

# Virginia Cardiovascular Health Programs: Healthy Hearts Initiative and Stroke Smart Virginia

State Health Commissioner's Advisory Council on Health Disparity and Health Equity

July 9, 2024



# Virginia Healthy Hearts Initiative

**VDH awarded 2 CDC grants in 2023:** National Cardiovascular Health Program & Innovative Cardiovascular Health Program.

**Requirements:** Plan, Implement and Evaluate CDC evidence-based strategies and establish regional / local learning collaboratives to steer the census tract / neighborhood level efforts. 51% of members must be community members living within the census tracts.

**Where:** Focus on census tracts with the highest hypertension prevalence per CDC PLACES (data source).

- **51 Census tracts: Central Region** (Emporia, Halifax, Petersburg, Richmond), **Eastern Region** (Hampton, Franklin City, Newport News, Norfolk, Portsmouth, Southampton, Suffolk), **Southwest Region** (Danville, Henry, Lynchburg, Martinsville, Pittsylvania, Roanoke).

**Virginia Approach:** Improve blood pressure control, utilize community health workers, social determinants of health screening and referrals, establish network of referral partners.

- CDC evidence-based strategies divided into three interwoven themes: Hospital, Clinic, Community.
- Partner with state and local partners and external evaluator, establish regional / local learning collaboratives.
- Meet people where they are.



*Petersburg*  
**Virginia Healthy Hearts  
Initiative**

**Learning Collaborative**



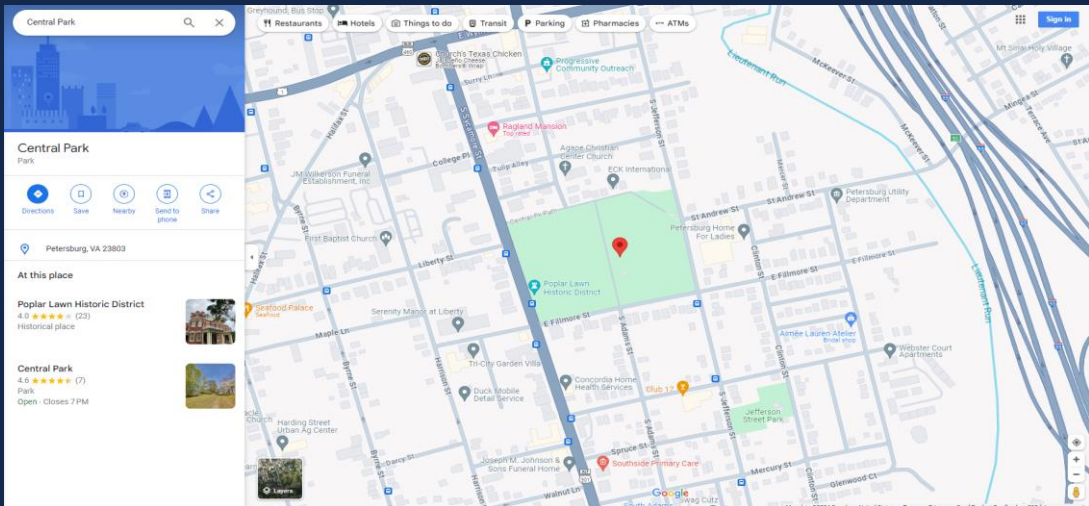
# Petersburg Healthy Hearts Initiative Learning Collaborative Goals



- Increase Blood Pressure Self-Monitoring among African-Americans 45 years & older within census tracts
- Increase number of participants in Healthy Heart Ambassador BPSM among 18 years & older within the census tracts
- Create opportunities for healthy lifestyle changes through health education, health promotion, programs and events
- Provide access to healthy, clean, affordable & nutritious foods
- Advocate for solutions to challenges & barriers of SDOH in the census tracts



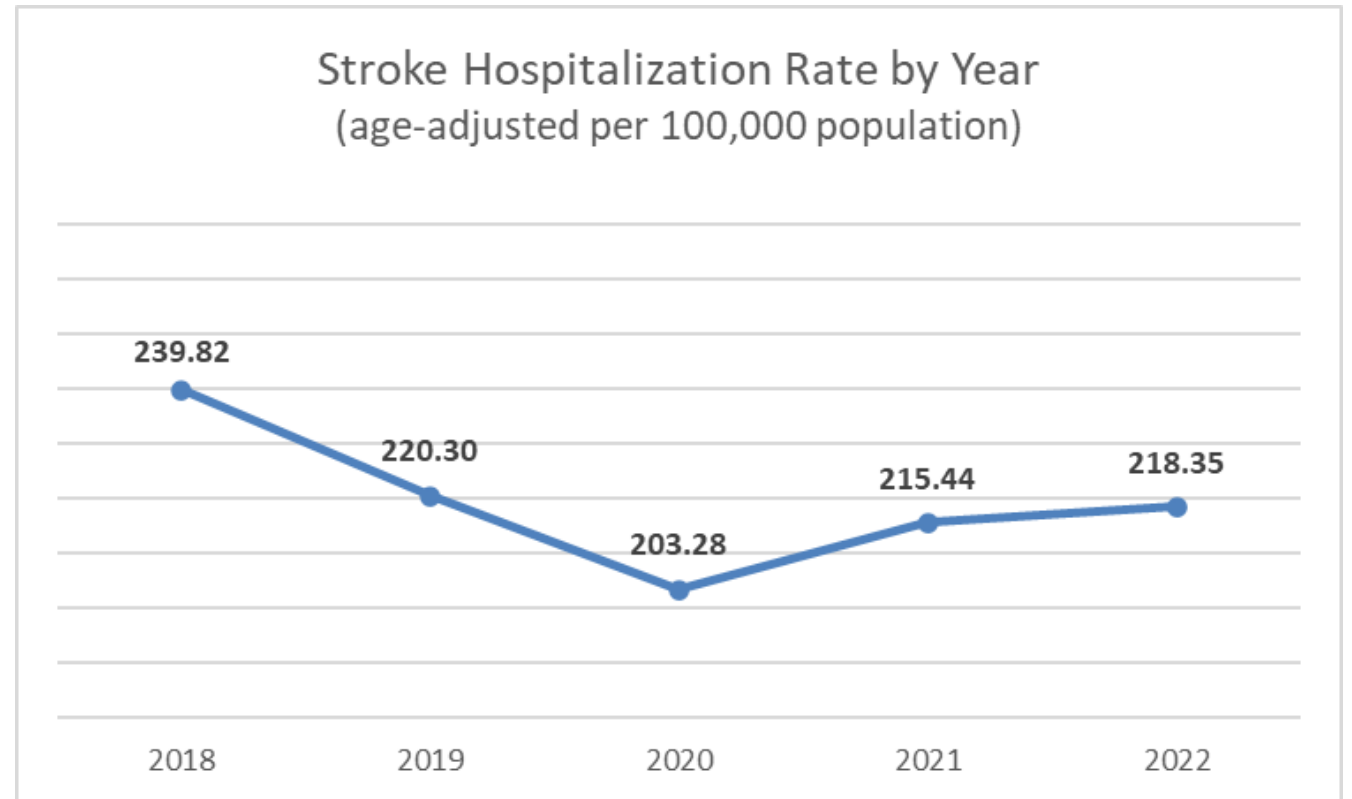
Petersburg Healthy Hearts Initiative  
SATURDAY MORNING SENIOR WALKING  
CLUB @ Central Park  
Start date: August 10th  
(Every 2<sup>nd</sup> & 4<sup>th</sup> Saturday through  
October 26<sup>th</sup>)



# Stroke Burden in Virginia

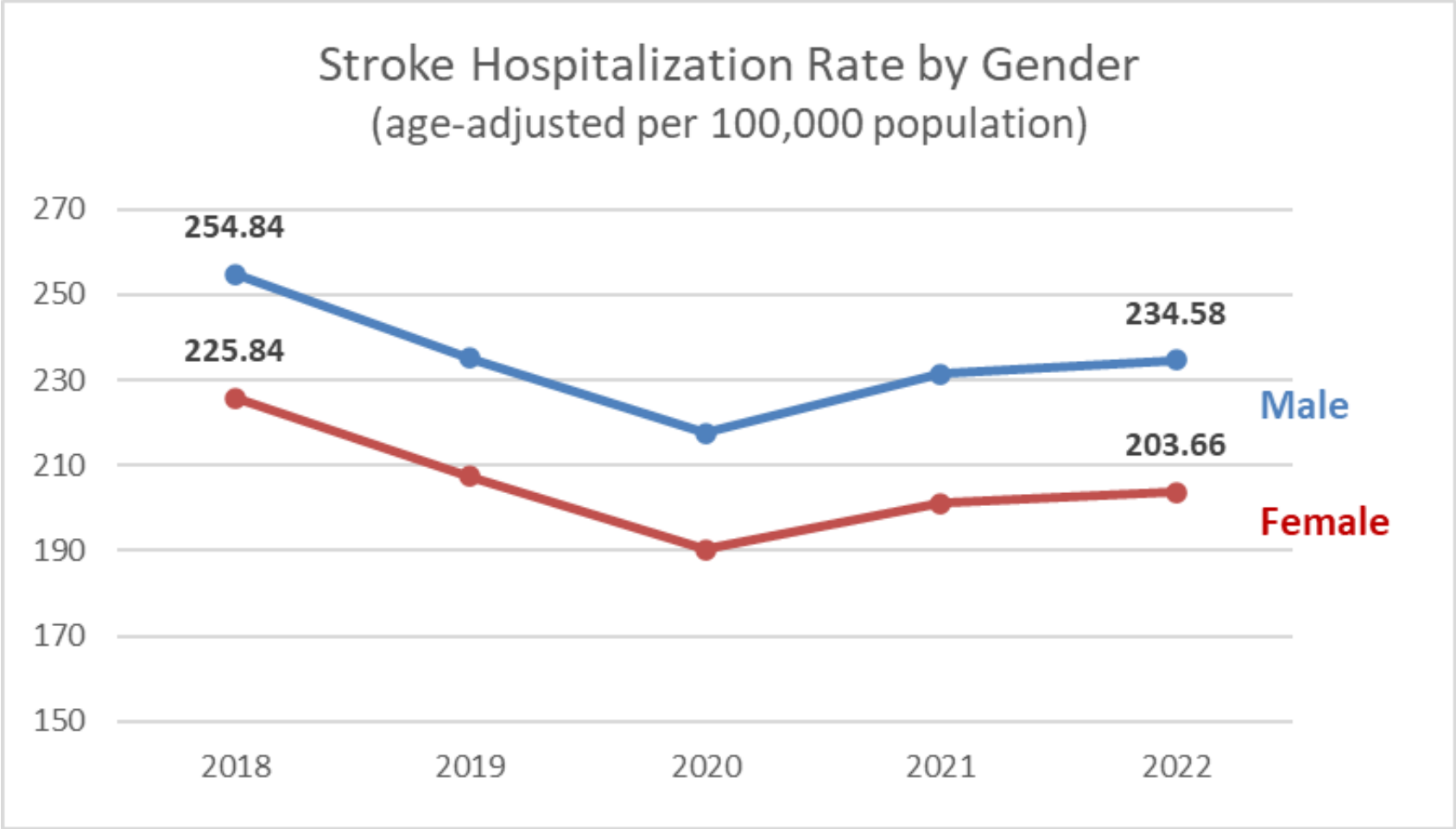
# Stroke Hospitalizations

- Overall, stroke hospitalizations have **slightly increased** since 2020, but generally show a downward trend since 2018.
- Any decreases observed among 2020 hospitalization rates compared to previous years may be due to the impact of COVID-19 on healthcare service delivery and/or healthcare seeking behaviors among those with chronic disease. 2020 rates should be used with caution when compared to other years.

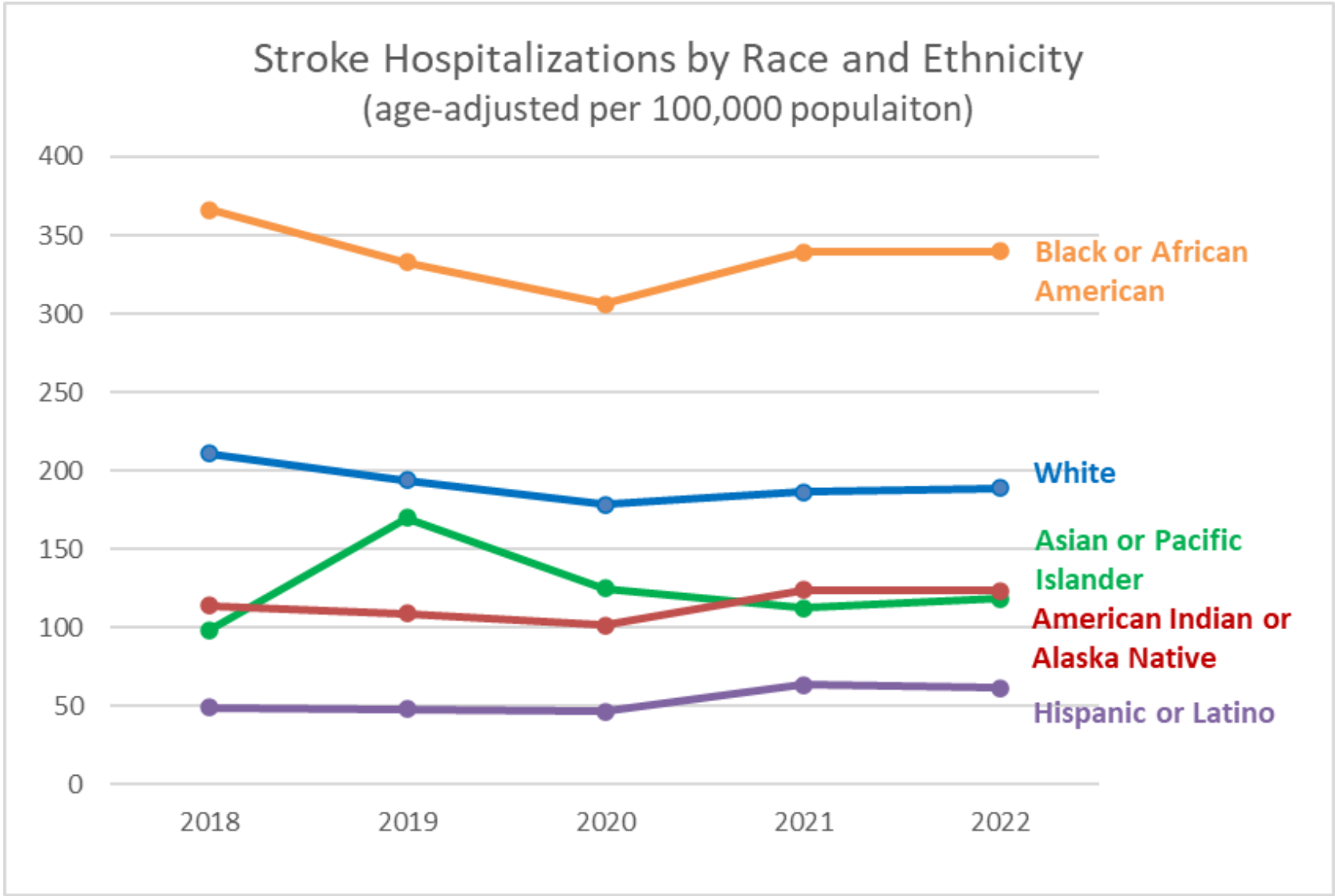


Data collected from the inpatient discharge dataset from Virginia Health Information (VHI).

- Each year, **males** repeatedly have the highest stroke hospitalization rate.
- When stratified by race, Black or African American males have the highest stroke hospitalization rate.



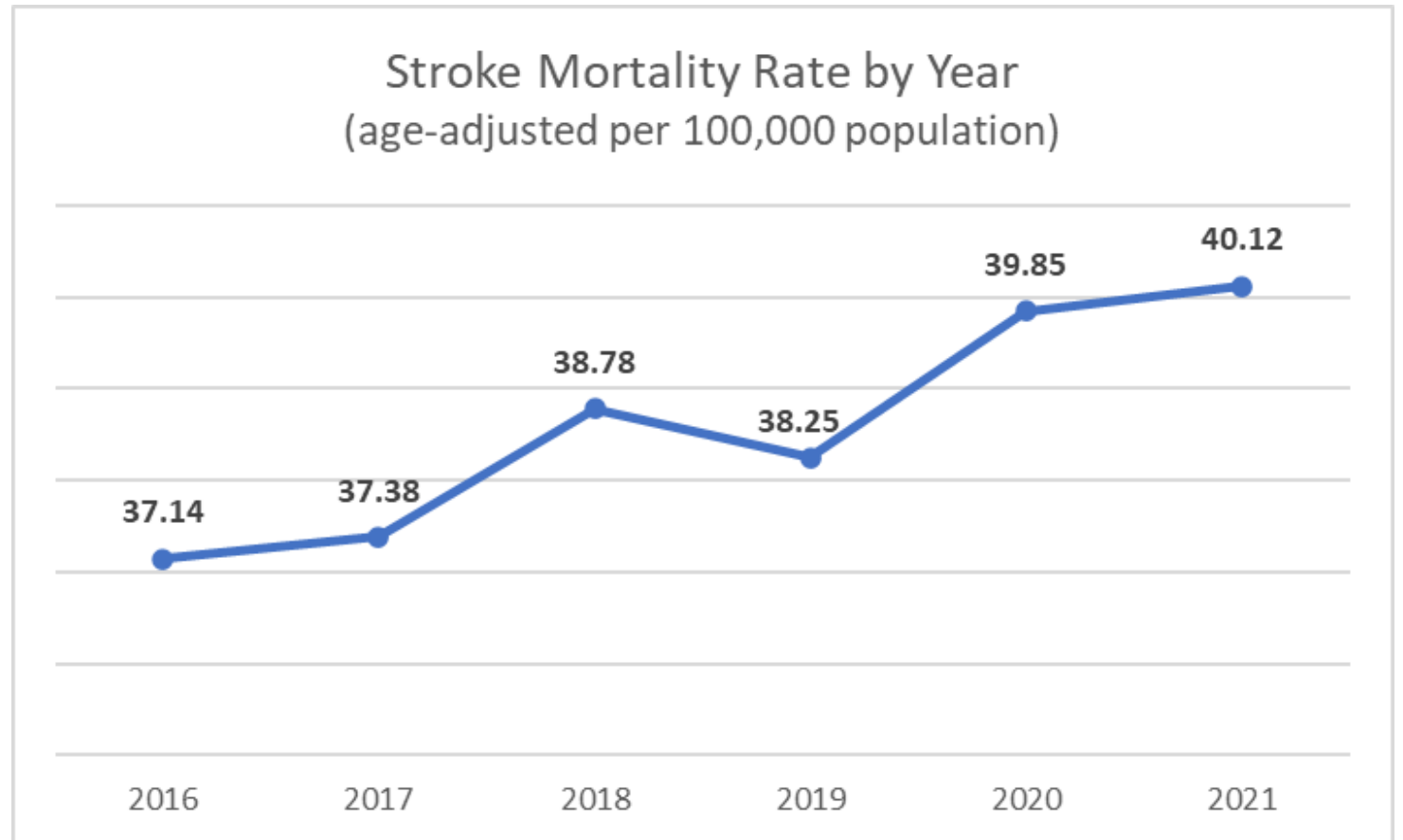




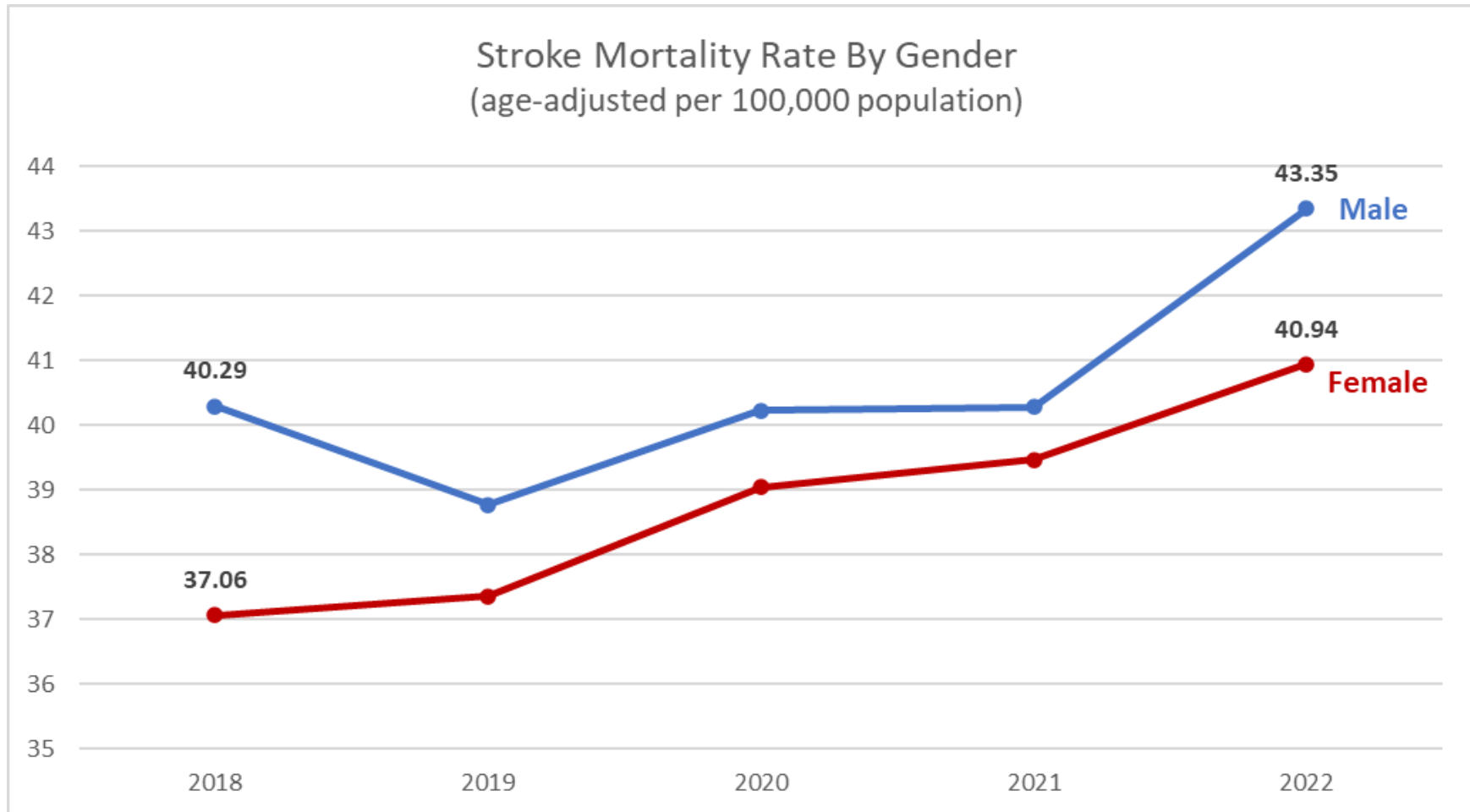
The **Black or African American** population consistently has the highest stroke hospitalization rate when compared to other race populations.

# Stroke Deaths (Mortality)

Overall, the Virginia stroke death rate continues to **trend upward**.

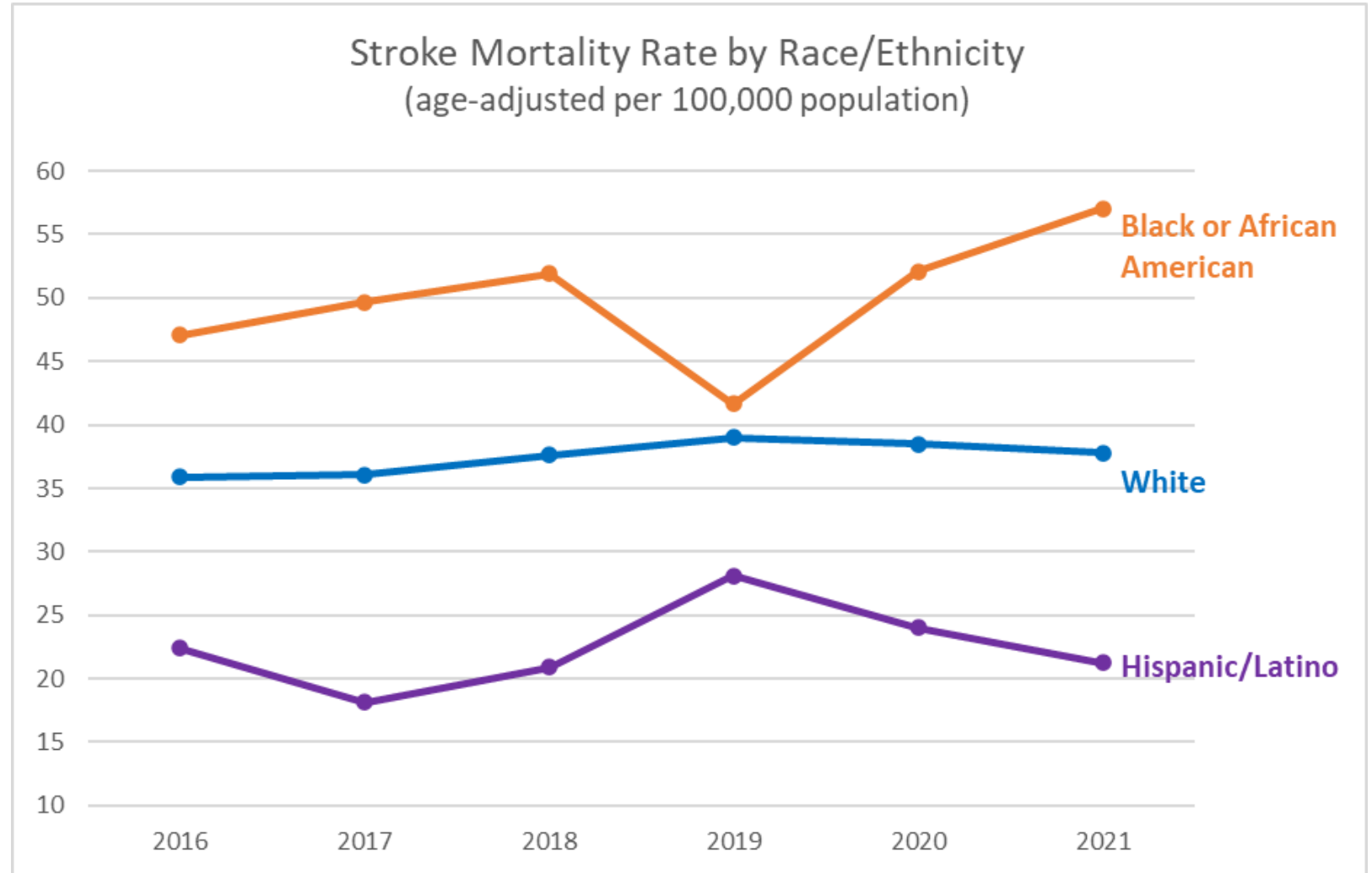


SOURCE: Vital Event Statistics Program, Office of Information Management - Virginia Department of Health



Each year, **males** repeatedly have the highest stroke death rate when compared to females.

The **Black or African American** population has the highest death rate when compared to other race groups and has shown an upward trend since 2016.



**Note:** While VDH does collect death data of all race groups, the Asian/Pacific Islander and American Indian/Alaskan Native populations have too low rates to display on this chart.

# Stroke Smart Virginia Community Education

The screenshot shows the Virginia Department of Health website for Stroke Smart Virginia. It includes a navigation menu with links like 'About', 'How Do I', 'A-Z Index', 'Locations', 'Data', 'Clinicians', 'Newsroom', and 'Contact'. The main content area features a 'STROKE SMART VIRGINIA' banner with the slogan 'Spot a Stroke, Stop a Stroke, Save a Life. CALL 911.' Below this are sections for 'How to Spot a Stroke- 3-Minute Video', 'Magnets & Wallet Cards', and 'Order Free VA Stroke Smart Materials Here'. There are also cards for 'Stroke Smart Medical Practice', 'Stroke Smart Hospitals', 'Stroke Smart Pharmacies', 'Stroke Smart Communities', and 'Stroke Smart Cities and Counties'. At the bottom, there is a 'BE FAST' acronym graphic with icons for Balance, Eyes, Face, Arms, Speech, and Time.

**Be Stroke Smart**

**STROKE SIGN TEST: SMILE**

Pass: A smiling face with a green checkmark.

Fail: A face with one side drooping, marked with a red X. Text: "One side droops. CALL 911"

**STROKE SIGN TEST: RAISE ARMS**

Pass: A person with both arms raised horizontally, marked with a green checkmark.

Fail: A person with one arm drifting downward, marked with a red X. Text: "Arm drifts downward. CALL 911"

**OTHER STROKE SIGNS**

**SUDDEN TROUBLE:**

- Speaking or Understanding
- Walking or Balance
- Seeing
- Weak or Numb on one side of body

**CALL 911 for even ONE SIGN**

**CALL 911 even if SIGNS STOP**

**BE FAST**

Balance Loss, Eyesight Changes, Face Drooping, Arm Weakness, Speech Difficulty, Time to call 911

Stroke Smart VIRGINIA Kwikpoint

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