SIX

**DID YOU KNOW?**

Added sugars can be found in these six popular foods and beverages.


- 1 **Regular Sodas, Energy and Sports Drinks**  
Just one can of regular soda has about 10 teaspoons of sugar. Water is a healthier choice. Try adding slices of cucumber or fruit to boost flavor.
- 2 **Fruit Drinks and Sugar-sweetened Beverages, Including Fruit Flavored Drinks, on the Go**  
A 16-ounce fruit punch could have 13 grams of added sugar.
- 3 **Candy**  
A 1.5-ounce chocolate bar has 27 grams of added sugar — nearly a whole day's worth for women and kids. Crank some grapes or other fresh fruit, or a handful of nuts, instead.
- 4 **Sweet Baked Goods**  
One snack-size, bottled
- 5 **Dairy Desserts and Milk Products**  
Two-thirds of a cup of
- 6 **Sweetened Breakfast Foods**  
Skip the morning sugar

**HEALTHY FOR GOOD™**


### PROTEIN PORTION

Our bodies need protein to be healthy and strong. But it's getting harder to make sure you get it. Here are a few healthy ways of some common protein foods.


**PIKE**  
3 ounces




**LEAN BEEF**  
3 ounces




**BROILED CHICKEN**  
3 ounces




**BEANS & LENTILS**  
1/2 cup cooked




**EGG**  
1 large or 2 egg whites



**YOGURT**  
(Plain, Not an Add-In)




**MILK**  
(Plain, Not an Add-In)




LEARN MORE AT [HEALTHYFORGOOD.COM](http://HEALTHYFORGOOD.COM)

"Now I can finally shop here since you have EBT."  
 - Rural Farmers Market Customer

aramark 

## Healthy for Life® Educational Experiences



### Welcome Toolkit

The American Heart Association and Aramark are working together to help improve the health of all Americans 20% by 2020.

## Educational Resources

## Healthy For Life®

# Promoting MENTAL WELL-BEING

Mental well-being and physical health are connected.

76% of employees say that at least one issue has impacted their mental health.

Historically excluded communities are disproportionately impacted, particularly now.

Despite being treatable, there is an enormous treatment gap and barriers with stigma, discrimination, and access.

The American Heart Association aspires to be the preferred content developer for total health, and is working to create equitable health for all and address this problem by :



Utilizing our existing channels and promoting mental well-being content with corporate partners



Developing models for collaboration on scientific statements and growing AHA volunteer capacity



Identifying signature partnerships to drive well-being in the lifestyle segment backed by strong science



# Promoting MENTAL WELL-BEING

## Opportunities

- Working together to ensure employers and employees have the tools they need.
- Providing data-driven results for employers to see how they measure alongside equally sized companies to help see where aspects of improvement are possible.
- Wisconsin Workplace Wellness Symposium – March 14, 2023 in Brookfield, Wisconsin.

### Congratulations to the 2021 Recognized Organizations

These organizations have been recognized by the American Heart Association for their implementation of quality workplace health programs and culture of health best practices.

[See the 2021 Recognized Organizations \(PDF\)](#) >



## Educational Resources

### Well-being Works Better™

#### Score More Top Talent



Establish your organization's overall well-being. Get recognized for excellence.

[Learn more about the Workforce Well-being Scorecard™](#) >

#### Well-Being Starts At The Top



Well-being Works Better has the tools you need to lead – all in one place.

[Find Leadership Tools & Resources](#) >

#### Back to Normal? No Thanks



Healthier business starts with healthier employees. And it all starts here.

[Explore Well-being Resources for Employees](#) >

Tuesday, March 14, 2023  
7:30 a.m.—12:00 p.m.  
Marcus Majestic Cinema  
Brookfield, WI



**Keynote Speaker Aaron Hunnel**  
Mapping Out Meaning for Employee Well-being

Registration \$50  
[www.heart.org/WisconsinWorkplaceWellness](http://www.heart.org/WisconsinWorkplaceWellness)  
**REGISTER NOW** >

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**Register Today at**  
[www.heart.org/WisconsinWorkplaceWellness](http://www.heart.org/WisconsinWorkplaceWellness)

# Reducing RISK FOR WOMEN

The price of being a woman is high; 1 in 3 women pay that price with their lives when it comes to CVD.

Too many women continue to remain unaware that CVD is their leading cause of death.

Women are far less likely than men to receive bystander CPR and continue to face inequities in access to and quality of care.

If we do not address this issue, the simple fact of being a woman will continue to be a risk factor for dying from CVD.

The American Heart Association is working to create equitable health for all and address this problem:



Increasing awareness, helping women take charge of their health and closing gender & ethnicity gaps in research and STEM



AHA's science, brand, and grassroots network uniquely position us to address the inequities women experience in access and quality of care



Implementing community-driven solutions to eliminate disparities in calling 911, rate of response and/or bystander CPR



# Reducing RISK FOR WOMEN

## Opportunities

- Cardiovascular disease is the No. 1 killer of women, causing 1 in 3 deaths each year, but the simple truth is that most cardiovascular diseases can still be prevented with education and healthy lifestyle changes.



## Know Your Numbers

Numbers that all women should know to take control of their heart health are:



Knowing these numbers can help women and their health care provider determine their risk for developing cardiovascular diseases. It's time for all women to learn the most critical numbers in their life – their hearts depend on it.

Here's how:

### 1. Understand Risk Factors

- There are some you can control like blood pressure, smoking, cholesterol, lack of regular physical activity, and some you can't control like age, gender, and family history.
- That's why it is important to **Know Your Numbers**, learn your **Family History** and discuss all risk factors with your health care provider.

### 2. Know Your Numbers

- Four numbers can change your life - **Total Cholesterol, Blood Pressure, Blood Sugar and Body Mass Index (BMI)**.

### 3. Take Action and Manage Your Numbers

- Schedule a separate visit with your health care provider to learn these numbers and commit them to memory.
- Work to improve your numbers, if necessary.



## More Opportunity for Impact

### Getting Healthy Before Pregnancy



Follow these tips to improve your heart health before pregnancy.

[Before You Get Pregnant](#) >

[Health Matters Before Pregnancy](#) >

### Having a Healthy Pregnancy



A healthy pregnancy is best for both mom and for baby.

[During Pregnancy](#) >

[Routine Tests During Pregnancy](#) >

### Staying Healthy After Pregnancy



Learn how you can care for yourself as well as your new baby.

[After Pregnancy](#) >



American Heart Association®

You're the Cure

- Maternal morbidity and mortality are serious public health concerns. In Wisconsin, 73% of pregnancy-related deaths occur postpartum. The most common causes of pregnancy-related deaths are mental health conditions, hemorrhage, and cardiomyopathy.
- Black, American Indian, and Alaska Native women are two to three times more likely to die from a pregnancy-related complication than non-Hispanic White women.
- Women living in rural areas face greater maternal health risks than those residing in urban areas -
- having a 9 percent greater probability of severe maternal morbidity and mortality, compared with urban residents.

# Additional RESOURCES



Life's Essential 8 are the key measures for improving and maintaining cardiovascular health, as defined by the American Heart Association. Better cardiovascular health helps lower the risk for heart disease, stroke and other major health problems.

## Resources



Healthy Eating



Fitness



Quit Nicotine



Sleep



Losing Weight



Cholesterol



Diabetes



Blood Pressure



Sleep  
But you need more.

The banner features the American Heart Association logo and the text 'My Life Check'. Below this, it reads 'GOOD HABITS BUILD BETTER HEALTH'. A sub-headline states 'We've helped millions of people make healthier choices.' The main body of text reads: 'The AHA is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. For nearly 100 years, we've been helping people like you live longer, healthier lives.' At the bottom, there are two buttons: 'Get Started' and 'Sign In'.



# #3forHeart CPR Challenge

American Heart Association

## Join Damar Hamlin's #3forHeart™ CPR Challenge

Take these 3 simple steps to help save lives:  
Learn CPR. Give. Share your support.



[CPR.HEART.ORG](https://www.cpr.heart.org)





# Thank You!

Your American Heart Association  
Community Impact Team

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