

Engaging Your Community- Heart Health

Market Expansion Through Cultural Understanding



Community
Connected

Angelina Tucker, PharmD, BCGP, CDCES
Community Connected
CPESN USA

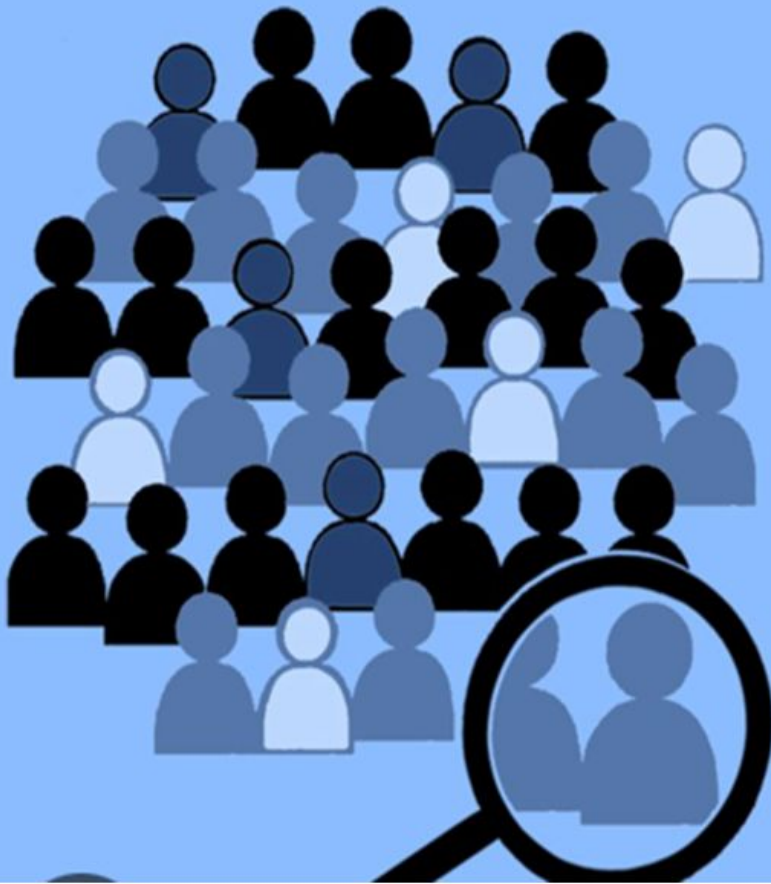
Objectives

1. Describe how cardiovascular disease (CVD) prevalence varies by ethnicity in America
2. Identify the population distribution by state and national statistics of CVD by ethnicity
3. Describe how can a pharmacy owner can better engage with his patients with CVD
4. Identify the stakeholders in the community committed to African American health and explain how a pharmacy owner can expand his services
5. Identify , explain and debunk the stereotypes that pharmacy staff should be aware of when interacting with patients with CVD.

Setting The Stage

A community pharmacy owner has a patient population with a high prevalence of cardiovascular disease.

What can he do to become a trusted member in his community and expand his market into an untapped population?



CENSUS / Demographics

[,de-mə-'gra-fiks]

Report:
The study of
a population-based
on factors such as
age, race, and sex.

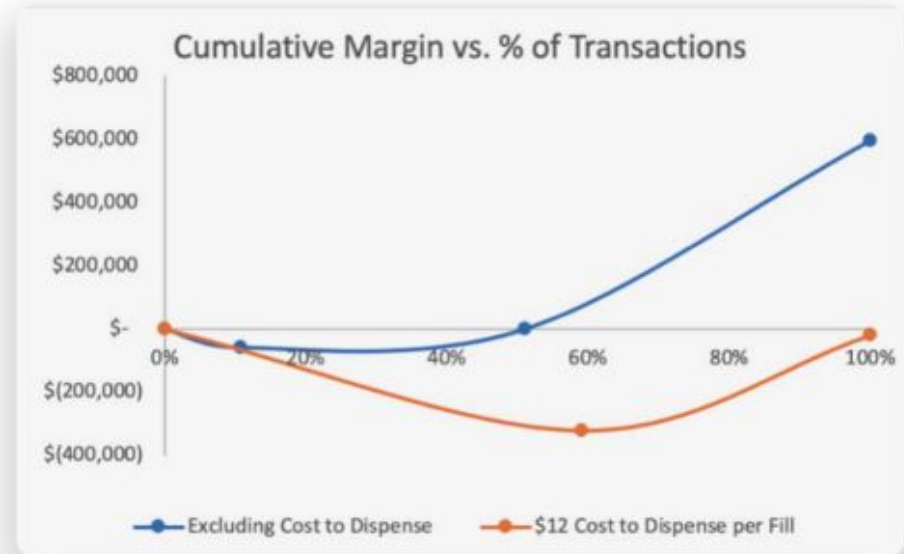
Ask yourself: How many people live around my Pharmacy?

Do I serve Men as well as Women and what is the population around my Pharmacy?

What do I think the age/s of my served population is?

What races are in my market? What can I do better to reach them all?

Demographic Profile IN and AROUND your pharmacy



Your CPESN[®] source for next-generation analytics to inform margin opportunities for both dispensing and healthcare services



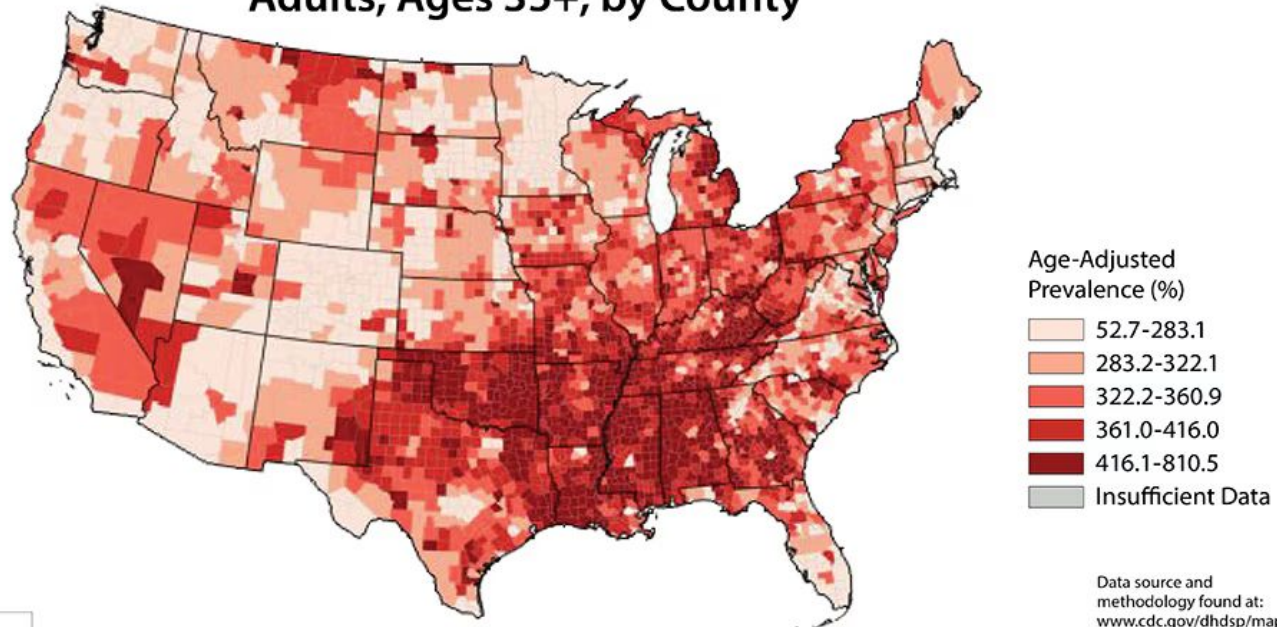
EXPECT MORE

[Learn More HERE](https://cpesn.com/business-intelligence)

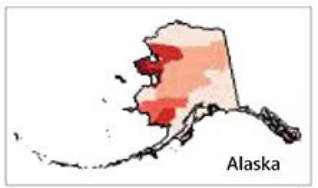
<https://cpesn.com/business-intelligence>

©2023 CPESN[®] USA. Do not copy or distribute without permission.

Heart Disease Rates, 2018-2020 Adults, Ages 35+, by County



Data source and methodology found at:
www.cdc.gov/dhdsp/maps/atlas/statistical-methods



Heart disease is the **leading cause of death** for men, women, and people of most racial and ethnic groups. One person dies **every 33 seconds** from CVD. In 2022, **702,880 people died from heart disease**. That's the equivalent of **1 in every 5 deaths**. Heart disease cost about **\$252.2 billion** from 2019 to 2020.² This includes the cost of healthcare services, medicines, and lost productivity due to death



EXPECT MORE

©2023 CPESN[®] USA. Do not copy or distribute without permission.

<https://www.cdc.gov/heart-disease/data-research/facts-stats/index.html>

Heart disease deaths vary by sex, race, and ethnicity

In the U.S., certain racial and ethnic groups are hit harder by [high blood pressure \(hypertension\)](#) and type 2 [diabetes](#). These are two major risk factors for heart disease.

Heart disease is the **leading cause of death** for people of most racial and ethnic groups in the United States. These include **African American, American Indian, Alaska Native, Hispanic,** and White men. For women from the **Pacific Islands and Asian American, American Indian, Alaska Native, and Hispanic women**, heart disease is second only to cancer

Race or Ethnic Group	% of Deaths
American Indian or Alaska Native	15.5
Asian	18.6
Black (Non-Hispanic)	22.6
Native Hawaiian or Other Pacific Islander	18.3
White (Non-Hispanic)	18.0
Hispanic	11.9
All	17.4

<https://www.cdc.gov/heart-disease/data-research/facts-stats/index.html>

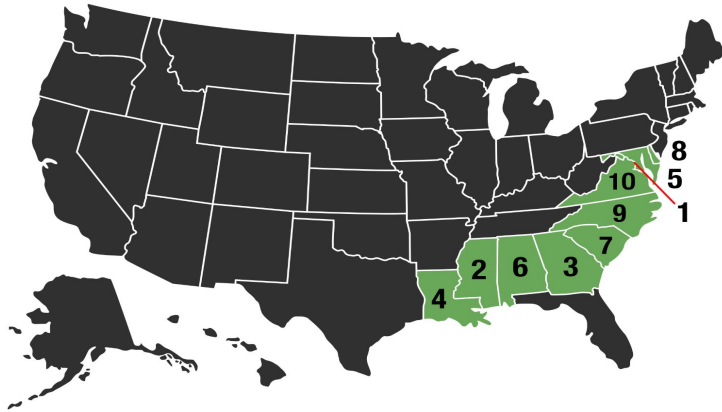


EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

<https://my.clevelandclinic.org/health/articles/23051-ethnicity-and-heart-disease>

African American Heart Health



<https://minorityhealth.hhs.gov/blackafrican-american-health>

Map of the United States showing the District of Columbia and top states with the largest percentage of Black/African Americans according to the Census Bureau.

1. [District of Columbia](#)
2. [Mississippi](#)
3. [Georgia](#)
4. [Louisiana](#)
5. [Maryland](#)
6. [Alabama](#)
7. [South Carolina](#)
8. [Delaware](#)
9. [North Carolina](#)
10. [Virginia](#)

How Does Heart Disease Affect African American Populations?

- In 2019, African Americans were 30 percent more likely to die from heart disease than non-Hispanic whites.
- Although African American adults are 30 percent more likely to have high blood pressure, they are less likely than non-Hispanic whites to have their blood pressure under control.
- African American women are nearly 50 percent more likely to have high blood pressure, as compared to non-Hispanic white women.

<https://minorityhealth.hhs.gov/heart-disease-and-african-americans#:~:text=In%202019%2C%20African%20Americans%20were.to%20non%2DHispanic%20white%20women.>

American Indian/Alaska Native Heart Health

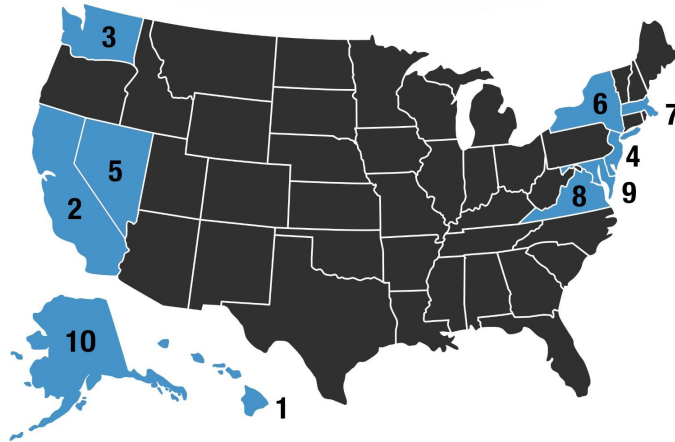
Map of the United States showing the 12 Indian Health Service areas, which includes tribal nations, and the top 10 states with the largest percentage of American Indians and Alaska Natives according to the Census Bureau.



- In 2023, American Indian/Alaska Native adults were 60% less likely to be diagnosed with coronary heart disease than non-Hispanic white adults.¹
- American Indian/Alaska Native adults were 20% more likely to be current cigarette smokers than non-Hispanic white adults in 2023.²
- In 2023, American Indian/Alaska Native adults were 10 percent less likely to have high blood pressure than non-Hispanic white adults.³

1. [Alaska](#)
2. [New Mexico](#)
3. [Oklahoma](#)
4. [South Dakota](#)
5. [Montana](#)
6. [North Dakota](#)
7. [Arizona](#)
8. [Wyoming](#)
9. [Washington](#)
10. [Oregon](#)

Asian American Heart Health



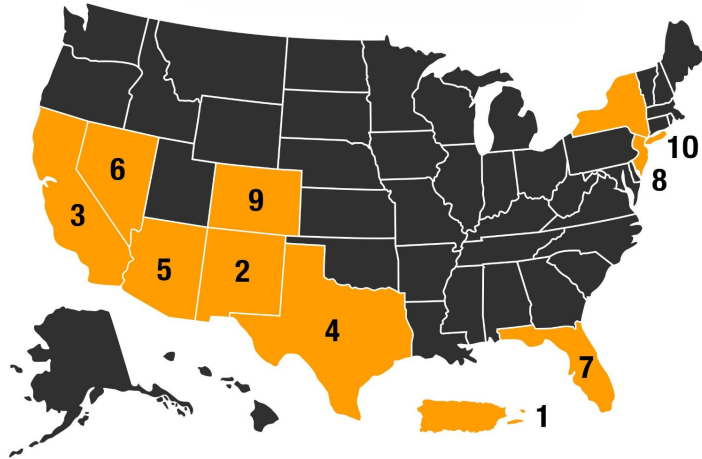
Map of the United States showing the 10 states/territories with the largest percentage of Asian Americans according to the Census Bureau.

1. [Hawaii](#)
2. [California](#)
3. [Washington](#)
4. [New Jersey](#)
5. [Nevada](#)
6. [New York](#)
7. [Massachusetts](#)
8. [Virginia](#)
9. [Maryland](#)
10. [Alaska](#)

Heart Disease and Asian Americans

- Overall, Asian American adults are less likely than white adults to have heart disease and they are less likely to die from heart disease.
- In general, Asian American adults have lower rates of being overweight or obese, lower rates of hypertension, and they are less likely to be current cigarette smokers.
- Asian Americans are 50 percent less likely to die from heart disease than non-Hispanic whites.
- Asian American men are four times more likely to smoke cigarettes as compared to Asian American women.

Hispanic/Latino Heart Health



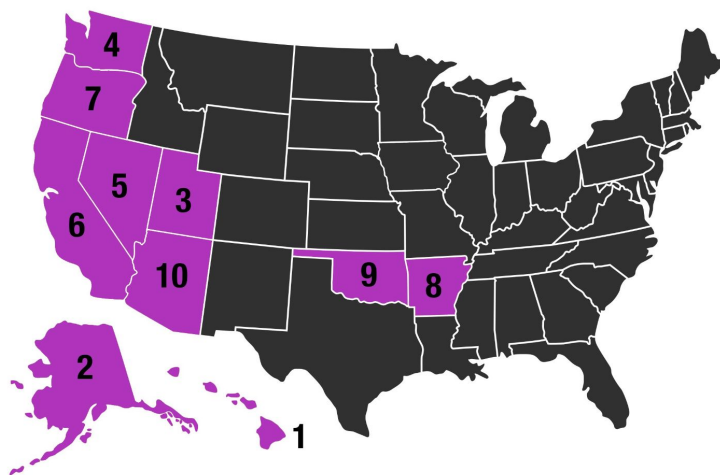
Map of the United States showing the top 10 states/territories with the largest percentage of Hispanics/Latinos according to the Census Bureau.

1. [Puerto Rico](#)
2. [New Mexico](#)
3. [California](#)
4. [Texas](#)
5. [Arizona](#)
6. [Nevada](#)
7. [Florida](#)
8. [New Jersey](#)
9. [Colorado](#)
10. [New York](#)

Heart Disease and Hispanic Americans

- In 2023, Hispanic adults were 50% less likely to have coronary heart disease than non-Hispanic white adults.¹
- In 2020, Hispanics/Latinos were 30% less likely to die from heart disease than non-Hispanic whites.²

Native Hawaiian & Pacific Islander Heart health



Map of the United States showing the top 10 states with the largest percentage of Native Hawaiians and Pacific Islanders according to the Census Bureau.

1. [Hawaii](#)
2. [Alaska](#)
3. [Utah](#)
4. [Washington](#)
5. [Nevada](#)
6. [California](#)
7. [Oregon](#)
8. [Arkansas](#)
9. [Oklahoma](#)
10. [Arizona](#)

Heart Disease and Native Hawaiians/Pacific Islanders

- In 2014, Native Hawaiians/Pacific Islanders were 10 percent more likely to be diagnosed with coronary heart disease than non-Hispanic whites.
- Heart-related health issues vary among various Asian and Pacific Islander sub-populations.
- Recent national data related to heart disease for Native Hawaiians/Pacific Islanders is limited. Local data from states with high populations of Native Hawaiians/Pacific Islanders may be useful in illustrating disparities among certain populations.



Engagement

Increasing Your Sales

How to “Market” to Your Patients with Heart Health Issues

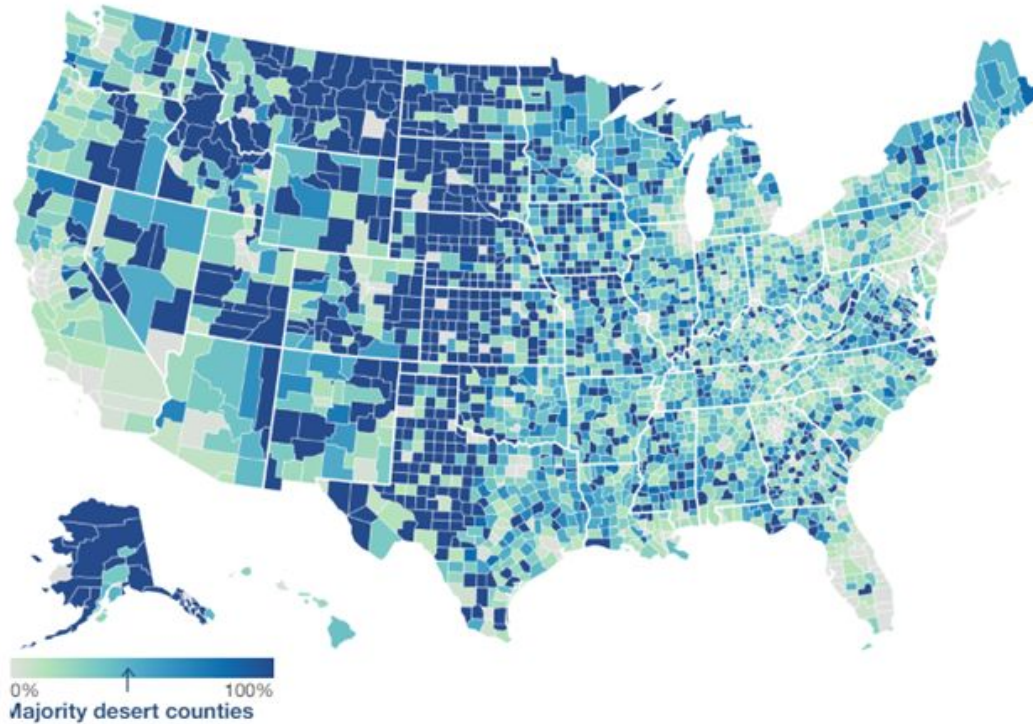


Community
Connected

Pharmacy Deserts

Population Living in a Pharmacy Desert

Percent of county's population living over 15 minutes from the three closest pharmacies.



This is the author's independent analysis of data extracted from the following source: National Council for Prescription Drug Programs, Inc. (NCPDP); January 2021 – December 2021, dataQ® Pharmacy Database v3.1.

Drugstore closures are leaving millions without easy access to a pharmacy

Over the past two years, Rite Aid, CVS and Walgreens have signaled plans to shutter more than 1,500 stores, and public health experts say there's already been fallout

Aaron Gregg

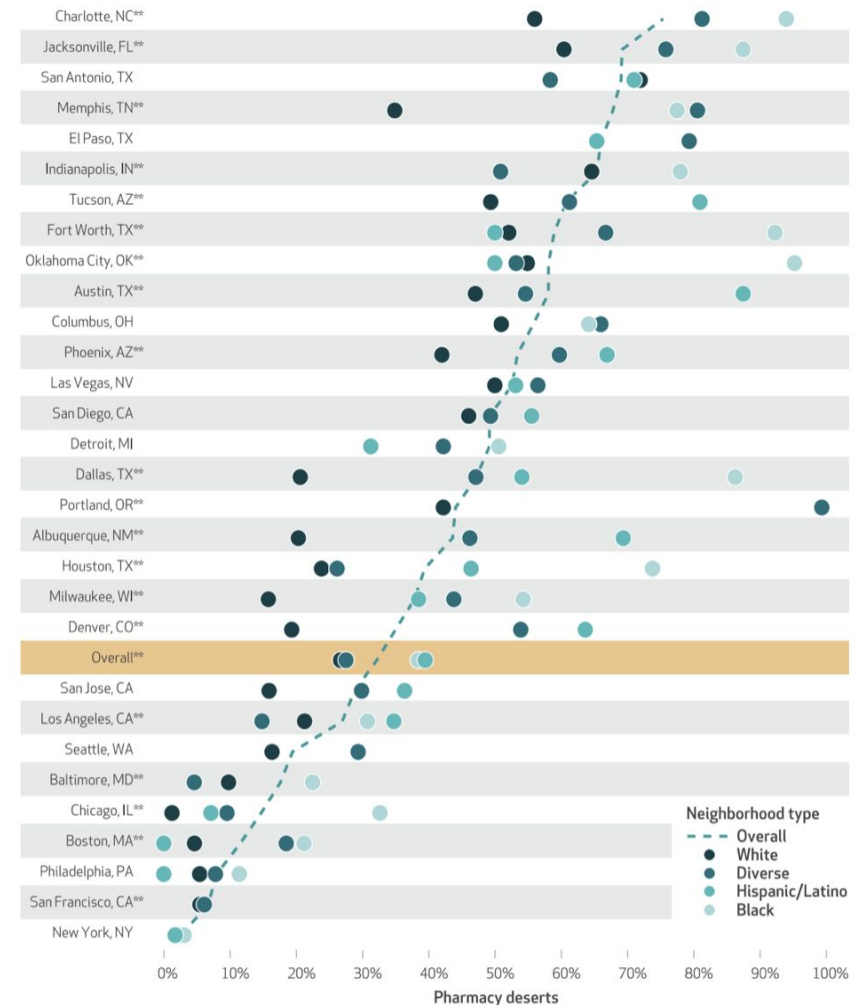


Pharmacy Deserts

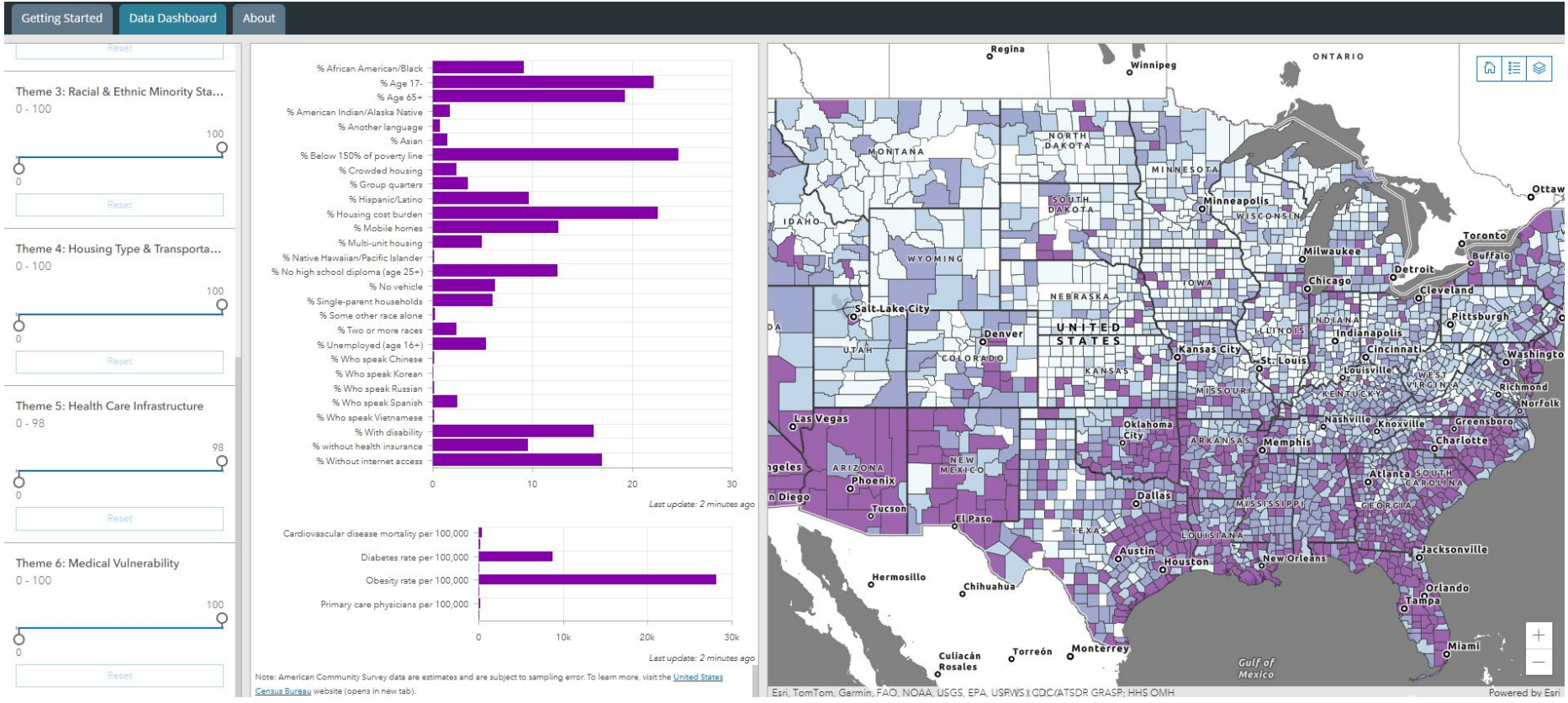
- Research from the University of Southern California reveals Black and Latino neighborhoods in the 30 most populous United States cities had fewer pharmacies than white or diverse neighborhoods between 2007-2015 suggesting that **pharmacy deserts** may be an overlooked contributor to persistent racial and ethnic health disparities.
- Pharmacies are vital points of care for essential health services, but unfortunately pharmacy deserts affect nearly 15 million people.
- **Key takeaway:** Health Equity Programs at the pharmacy

EXHIBIT 4

Pharmacy deserts in the 30 most populous US cities, by city and neighborhood type, 2015



Minority Health SVI Data Dashboard



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

<https://onemap.cdc.gov/Portal/apps/MapSeries/index.html?appid=3384875c46d649ee9b452913fd64e3c4>

CPESN® Health Equity

Local Pharmacies Connecting Community and Patients

CPESN Health Equity is the first special purpose network introduced by CPESN USA to help participating community pharmacies increase revenue, maintain cashflow, and further entrench their local presence. Aggregating health equity initiatives across local networks establishes community pharmacy's collective expertise in Social Determinants of Health service as the value-based marketplace matures.

[Watch](#) this short video to learn about CPESN Health Equity workforce training for Community Health Workers in New York.

[Learn More HERE](#)



Key takeaway: Consider cross training a pharmacy technician to be a community health worker to address the growing health equity gap.

Risk Factors for Cardiovascular Disease

[High blood pressure](#), [high blood cholesterol](#), and smoking are key [risk factors](#) for heart disease.

Several other medical conditions and lifestyle choices can also put people at a higher risk for heart disease, including:

- [Diabetes](#)
- [Overweight and obesity](#)
- [Unhealthy diet](#)
- [Physical inactivity](#)
- [Excessive alcohol use](#)
- Smoking and secondhand smoke exposure,

Key takeaway: Consider a Hypertension remote physiologic monitoring program, cholesterol testing, diabetes program (DSME) and smoking cessation programs, medication adherence or diet/lifestyle programs at your pharmacy.

Hypertension Remote Physiologic Monitoring Program at Your Pharmacy

Engage^{Dr.}



What is it and why should a pharmacy consider it?

State Health Department Grant Programs

Women in the United States are experiencing unacceptable and avoidable heart-related illness and death, and nearly half of U.S. women do not recognize that heart disease is the leading cause of death for women.

Heart-health disparities specific to women widen and deepen when combined with race, ethnicity, and other social factors. We encourage individuals, health care and public health professionals, and our partners to help close the disparities gap.

[Heart Health Month Bulletin and Podcast](#)




NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

Host
BRITTANEY BETHEA, MPH

THE HEART OF THE MATTER
Podcast


STEPHANIE MCGRATH, PHARM D
Guest Speaker


TROY TRYGSTAD, PHARM D, MBA, PH D
Guest Speaker


KELSEY HAKE, PHARM D
Guest Speaker

[Listen HERE](#)

EXPECT MORE

Diabetes Education Accreditation Program

DSME Program

Management
Education (DSME),
Accreditation
Simplified



Future Dates

TBD



**Diabetes Education
Accreditation Program
(DEAP)**

Obtain diabetes education accreditation, and receive reimbursement for diabetes self-management education and support.



EXPECT MORE

<https://ncpa.org/diabetes-self-management>

©2023 CPESN® USA. Do not copy or distribute without permission.

Point of Care Testing

Point-of-care testing (POCT) involves screenings and tests at or near the point of care that produce rapid, reliable results aiding in the identification, monitoring, and treatment of acute infections or chronic diseases. POCT provides an excellent opportunity for community pharmacy teams to enhance patient care and expand revenue-generating services while improving health at the patient and population levels.

Point-of-Care Testing (POCT)

Point-of-care (POC) testing provides an excellent opportunity for community pharmacies to enhance revenue by expanding patient care services while improving health at the patient and population levels.

What is Point-of-care Testing?



Key Takeaway: Guide to Implementing POCT at your pharmacy [HERE](#)

Smoking Cessation Programs

Clinical implementation resources

- [A Practical Guide to Help Your Patients Quit Using Tobacco](#)—Overview on how to deliver a brief clinical intervention for tobacco cessation.
- [Million Hearts® Protocol for Identifying and Treating Patients Who Use Tobacco](#)
- —Practical information on action steps, and health system design.
- [Million Hearts® Guide: Identifying and Treating Patients Who Use Tobacco: Action Steps for Clinicians](#)
- —Guide for health care providers to help patients who use tobacco quit.
- [The brief tobacco intervention: quick reference for health care providers](#)—Overview on "2 A's and R" (Ask, Advise and Refer) and 5 A's (Ask, Advice, Assess, Assist, and Arrange) tobacco interventions.
- [Healthcare Provider Resources](#)—Background information, guidance, and quit smoking resources for health care providers.

Quitlines

- [National Network of Tobacco Cessation Quitlines 15th Anniversary Infographic](#)—Visual timeline of the evolution of state quitlines during 2004–2019.
- [North American Quitline Consortium Quitline Map](#)
- —Hours of operation, telephone and online services, medications, eligibility, and state quitline referral programs.



Pharmacogenomic Testing at Your Pharmacy

CPSN pharmacies have expanded clinical services to ensure pharmacogenomic genetic testing locations for patients to get screened. To start a program at your store contact atucker@cpsn.com.

CDC has additional information here:

- [CDC's Genetic Testing Information](#) offers resources on what genetic testing is, reasons for genetic testing, types of genetic tests and results, Precision Health, genetics training and multimedia, and next steps after a positive result.
- Click [HERE](#) to find a genetic clinic near you.

The screenshot shows the CDC website page for 'Genetic Testing'. The page is titled 'Genetic Testing' and includes a 'What You Need to Know' section. The text states: 'Genetic testing looks for changes in your DNA that can inform your medical care. Talk to your doctor about whether genetic testing is right for you.' Below this, there is a section titled 'What is Genetic Testing?' which explains that genetic testing looks for changes, sometimes called mutations or variants, in your DNA. It notes that genetic testing is useful in many areas of medicine and can change the medical care you or your family member receives. For example, genetic testing can provide a diagnosis for a genetic condition such as Fragile X or information about your risk to develop cancer. There are many different kinds of genetic tests. Genetic tests are done using a blood or spit sample and results are usually ready in a few weeks. Because we share DNA with our family members, if you are found to have a genetic change, your family members may have the same change. Genetic counseling before and after genetic testing can help make sure that you are the right person in your family to get a genetic test, you're getting the right genetic test, and that you understand your results. A final section, 'Reasons for Genetic Testing', lists three bullet points: 'To learn whether you have a genetic condition that runs in your family before you have symptoms', 'To learn about the chance a current or future pregnancy will have a genetic condition', and 'To diagnose a genetic condition if you or your child has symptoms'. It also includes a note: 'After learning more about genetic testing, you might decide it's not right for you. Some reasons might be that it's not relevant to you or worth change your medical care, it's too expensive, and the results may make you worried or anxious.'

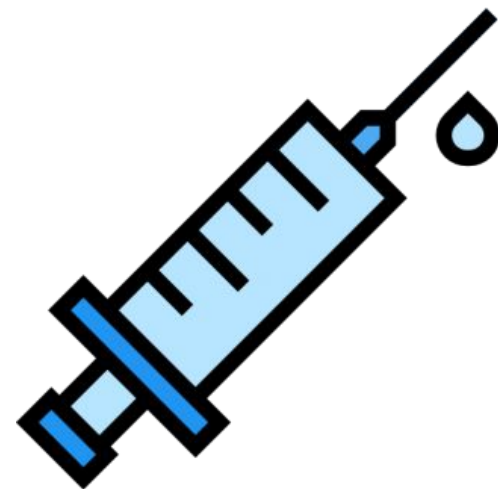
The screenshot shows the ACMG 'Find a Genetic Clinic' search page. The page features the ACMG logo (American College of Medical Genetics and Genomics) and navigation links for 'HOME', 'SUBMIT CLINIC', 'CONTACT', and 'ACMG'. The main heading is 'Find a Genetic Clinic'. Below this, a search bar contains the text 'Example: "California", "Miami, FL", "NY 10017"'. To the right of the search bar are 'Distance' and 'FIND' buttons. Below the search bar is an 'ADVANCED SEARCH' link. A map shows the United States with a red pin indicating a clinic location. To the right of the map, a sidebar displays details for a clinic: 'Amherst Center', 'Russell Park', 'Clinic Type: Outreach Clinic', and the address '100 College Parkway, Williamsville, NY 14221'. A 'DETAILS' link is also present.



EXPECT MORE

Immunization Considerations

Vaccines for disease	Recommendations	Clinical Guidance for Healthcare providers
Routine vaccines	<p>Make sure you are up-to-date on all routine vaccines before every trip. Some of these vaccines include</p> <ul style="list-style-type: none"> • Chickenpox (Varicella) • Diphtheria-Tetanus-Pertussis • Flu (influenza) • Measles-Mumps-Rubella (MMR) • Polio • Shingles 	Immunization schedules
COVID-19	<p>All eligible travelers should be up to date with their COVID-19 vaccines. Please see Your COVID-19 Vaccination for more information.</p>	COVID-19 vaccine
Cholera	<p>Active cholera transmission is widespread in Somalia. Cholera is rare in travelers. Certain factors may increase the risk of getting cholera or having severe disease (more information). Avoiding unsafe food and water and washing your hands can also help prevent cholera.</p> <p>Vaccination may be considered for children and adults who are traveling to areas of active cholera transmission.</p>	Cholera - CDC Yellow Book
Hepatitis A	<p>Recommended for unvaccinated travelers one year old or older going to Somalia.</p> <p>Infants 6 to 11 months old should also be vaccinated against Hepatitis A. The dose does not count toward the routine 2-dose series.</p> <p>Travelers allergic to a vaccine component should receive a single dose of immune globulin, which provides effective protection for up to 2 months depending on dosage given.</p> <p>Unvaccinated travelers who are over 40 years old, are immunocompromised, or have chronic medical conditions planning to depart to a risk area in less than 2 weeks should get the initial dose of vaccine and at the same appointment receive immune globulin.</p>	<p>Hepatitis A - CDC Yellow Book</p> <p>Dosing info - Hep A</p>



Engaging Your Patients

Pharmacy Travel Health Clinic

Create marketing materials for immunizations vaccine schedules for Somalia:

[CDC Vaccination Schedule](#)

The screenshot displays the WHO Eastern Mediterranean Region website. At the top, the WHO logo and name are visible, along with language options for Arabic and French. A navigation bar includes links for Health topics, Data and statistics, Media centre, Information resources, Countries, Programmes, and About Us, along with a search box. The main content area features a news article titled "Somalia | News | Full COVID-19 vaccination in sight for 70% of Somalia's population". The article's featured image shows a group of women in colorful headscarves sitting on the floor, with a WHO staff member in a blue vest interacting with them. The text "WHO in Somalia" is overlaid on the image. Below the image is a secondary navigation bar with links for Somalia, News, Priority areas, Information resources, Donors and partners, and WHO Representative.

Engaging Your Patients Pharmacist Counseling

1. Diversify your pharmacy staff:

- Hire more African staff and healthcare professionals to welcome and assist patients who are seeking services for the first time to create a sense of belonging within the pharmacy.

1. Counsel patients about the importance of following a healthy, active lifestyle, balanced diet, and smoking cessation:

- [Nutrition Informational | CDC](#), Nutrition for Health Equity, Healthy Eating Tips, Benefits of Healthy Eating

The screenshot shows the CDC Nutrition website interface. At the top, it says "CDC Centers for Disease Control and Prevention" and "CDC 24/7: Saving Lives. Protecting People™". Below this is a search bar and the word "Nutrition". On the left is a navigation menu with categories like "About Nutrition", "Data & Statistics", "Guidelines & Recommendations", "Resources Library", "State and Local Strategies", "Infant and Toddler Nutrition", "Infant and Young Child Feeding in Emergencies (IYCF-E) Toolkit", "Healthy Food Environments", "Food Service Guidelines (FSG)", "FSG Implementation Toolkit", and "Micronutrients". The main content area features a "Food Assistance and Food Systems Resources" banner, a "Featured Items" list including "Nutrition for Health Equity", "Data, Trends, and Maps", "mPINC Survey", "Breastfeeding Report Card", "Healthy Eating Tips", "Benefits of Healthy Eating", "Good Nutrition Starts Early", and "Poor Nutrition Factsheet". Below this are three boxes: "About Nutrition", "Resources & Publications", and "Micronutrients". At the bottom left is a "Get Email Updates" button.

[Español](#) | [Print](#)

The infographic "Benefits of Healthy Eating for Adults" features a central purple silhouette of an adult. Surrounding it are icons and text boxes highlighting benefits: "May help you live longer", "Keeps skin, teeth, and eyes healthy", "Supports muscles", "Strengthens bones", "Boosts immunity", "Helps the digestive system function", "Helps to relax and maintain a healthy weight", "Supports healthy pregnancy and breastfeeding", and "Lowers risk of heart disease, type 2 diabetes, and some cancers". At the bottom, it says "TO LEARN MORE VISIT cdc.gov/healthyweight/healthy_eating" and includes the CDC logo.

The infographic "Benefits of Healthy Eating for Children" features a central purple silhouette of a child. Surrounding it are icons and text boxes highlighting benefits: "Keeps skin, teeth, and eyes healthy", "Supports muscles", "Helps to relax and maintain a healthy weight", "Strengthens bones", "Boosts immunity", "Helps the digestive system function", and "Supports brain development". At the bottom, it says "TO LEARN MORE VISIT cdc.gov/healthyweight/healthy_eating" and includes the CDC logo.



EXPECT MORE

Lifestyle/Dietary Considerations

Choosing Healthy Habits

- Choose healthy food and drinks
- Keep a healthy weight
- Get regular physical activity
- Don't smoke
- Check your cholesterol
- Control your blood pressure
- Manage your diabetes
- Work with your health care team
- Take your medicines as directed



EXPECT MORE

<https://www.cdc.gov/heart-disease/prevention/index.html#:~:text=Choose%20healthy%20food%20and%20drinks&text=Be%20sure%20to%20eat%20plenty.can%20help%20prevent%20high%20cholesterol>

©2023 CPESN® USA. Do not copy or distribute without permission.

Pharmacy Education Programs: ABCs of Heart Health

Every year, Americans suffer more than 1.5 million heart attacks and strokes.

The good news is that you can help reduce your risk and improve your heart health by following the ABCS!

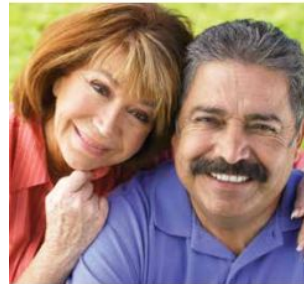
A: Take aspirin as directed by your health care professional.

B: Control your blood pressure.

C: Manage your cholesterol.

S: Don't smoke.

ABCs of Heart Health To reduce the risk of heart attack or stroke



Every year, Americans suffer more than **1.5 million heart attacks and strokes**. But following the ABCS can help reduce your risk and improve your heart health.

A: Take aspirin as directed by your health care professional.

B: Control your blood pressure.

C: Manage your cholesterol.

S: Don't smoke.

A Take aspirin as directed by your health care professional.

Ask your health care professional if aspirin can reduce your risk of having a heart attack or stroke. Be sure to tell your health care professional if you have a family history of heart disease or stroke, and mention your own medical history.

B Control your blood pressure.

Blood pressure measures the force of blood pushing against the walls of the arteries. If your blood pressure stays high for a long time, you may suffer from high blood pressure (also called hypertension). High blood pressure increases your risk for heart attack or stroke more than any other risk factor. Find out what your blood pressure numbers are, and ask your health care professional what those numbers mean for your health. If you have high blood pressure, work with your health care professional to lower it.

C Manage your cholesterol.

Cholesterol is a waxy substance produced by the liver and found in certain foods. Your body needs cholesterol, but when you have too much, it can build up in your arteries and cause heart disease. There are different types of cholesterol: One type is "good" and can protect you from heart disease, but another type is "bad" and can increase your risk. Talk to your health care professional about cholesterol and how to lower your bad cholesterol if it's too high.

S Don't smoke.

Smoking raises your blood pressure, which increases your risk for heart attack and stroke. If you smoke, quit. Talk with your health care professional about ways to help you stick with your decision. It's never too late to quit smoking. Call 1-800-QUIT-NOW today.

Million Hearts® is a national initiative to prevent 1 million heart attacks and strokes by 2017. It is led by the Centers for Disease Control and Prevention and the Centers for Medicare & Medicaid Services, two agencies of the Department of Health and Human Services.

The Million Hearts® word and logo marks and associated trade dress are owned by the U.S. Department of Health and Human Services (HHS). Use of these marks does not imply endorsement by HHS.

Heart disease and stroke are the first and fourth leading causes of death in the United States.

Together, these diseases cause 1 in 3 deaths.

The good news is that you can reduce your risk by following the ABCS!

Engagement

Community Stakeholders

Networking - Going outside your comfort zone



Community
Connected

CDC Heart Disease Communications Toolkit

Heart disease resources for health professionals

Heart disease resources for health professionals

[Health Equity Indicators Toolkit](#): This toolkit presents health equity indicators (HEIs) across eight focus areas, or health equity themes, that influence inequities in cardiovascular disease prevention, care, and management as outlined in the HEI Conceptual Framework for cardiovascular disease.

[Community-Clinical Linkages Health Equity Guide](#): Practitioners can use this guide to help incorporate health equity into community-clinical linkages (CCLs). CCLs are an effective approach to preventing and managing chronic diseases such as cardiovascular disease.

[Surveillance and Evaluation Data Resource Guide](#): This at-a-glance compilation of data sources can be used by program managers and evaluators in the planning and evaluation stages of heart disease and stroke prevention programs.

[Cardiac Rehabilitation](#)

: Improve referral, enrollment, and participation rates in cardiac rehabilitation programs with these evidence-based tools and resources.

[Hypertension Control Change Package \(Second Edition\)](#)

: This guide includes process improvements to help ambulatory clinical settings implement optimal hypertension control.

<https://www.cdc.gov/heart-disease/php/toolkit/index.html>



EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

CDC Heart Disease Communications Toolkit

Heart disease resources for individuals and patients

["Live to the Beat" Campaign Partner Toolkit](#): This Million Hearts® and CDC Foundation campaign focuses on empowering Black adults to pursue heart-healthy lifestyles on their own terms—to find what works best individually and consistently—as they live to their own beat.

[Pulse Check: Live to the Beat](#): Help patients learn how to manage their conditions, move more, eat healthier, stress less, and work with their health care

team.

[ABCS of Heart Health](#): Encourage others to lower their risk for heart attack and stroke and improve heart health by following the ABCS!

[How Cardiac Rehabilitation Can Help Heal Your Heart](#): Learn more about what cardiac rehabilitation is, who needs it, and how it can help those who have had a heart attack or other heart problems.

[Measure Your Blood Pressure](#): Empower your audiences to know and measure their blood pressure numbers regularly with these customizable tools.

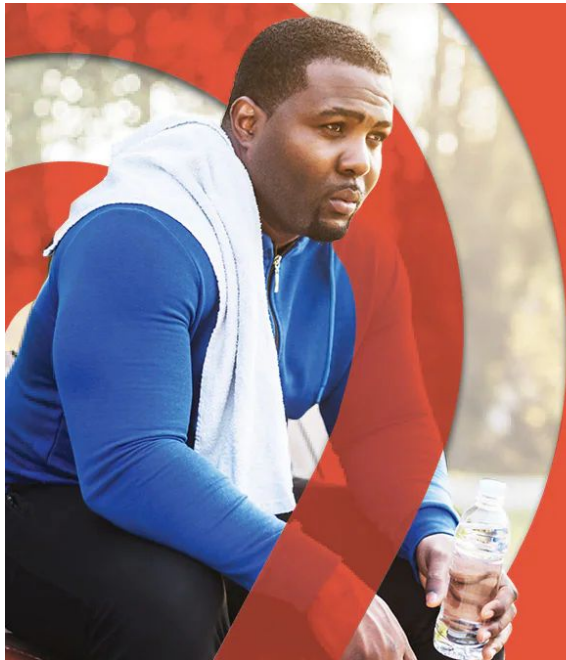


EXPECT MORE

©2023 CPESN® USA. Do not copy or distribute without permission.

<https://www.cdc.gov/heart-disease/php/toolkit/index.html>


American Heart Month



There are things you can do **TODAY** to lower your risk of heart attack and stroke.

Start now with small steps.

millionhearts.hhs.gov/livetothebeat



- **Key takeaway:** You can engage your patients with heart health issues using this [toolkit](#) from CDC

Places of Worship

Churches and Mosques are all sacred spaces of worship.

Regardless of religion, all places of worship are community hubs.

All places of worship act as a community hub:

- Serve communities through programs dedicated to providing food, housing, and education.
- Offers a place of learning.
- It is a united voice for the communities they serve.
- It acts as a catalyst for positive change in the community.
- It offers an avenue to reach the underserved community.
- The leaders have a profound impact on the behavior and action of the community.

Key takeaway: Come out of your comfort zone to find avenues of market expansion through finding the humanity in the other.

Avoiding, Debunking, Demystifying
Stereotypes



Community
Connected

Stereotype

Common Myths About Heart Disease

Myth

- Cancer is the real threat for women, not cardiovascular disease.
- Cardiovascular disease affects older people.

Fact

- Cardiovascular disease is more deadly than all forms of cancer combined. While one in 39 women in the U.S. dies from breast cancer each year, cardiovascular disease is the cause of one out of every three deaths. That's roughly one death each minute.
- Cardiovascular disease affects women of all ages, even if you lead a healthy lifestyle. In addition to age, things that increase your risk of heart disease include:
 - Pregnancy
 - Menopause
 - Eating too much, or eating unhealthy foods
 - Not being physically active
 - A family history of heart disease
 - Having a heart condition at birth

Stereotype

Common Myths About Heart Disease

Myth

- Cardiovascular disease doesn't affect women who are fit
- I don't have any symptoms, so I must be fine

Fact

- Fact: Even if you're a yoga-loving, marathon-running workout fiend, your risk for heart disease isn't zero. Factors such as your [cholesterol](#), eating habits and smoking can offset your other healthy habits. You can be thin and have high cholesterol.
- Often, people do not have symptoms of heart disease until something serious happens. Many people do not know they have coronary heart disease until they have chest pain, blood flow to their heart is blocked causing a heart attack, or their heart suddenly stops working, known as cardiac arrest.



Community
Connected

JOIN CPESN

[FIND A PHARMACY](#) [PHARMACY SUPPORT](#) [NEWS](#) [RESOURCES](#) [Q](#)



[For Payers](#) [For Pharmacies](#) [Success Stories](#) [Marketplace](#) [Networks](#) [About](#)

[Contact Us](#)

Community-Based Pharmacy Solutions for All

CPESN® USA is the leader in joining payers,
pharmacies, and communities together to provide
enhanced health services locally.

[SOLUTIONS FOR PAYERS](#)

[SOLUTIONS FOR PHARMACIES](#)



Roger Paganelli
Pharmacist/Owner, Mt. Carmel Pharmacy - CPESN® NYC

Bob Lomenick
Pharmacist/Owner, Tyson Drugs - CPESN® Mississippi

2023 CPESN® USA Luminaries of the Year

[JOIN HERE](#)

[LEARN MORE HERE](#)

[CONTACT US HERE](#)



EXPECT MORE