

MINNESOTA HEART DISEASE AND STROKE PREVENTION

# CONNECTION

*Connecting programs, events, resources, research, and people in the Minnesota heart disease and stroke prevention community.*

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## MARK YOUR CALENDARS: FEBRUARY IS HEART HEALTH MONTH

**February 2, 2007 is National Wear Red Day**

As 2007 unfolds, calendars are marked with work responsibilities and family activities. Make plans now, to mark February as Heart Health Month on your calendar. And circle the date February 2 as a red-letter day--the National Wear Red Day. It is a time to call attention to the devastating impact of heart disease, and a time to increase awareness about prevention through easy-to-use resources.

**Friday, February 2, 2007**

NATIONAL WEAR *red* DAY

**NATIONAL CAMPAIGNS, LOCAL RESOURCES.**

For example, the American Heart Association is focusing on *Go Red for Women* as a cause-initiative to promote heart disease education. *Go Red for Women* is described as a movement to celebrate the “energy, passion, and power” of 30 to 54 year old women to promote positive health behavior changes to tackle the number one cause of death for women. The campaign encourages women to take ownership of their health by learning about their personal heart disease risk, and to make healthy changes to reduce risk. In addition, the National Heart, Lung and Blood Institute and partner organizations are sponsoring a campaign called *The Heart Truth*. The campaign’s goal is to give women a personal and urgent wakeup call about their risk of heart disease.

Both campaigns have tools for Minnesota’s health care professionals (e.g., local county public health agencies, private clinics, etc.) and citizens.

*Continued...*



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## EASY-TO-USE, WEB-BASED RESOURCES.

The *Go Red for Women* campaign provides a Heart Checkup online tool to evaluate overall heart health. Tour the Heart Checkup tool at <http://goredforwomen.org> – and bookmark it. The Heart Checkup includes a printable guide to use at a physician visit as a conversation starter on heart disease risk factors or recommended tests. Topics on the visit guide include asking for blood pressure measurements, total cholesterol, body mass index and others. *The Heart Truth* campaign offers an Activity Registry describing organizations' heart disease awareness activities. Register your organization's activity at [http://hp2010.nhlbihin.net/heart\\_truth\\_women/partners/registry.asp](http://hp2010.nhlbihin.net/heart_truth_women/partners/registry.asp) or search the database to generate ideas for your group. *Go Red for Women* and *The Heart Truth* also provide great ideas and printable tools to host your local Wear Red Day initiative.

To request more information on Heart Health month, contact Beth Rabeneck, State Health Alliances Director, Minnesota at the American Heart Association at 218-729-4996 or [beth.rabeneck@heart.org](mailto:beth.rabeneck@heart.org).

# Spotlight Initiatives and Programs

## COMMUNITY FITNESS TODAY, INC.

### A LOCAL PARTNER IN HEART DISEASE PREVENTION

Community Fitness Today, inc., also known as CFT, was founded to address behavior related risks facing people of color, principally African American communities in the Twin Cities. CFT designs educational intervention programs for individuals and groups specifically with African American cultural experiences in mind. The program goal is to educate and encourage people to make healthy lifestyle choices. Messages on health and wellness are still not reaching minority people. This communication gap is one of many contributing factors to health disparities experienced by minority persons.

The organization focuses on the total prevention experience-heart disease, stroke, diabetes, weight loss and lowering blood pressure. CFT provides hard-to-find culturally appropriate services and programs rooted in history, heritage and culture. For example, African American women are able to socially identify with fitness instructors and other participants from their own community.

CFT's core programs include three aerobic exercise and nutrition education classes every week, serving 150-200 people, approximately 91% who are African American. Certified fitness instructors conduct low-impact aerobics, cardio kick-boxing and muscle pump courses. Cholesterol and blood pressure screenings are completed at the annual, family-friendly "Gospel Aerobics Power Jam" hosted on the third Saturday in May.

A pilot program called the "Wildest Fitness Dream Challenge" has been created from a Communities on the Move grant from Blue Cross Blue Shield of Minnesota. In the Challenge, participants identify a physical fitness goal, and receive individual support and guidance to achieve the goal within a year. Participants use journals to track their progress. Every six weeks, participants turn in the journal to receive an evaluation from fitness instructors, including advice and support on their progress toward their individual goal. Currently, CFT is currently seeking funding to sustain and enhance the "Wildest Fitness Dream Challenge" program.

To learn more about Community Fitness Today, inc., contact S. Marie Graham, Executive Director, at [communityfitnesstoday@hotmail.com](mailto:communityfitnesstoday@hotmail.com) or call 612-824-8610.

# THE 2006 TWIN CITIES STROKE SURVIVOR & CARE PARTNER CONFERENCE REAPS REWARDS

For the 30th year, Twin Cities' stroke organizations, stroke centers and corporate partners, organized a day-long stroke conference. This year's event was held October 28 at Medtronic World Headquarters' Auditorium. The conference, Write Your Prescription for Living Well after Stroke, hosted 150 people. The focus of the meeting was to connect stroke survivors and their care partners with medical information on recovery, new developments in stroke care, and services available in their community.

The conference provided tremendous value to stroke survivors and their care partners. "By hearing from experts and other survivors about their shared experiences, people feel less alone in their recovery," states Kathleen Miller, Executive Director of the Minnesota Stroke Association. "Care partners also learned useful information to understand stroke, and to anticipate what lies ahead." The meeting also serves as an informal reunion between returning stroke survivors.

A long term goal of the conference planning committee is to host a state or regional conference. Please refer a stroke survivor to the 2007 meeting, or to learn more, visit <http://www.mnstrokeconference.org>. For more information, contact Kathleen Miller at 763-553-0088 or [mnstroke@covad.net](mailto:mnstroke@covad.net).



John Mastel, Stroke Survivor and Conference Emcee, and Karen Bjorgan, Stroke Survivor and Keynote Speaker from Park Nicollet's Stroke Inspire Program, share a lighter moment as they answer audience questions.

Have an idea for a spotlight feature?  
Let us know!  
Contact us at (651) 201-5412.

# Announcements and Upcoming Events:

## 2007 HEART ON THE HILL

Thursday, February 1, 2007

Kelly Inn and State Capitol

161 Saint Anthony Avenue, St. Paul

8:00 AM - 3:30 PM

Register by January 24: Call 952-278-7921 or visit

[www.americanheart.org/mnheartonthehill](http://www.americanheart.org/mnheartonthehill)

## 17TH ANNUAL ART AND SCIENCE OF HEALTH PROMOTION CONFERENCE

Integrating Health Promotion into all Sectors of Society

March 28-31, 2007

Moscone Center, San Francisco, CA

To register, call 1-800-228-4772 or visit

[www.HealthPromotionConference.org](http://www.HealthPromotionConference.org)

## TWIN CITIES GO RED FOR WOMEN LUNCHEON

Thursday, February 8, 2007

Macy's

700 Nicollet Mall

Minneapolis

For more information, call the American Heart Association's Office at (952) 835-3300.

## IN TOUCH WITH HEART HEALTH:

Heart Health Screening and Presentations

Saturday, February 17, 7:00 - 11:00 AM, by appointment

Saturday, February 27, 7:00 - 9:00 AM, by appointment

Cost is \$35 per person; Limited Scholarship Funds Available

Mount Olivet Lutheran Church

5025 Knox Avenue South, Minneapolis

To register: Call Medformation® at 612-262-3333

Questions: Call 612-863-3839

## CALL FOR APPLICATIONS: EPIDEMIOLOGY AND PREVENTION OF CARDIOVASCULAR DISEASE 33RD TEN-DAY SEMINAR

Offered by the American Heart Association, the National Association of Chronic Disease Directors and the Centers for Disease Control and Prevention

July 29-August 10, 2007

Tahoe City, California

Applications Due: March 15, 2007

Visit [www.my.americanheart.org](http://www.my.americanheart.org) or email [scientificconferences@heart.org](mailto:scientificconferences@heart.org)

Announcements and Upcoming Events may be posted in the newsletter at no charge. The HDSP Unit reserves the right not to publish announcements at its discretion. Please submit your news to Jenny Patrin at [jenny.patrin@health.state.mn.us](mailto:jenny.patrin@health.state.mn.us) or (651) 201-5412.

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