

American Heart Association: Tools for American Heart Month & Beyond

**Wisconsin
DHS Chronic Disease
Prevention Partner Call**

January 23, 2024

Tim Nikolai, Senior Rural Health Director, Midwest Region
Zach Wilks-Metrou, Community Impact Director, WI
Susan Hjelsand, Senior Community Impact Director, WI

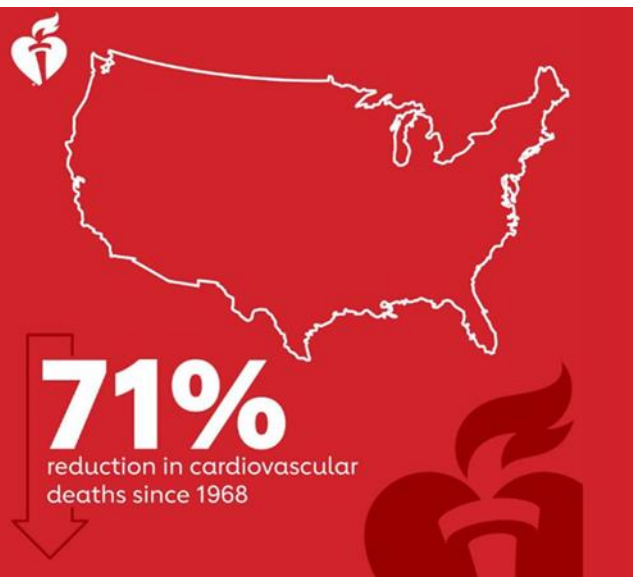




Our Mission: To be a relentless force for a world of longer, healthier lives.

Our Vision: Advancing health and hope for everyone, everywhere.

Our Guiding Values:



Improving & extending people's lives



Speaking with a trustworthy voice



Inspiring passionate commitment



Ensuring equitable health for all



Bringing science to life



Making extraordinary impact



Meeting people where they are



Building powerful partnerships



American Heart Association.

ARE YOU READY? AMERICAN HEART MONTH IS HERE!



More than
23,000 children
experience cardiac
arrest every year.

Are **YOU** ready to save
your child's life?



AMERICAN HEART MONTH 2024



Will **YOU**
be ready
to **SAVE**
the life of
SOMEONE
you love?

Find a CPR class at heart.org/nation

NATIONAL WEAR RED DAY®

February 2, 2024

Rock your Red
today for women's
heart health.



[Click HERE for 2024 American Heart Month Toolkit](#)





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American Heart Association.

BARRIERS TO HEALTH EQUITY

Structural Racism



Social Determinants of Health



Rural Health Disparities



Examples of Rural Barriers to Health



Individual Health Factors

Tobacco & Nicotine Use
Physically Inactive
Diabetes, Obesity &
Cholesterol
Depression, suicide &
substance abuse



Social Determinants of Health

Lower income & poverty
Education
Unemployment
Housing inequities
Transportation
Food insecurity



Barriers to Medical Care

Rural hospitals struggle
Hospital distance
Lack of outpatient &
post-acute care
Health care hiring
Uninsurance

Four primary areas of focus



Chronic Disease



Tobacco & Vaping



Nutrition Security



Cardiac Readiness



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Chronic Diseases

Prevention and Management Resources and Tools

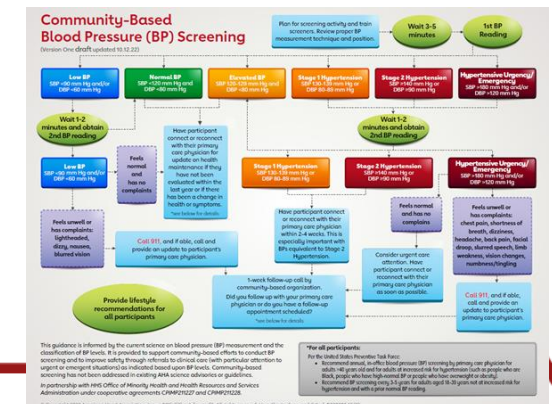


Clinical SMBP and Community Hypertension Hubs

- Can be hosted in libraries, senior centers, churches, or other community gathering places.
- Access to validated, “home” blood pressure monitors.
 - For use onsite, and optionally, for checkout depending on the organization.
- Educational materials for:
 - Staff to ensure a general level of comfort with the process (Blood Pressure 101).
 - Patrons to ensure their comfort in using the device and understanding what those numbers mean / how to keep blood pressure low.
- Resources to support referrals to healthcare for those who have additional questions or (may) have concerning blood pressure levels.



**Menomonee Falls Public Library,
Staff Training
Menomonee Falls Wisconsin**



Preparing for Success

Self-measured blood pressure Patient training checklist

Instructions: To ensure all necessary steps and components are covered, use this checklist when training your patient's on how to perform self-measured blood pressure (SMBP).

☐ Gather supplies

- ☐ Tape measure
- ☐ [What is SMBP?](#) (PDF)
- ☐ [SMBP infographic](#) (PDF in English or Spanish)
- ☐ [SMBP recording log](#) (PDF)
- ☐ [SMBP device accuracy test](#) (PDF)

☐ Provide background information on SMBP to the patient (if not explained by provider)

- ☐ Explain how SMBP allows the provider to get a more accurate and complete picture of the patient's blood pressure outside of the office (more readings, over a longer period of time, in the patient's normal environment)

Tip: Hand out the "What is SMBP?" document.

☐ Determine SMBP cuff size

- ☐ Use tape measure to measure the circumference of the patient's mid-upper arm in centimeters (see image for more detail)

Tip: Ideally, this is done before the patient purchases a device so you can ensure the device and cuff purchased are appropriate for the patient.



Locate mid-upper arm

Using a measuring tape, place one end on the bony prominence at the shoulder (acromion process) and measure the length of the arm to the bony protuberance at the elbow (olecranon process). Divide this distance in half and that is the mid-upper arm where you should measure the arm circumference for determining cuff size.

Source: https://www.cdc.gov/nchs/data/rhaves/2017-2018/manuals/2017_Arthropometry_Procedures_Manual.pdf

☐ Check patient's SMBP device for accuracy

Tip: Use the SMBP device accuracy test.

☐ Determine the patient's blood pressure arm (if not currently identified)

- ☐ Measure the patient's blood pressure in each arm and use the arm with the higher reading for all future readings

☐ Teach patient how to properly prepare for self-measurement

- ☐ Avoid caffeine, tobacco and exercise for at least 30 minutes before measurement
- ☐ Empty bladder if full
- ☐ Take BP measurements before blood pressure medications

Tip: Show [SMBP training video](#) and hand out the SMBP infographic.

☐ Teach patient the proper positioning for self-measurement

How to measure your blood pressure at home

TARGET:BP



Follow these steps for an accurate blood pressure measurement

1. PREPARE

Avoid caffeine, smoking and exercise for 30 minutes before measuring your blood pressure.

Wait at least 30 minutes after a meal.

If you're on blood pressure medication, measure your BP before you take your medication.

Empty your bladder beforehand.

Find a quiet space where you can sit comfortably without distraction.

2. POSITION



3. MEASURE

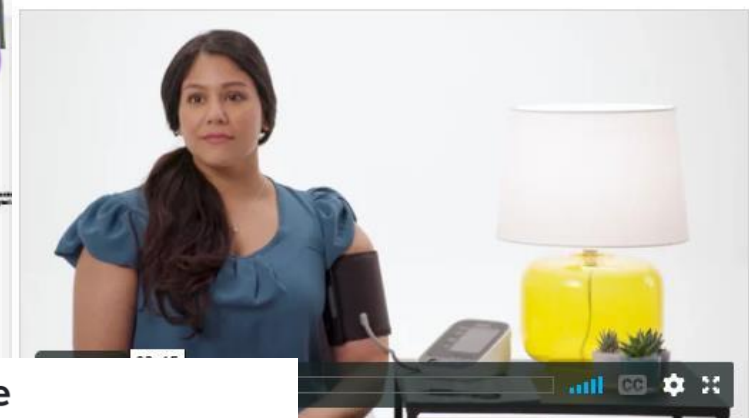
Rest for five minutes while in position before starting.

Take two or three measurements, one minute apart, twice daily for seven days.

Keep your body relaxed and in position during measurements.

Sit quietly with no distractions during measurements—avoid conversations, TV, phones and other devices.

Consent provided by
AMA | MAPBP
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Let's Talk About Blood Pressure

High Blood Pressure: The Silent Killer

Explore

Am I at Risk for High Blood Pressure?

Explore

Talking About High Blood Pressure

Explore

How Can I Lower My Blood Pressure?

Explore

7 Day Recording Sheet Self-Measured Blood Pressure Monitoring

| Day 1 | | Day 2 | | Day 3 | | Day 4 | | Day 5 | | Day 6 | | Day 7 | |
|---------|-----|---------|-----|---------|-----|---------|-----|---------|-----|---------|-----|---------|-----|
| MORNING | | MORNING | | MORNING | | MORNING | | MORNING | | MORNING | | MORNING | |
| 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA |
| PULSE | | PULSE | | PULSE | | PULSE | | PULSE | | PULSE | | PULSE | |
| NOTES | | NOTES | | NOTES | | NOTES | | NOTES | | NOTES | | NOTES | |
| EVENING | | EVENING | | EVENING | | EVENING | | EVENING | | EVENING | | EVENING | |
| 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA | 1 SYS | DIA |
| PULSE | | PULSE | | PULSE | | PULSE | | PULSE | | PULSE | | PULSE | |
| NOTES | | NOTES | | NOTES | | NOTES | | NOTES | | NOTES | | NOTES | |

Self-measured blood pressure measurement is:

| BETWEEN | LESS THAN |
|-----------------------|-----------|
| 1 SYS DIA & 1 SYS DIA | 1 SYS DIA |

If at any time you feel light-headed or have a headache, check your blood pressure and call the office immediately.

Community Hypertension Hub Sample Materials



Community Hypertension Hub Staff Orientation Resources

Thank you for helping your library be part of our **Community Hypertension Hub** program. High blood pressure (HBP)– or hypertension – impacts 120+ million American adults. Because HBP is known as the ‘silent killer’ and often has few to no symptoms, many people do not know they have it, putting them at increased risk for heart attacks, stroke, kidney disease, etc.

Your participation as a **Community Hypertension Hub** creates an important opportunity to meet people where they are and empower them to learn about health and take action to improve it. You are not checking blood pressure but, rather, making it possible for people to learn about Self-Measured Blood Pressure (SMBP).

Access to monitors **does not** replace visits with health care professionals and you are **not asked in any way** to function as a clinician. We **do hope you’ll understand the basics of HBP, feel comfortable showing patrons how to use the monitors, and know where to point them for more information.** A variety of educational materials are provided for you to have available for the program, but below are the ones that, especially together, should give you a good understanding of HBP! **We would ask that all involved staff review these tools.**

- 1) **What is High Blood Pressure?** This 1-pg guide explains the basics of HBP and what the numbers mean.
- 2) **How can I reduce my HBP?** Overview of general ways to address your HBP.
 - a. This **chart** has similar information and is available in Spanish & Chinese.
- 3) **Talk About BP.** This mobile friendly “guide” functions as a sort of HBP 101, including what the numbers mean, what to do about them, and how to measure your BP. It is featured (via QR Code) on the large **Community Hypertension Hub** poster provided.
- 4) Good technique is important for SMBP. This **video** shows **how** to use a monitor like the ones you received to measure your own blood pressure. (Here is the same video in **Spanish** and an **infographic** that also shows proper positioning).
- 5) Be sure to review the **BP Referral Sheet** created for your Community. This provides important information to help patrons get connected to local health care organizations who can provide further guidance and support as they seek to understand and control their blood pressure.

Additional Materials

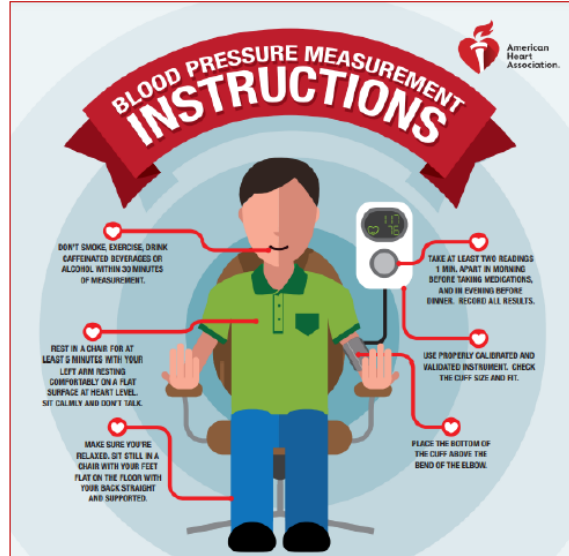
- This **website** hosts simulations of blood pressure (& more) showing how the cardiovascular system is functioning.
- Review **Answers by Heart & Healthy for Good** for additional one-page sheets and infographics on health topics and tips for improving diet, physical activity, etc.

Staff with Questions? Please reach out to Tim.Nikolaj@heart.org at the American Heart Association.



Community Hypertension Hub

Helping you check your blood pressure right where you are.



Scan for a video on how to use this monitor to check your own blood pressure!

| Blood Pressure Categories | | | |
|---|-------------------------------|--------|--------------------------------|
| BLOOD PRESSURE CATEGORY | SYSTOLIC mm Hg (upper number) | and | DIASTOLIC mm Hg (lower number) |
| NORMAL | LESS THAN 120 | and | LESS THAN 80 |
| ELEVATED | 120-129 | and | LESS THAN 80 |
| HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1 | 130-139 | or | 80-89 |
| HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2 | 140 OR HIGHER | or | 90 OR HIGHER |
| HYPERTENSIVE CRISIS (consult your doctor immediately) | HIGHER THAN 180 | and/or | HIGHER THAN 120 |



Scan to access a guide on understanding and measuring your blood



Community Hypertension Hub Connecting with Health Care

These blood pressure monitors are provided as a public service to our community.

- They are to help individuals understand an important indicator of heart health but **should not replace medical visits.**
- The device model was selected for its accuracy, and every effort is made to maintain their functionality, **but they should not be used to diagnose high blood pressure.**

Blood Pressure Categories

| BLOOD PRESSURE CATEGORY | SYSTOLIC mm Hg (upper number) | and | DIASTOLIC mm Hg (lower number) |
|---|-------------------------------|--------|--------------------------------|
| NORMAL | LESS THAN 120 | and | LESS THAN 80 |
| ELEVATED | 120-129 | and | LESS THAN 80 |
| HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1 | 130-139 | or | 80-89 |
| HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2 | 140 OR HIGHER | or | 90 OR HIGHER |
| HYPERTENSIVE CRISIS (consult your doctor immediately) | HIGHER THAN 180 | and/or | HIGHER THAN 120 |

heart.org/bplevels

How to Participate

- 1) Using the proper technique (see display materials), take your blood pressure.
- 2) Review the blood pressure levels on the chart above.
- 3) If your blood pressure is high, wait quietly for five (5) minutes and take it again.
- 4) If your blood pressure is still high, or you have additional questions about what the numbers might mean, contact your doctor's office to make an appointment.

If you do not have a local doctor, a list of local health care sites and their contact information is provided for your convenience:

- **Lakeshore Community Health Care***, 2719 Calumet Avenue (920) 686-2333.
 - This site may help provide free or reduced cost access to medical care.
- **Aurora Urgent Care**, 3509 Dewey St. (920) 686-5731.
- **Holy Family Memorial Walk-in Clinic**, 1650 S. 41st St. (920) 320-2436

If this is a medical emergency, please call 9-1-1.



My blood pressure log

Name: _____

Instructions:

- Try to check your blood pressure twice a week.
- For best results, sit comfortably with both feet on the floor for at least two minutes before taking a measurement.
- Review the proper technique for checking your blood pressure! including resting your arm on a table so the blood pressure cuff is at about the same height as your heart.
- Record your blood pressure on this sheet and show it to your doctor at every visit.

| Date | Blood Pressure Reading | Date | Blood Pressure Reading |
|-----------|------------------------|-----------|------------------------|
| Day 1: AM | / | Day 5: AM | / |
| Day 1: PM | / | Day 5: PM | / |
| Day 2: AM | / | Day 6: AM | / |
| Day 2: PM | / | Day 6: PM | / |
| Day 3: AM | / | Day 7: AM | / |
| Day 3: PM | / | Day 7: PM | / |
| Day 4: AM | / | Day 8: AM | / |
| Day 4: PM | / | Day 8: PM | / |

Always losing papers?
Going green?

A variety of blood pressure monitoring apps are also available for Apple & Android.



Scan for tips on finding the right health app.



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Type 2 Diabetes



DOWNLOADABLE PATIENT RESOURCES

- What is Diabetes?*
- Types of Diabetes*
- Take Care of Your Heart When You Have Type 2 Diabetes*
- 4 Questions to Ask Your Doctor About Diabetes and Your Heart*
- 7 Tips to Care for Your Heart When You Have Type 2 Diabetes*
- Where to Begin on Your Heart Care Journey
- ADA's Ask the Experts Overview Sheet
- Medication Chart

*Available in Spanish





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Target: BP, CCCC and Target: Type 2 Diabetes

Submission is Open! Deadline May 17, 2024

Our Work in Outpatient/Ambulatory Quality

TARGET:BP™



American Heart Association®

Check. Change. Control.
Cholesterol™



American Heart Association®

Target: Type 2 Diabetes™

- Provide clinical guidelines and protocols.
- Offer free resources directed towards both providers and patients.
- Connect clinical partners to others around the country engaged in the same work.
- Offer recognition opportunities for any health care organization that demonstrates a commitment to, and/or achieves, clinical excellence.

Registration for program(s) can be completed at
heart.org/registermyoutpatientorg



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Outpace CVD



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For HCOs with
≥70% BP Control.

Target: BP Gold+

- Aspirus Cardiology
- Community Connections Free Clinic
- Froedtert Hospital
- Gundersen Health System
- NorthLakes Community Clinic- Lakewood
- NorthLakes Community Clinic – White Lake
- Primary Care Associates of Appleton
- ProHealth Medical Group
- Scenic Bluffs Community Health Centers
- Southwest Health

[Target: BP](#) awarded **Gold+** and **Silver** designations for those organizations who attested to implementing at least 4 of the 6 [Evidence Based Activities](#) that support accurate Blood Pressure measurement. The American Heart Association & American Medical Association encourage all HCOs to pursue these effective strategies and offer support – and recognition – for doing so.



Target: BP Gold

For HCOs with $\geq 70\%$ BP Control AND who attest to at least 4 of 6 Accurate Measurement Practices

- Ascension Airport Medical Clinic
- Ascension Columbia St. Mary's Milwaukee at Columbia West
- Ascension Columbia St. Mary's Milwaukee at Gateway
- Ascension Columbia St. Mary's Milwaukee at Glendale
- Ascension Columbia St. Mary's Milwaukee West Allis
- Ascension Columbia St. Mary's Ozaukee at Cedar Mills
- Ascension Columbia St. Mary's Ozaukee at Cedarburg
- Ascension Columbia St. Mary's Ozaukee at Germantown
- Ascension Columbia St. Mary's Ozaukee at Grafton
- Ascension Medical Group – Greenfield
- Ascension Medical Group All Saints Spring St Campus - Cardiology
- Ascension Medical Group at All Saints at Four Mile Road
- Ascension Medical Group at All Saints at Union Grove
- Ascension Medical Group at All Saints Hospital Spring Street Campus - Internal Medicine
- Ascension Medical Group at Angel of Hope Clinic
- Ascension Medical Group at Brown Deer
- Ascension Medical Group at Capital and Lilly
- Ascension Medical Group at Cudahy
- Ascension Medical Group at Franklin - Cardiology
- Ascension Medical Group at Franklin – Internal Medicine
- Ascension Medical Group at Greenlane
- Ascension Medical Group at Greenville
- Ascension Medical Group at Jackson Street
- Ascension Medical Group at Kaukauna
- Ascension Medical Group at Keil



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Target: BP Gold

- Ascension Medical Group at Koeller Street
- Ascension Medical Group at Little Chute
- Ascension Medical Group at Main Street
- Ascension Medical Group at Mayfair Road – Internal Medicine
- Ascension Medical Group at Mequon
- Ascension Medical Group at Oak Creek
- Ascension Medical Group at Oneida St

- Ascension Medical Group at Pewaukee
- Ascension Medical Group at Richmond Street
- Ascension Medical Group at South 16th Street
- Ascension Medical Group at St. Francis Euclid Building
- Ascension Medical Group at St. Francis Ohio Building
- Ascension Medical Group at West Oklahoma - Cardiology
- Ascension Medical Group at West Oklahoma – Internal Medicine
- Ascension Medical Cardiac Rhythm Specialists
- Ascension Medical Group at WI Card – Milwaukee
- Reedsburg Area Medical Center



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For HCOs committed to further
improving BP Control AND who
attest to at least 4 of 6 Accurate
Measurement Practices

Target: BP Silver

- Access Community Health Center
- Aspirus Divine Savior Hospital & Clinics
- Froedtert Menomonee Falls Hospital – Community Outreach Health Clinic
- Health Care Network, Inc.
- Hope Clinic and Care Center, Inc.
- Muslim Community and Health Center of Wisconsin
- NorthLakes Community Clinic – Ashland
- NorthLakes Community Clinic – Hayward
- NorthLakes Community Clinic – Hurley
- NorthLakes Community Clinic – Iron River
- NorthLakes Community Clinic – Minong
- Open Arms Free Clinic
- Prairie Clinic
- Progressive Community Health Centers



For first time participants,
committed to improving
BP Control.

Target: BP Participant

- Ascension Medical Group – Waukesha
- Ascension Medical Group at Menomonee Falls
- Lakeshore Community Health Care, Inc.



Check. Change. Control. Cholesterol



For HCOs with $\geq 70\%$ rate
for guideline-based
statin prescriptions.

- Froedtert Menomonee Falls Hospital – Community Outreach Health Clinic
- Southwest Health



For HCOs committed
to improving
cholesterol control.

- Muslim Community and Health Center of Wisconsin
- Primary Care Associates of Appleton



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For HCOs with success
in both CVD and
Diabetes Control.

Target: Type 2 Diabetes

- Gundersen Health System
- NorthLakes Community Clinic - Lakewood
- Primary Care Associates of Appleton



Target: Type 2 Diabetes



For HCOs committed to improving both CVD and Diabetes Control.

- NorthLakes Community Clinic- Hurley
- Muslim Community and Health Center of Wisconsin
- Froedtert Menomonee Falls Hospital – Community Outreach Health Clinic
- Health Care Network and Care Center, Inc.
- Hope Clinic and Care Center, Inc.

- NorthLakes Community Clinic – Ashland
- NorthLakes Community Clinic – Hayward
- NorthLakes Community Clinic – Iron River
- NorthLakes Community Clinic – Minong
- NorthLakes Community Clinic – White Lake
- Progressive Community Health Centers
- Lakeshore Community Health Care, Inc.
- Southwest Health



TARGET:BP Resource Links

Target: BP Submission for recognition opened on January 1st

- Registration for program(s) can be completed at heart.org/registermyoutpatientorg

Target: BP Newsletter

Target: BP Webinar Register Here!

- [Data Submission 101 for 2024 Award Achievement \(Target: BP, CCC-Cholesterol, Target: Type 2 Diabetes\)](#)
- January 24th from 12:00pm-1:00pm

Deadline for Submission is May 17th



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Nutrition Security Tobacco & Vaping Cardiac Readiness

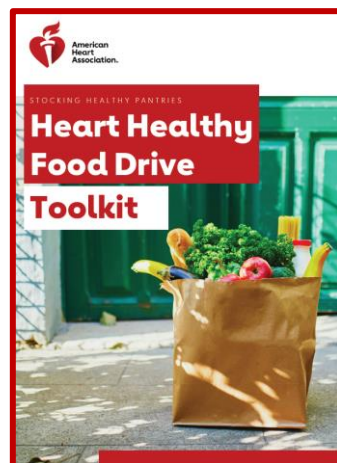
Nutrition Security



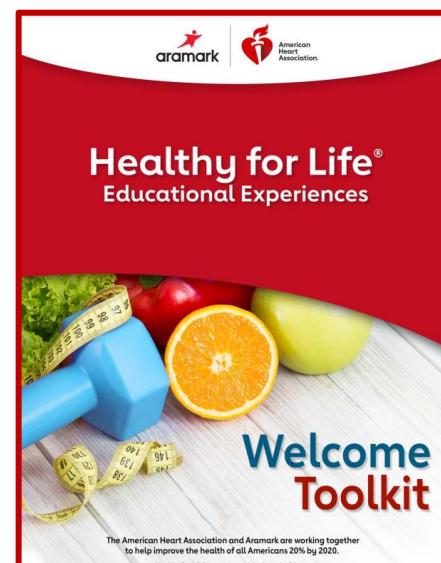
Changing Policies & Practices

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

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



Educational Resources



Teaching
Gardens Network
Resources

American Heart Association

Recipes



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Tobacco & Vaping



Changing Policies & Practices

- 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 Curriculum

- Age-appropriate, evidence-based, cross-curricular, school-based tobacco product education shall be included in the education provided for all students in K-12 at least once per year. Y ☐ N ☐

Policy Comprehensiveness:

- The policy applies to ALL tobacco products as indicated in the suggested language. (Note: Suggested language/definitions can help prevent the need to update again as tobacco products evolve). Y ☐ N ☐
- The policy prohibits use of any tobacco product by students, staff, and visitors. Note: An exception can be made for the use of tobacco as part of an indigenous cultural practice or educational activity that is approved by administrators; however, it should not be initiated or ingested. Y ☐ N ☐
- The policy prohibits the possession of tobacco products/accessories by students. Y ☐ N ☐
- The policy applies at all times, on all property (including vehicles) and all school sponsored events, whether on or off campus. Y ☐ N ☐
- The policy prohibits the promotion or display of tobacco products, the acceptance of gifts or contributions from the tobacco industry, or curriculum that was paid for or developed by tobacco industry. Y ☐ N ☐
- There is a plan/strategy for communicating (incl. signage) and enforcing the tobacco policy to visitors. Y ☐ N ☐

Policy Equity:

- The policy reflects a progressive approach to discipline students that includes the use of supportive practices (such as collaborative conversations, verbal agreements, alternatives to suspension, etc.) unless there are extenuating circumstances*. Y ☐ N ☐
- The policy states that punitive approaches (suspension, expulsion) are used only after supportive approaches have been used or there are extenuating circumstances*. Y ☐ N ☐
- Law enforcement or school resource officers are not involved in the disciplinary process for tobacco offenses. This does not preclude contacting law enforcement or engaging school resource officers when needed to protect student, staff or visitor safety. Y ☐ N ☐
- The policy does not include fining the student for violating the tobacco policy. Y ☐ N ☐
- The code of conduct or policy states that students interested in quitting will be referred to cessation programs. Y ☐ N ☐

*Extenuating circumstances could include engaging in other violations at the time of the tobacco violation, such as threatening school personnel, acts of aggression, possession of other drugs, repeated violations

Educational Resources



you'rethe
cure

yourethecure.org



Cardiac Readiness



Changing Policies & Practices

- Systematically integrating CPR training to reach populations in need. (moms, opioid response)
- CPR Training requirement for staff/volunteers.
- Developing [Cardiac Emergency Response Plans](#) for schools and other entities.



The American Heart Association (AHA) wants all people to learn First Aid, CPR and AED to create a generation of people that are prepared to act in an emergency, putting more qualified lifesavers in our communities and creating a Nation of Heartsavers™.

About 9 in 10 cardiac arrest victims who receive a shock from an AED in the first minute live. During cardiac arrest, CPR can double or triple a person's chance of survival.

All schools, workplaces, and sports facilities should establish a Cardiac Emergency Response Plan (CERP). The following checklist contains the minimum steps to include in your plan:

- ☐ Establish a Cardiac Emergency Response Plan (CERP) and Team.
- ☐ **Share** the CERP at your site. Ensure the plan is integrated with local emergency medical services, fire and police (if applicable). Post the CERP in key locations throughout the site.
- ☐ Implement Automated External Defibrillator (AED) placement and a routine maintenance schedule within the school, workplace, or athletic facility (similar to fire-extinguisher protocols)
- ☐ Schedule and maintain ongoing staff training in First Aid, CPR and AED
- ☐ Educate as many people as possible in Hands-Only CPR (which can be used for teens and adults). If feasible, include information on rescue breathing and/or

Educational Resources



CPR Training Center Locator

CPR Anytime Kits (Adult or Infant)



**2 STEPS
TO SAVE A LIFE**





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Training Resources

Community Facing

Professional Education

Collections of Presentations

- [Healthy For Life Nutrition Lessons](#)
- [Empowered To Serve Modules.](#)

Ongoing Opportunities

- KDBH: [Ask The Experts Podcasts.](#)
- [House Calls: Real Docs, Real Talk™](#)



- [Health Equity](#)
- [Hypertension](#)
- [Resuscitation](#)
- [Stroke & Brain Health](#)
- [Telehealth Professional Cert.](#)
- [Tobacco Treatment Certification.](#)

A mix of free / \$\$ options.



[Future](#) & [Past](#) webinars.



Rural Opportunities for Support

Writing a New Book on Heart Health A Grant/Assistance Opportunity for Rural Libraries to Improve Community Health



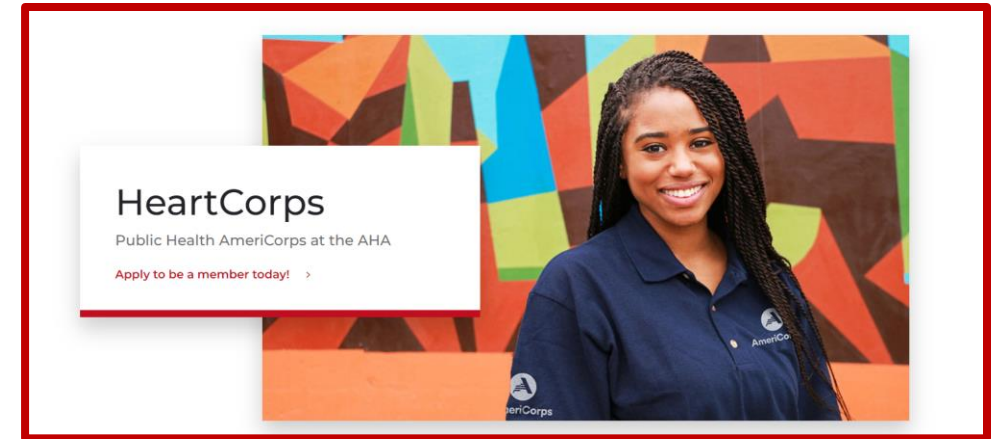
Receive up to \$1500 for your efforts to improve health in your community.

The American Heart Association's mission is to be a *relentless force for a world of longer healthier lives*. That mission is underscored by our Guiding Values which include "meeting people where they are" and "building powerful partnerships." Libraries – especially in rural communities – offer a tremendous opportunity to do both of those things and we want to collaborate with you to tackle health disparities in a comprehensive, sustainable way.

Among other health challenges, rural Americans face higher of [high blood pressure](#), [nutrition insecurity](#), [cardiac arrest death rates](#), [tobacco use](#), and more. At the same time, rural communities have strong assets – organizations and individuals who are dedicated to making a difference and thinking creatively to overcome challenges.

To that end, the American Heart Association has worked with rural libraries in various contexts to leverage our science, resources, and experience with their position of trust in and access to communities in need. And now we are hoping to do more of the same – in your community. (See Page 2 for more details on the work we've done). Opportunities include, but are not limited to:

- Empowering patrons to check their own blood pressure in or through the library, including a referral to a local clinic partner for more assistance.
- Systematically identifying/referring to resources, patrons facing nutrition insecurity or



Looking for host sites & candidates for our Summer & Fall 2024 Terms

Deadline – March 1st



Next Steps...

- 1) Share these tools and resources to educate your friends, family, and community.
- 2) Consider if your organization – or another in your community might be interested in:
 - Being a host for a Community Hypertension Hub
 - Systematically screening for Nutrition Insecurity
 - Adopting a Cardiac Emergency Response Plan
- 3) Consider sharing the rural library and HeartCorps opportunities for support.

QUESTIONS OR ASSISTANCE?

Subscribe to the (Rural) Health Update



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UPCOMING EVENTS:

Tuesday, January 30th:

American Heart Month Kickoff @ the State Capitol

February 2: National Wear Red Day

February 10: MKE Heart & Stroke Ball

February 23: Go Red For Women - Madison





THANK YOU

