Heart & Stroke Prevention System in Austin, Tx.

- Network Connections
- Primary Prevention
- Secondary Prevention
Austin Heart and Stroke Task Force Members

1. American Heart Association - Texas Affiliate
2. Austin Fire Department
3. Austin Independent School District
4. Austin Parks and Recreation Department
5. Austin/Travis County Community Care Services Department
6. Austin/Travis County EMS Department
7. Austin / Travis County EMS System Office of the Medical Director
8. Austin/Travis County Health and Human Services Department (ATCHHSD) - African American Quality of Life Initiative
9. ATCHHSD - Environmental and Consumer Health Services
10. ATCHHSD – Steps to a Healthier Austin Program
11. Brackenridge Hospital
12. Heart Hospital of Austin & Austin Heart
13. People’s Community Clinic
14. Red Cross of Central Texas
15. Seton Community Health Centers
16. Seton Family of Hospitals
17. St. David’s Healthcare
18. Sustainable Food Center
Primary Prevention

- Social Marketing
- Physical Activity
- Healthy Nutrition
- Tobacco Use Prevention/Cessation
- Austin Independent School District
Social Marketing

- Steps to a Healthier Austin: Social Marketing - iThrive Campaign
  - Radio, TV, newspaper ads, billboards, Transit ads, Movie ads, point of-decision prompts/Take the Stairs campaign posters, fliers, brochures, magnets, t-shirts, caps, sweat bands, canvas bags, Brigade
save some of the cookies for Santa.
snack on sweet fresh fruit and avoid gaining extra holiday pounds.

stuffing is for turkeys.
skip the second helpings, skip the holiday weight gain.

hibernating is for bears.
get physical this winter - walk, dance, shoot hoops - and avoid extra holiday pounds.

you don’t have to be big to be jolly.
being active each day helps keep the holiday stress away.
this black history month, follow their footsteps by making your own.

walking just 30 minutes a day will lower your risk of diabetes, and help you live a longer, happier life.
las curvas: buenas.
los rollos: no tan buenos.
el ejercicio habitual refuerza y tonifica
los cuerpos de todas formas y tamaños.

visit iThriveAustin.org
llama 211

August Billboards
LESSON 3: not smoking

WHAT IT DOES
- improves circulation
- increases energy
- freshens breath

WHAT TO DO
- join a support group
- take small positive steps towards your goal
- CALL 1-877-YES-QUIT

POWERED BY

WWW.POWEREDBYMEAUSTIN.ORG

For more empowering information and tips on living a healthy lifestyle, mentally and physically, please visit the website above or call 972-5173 and join the movement for a healthier Austin.
Physical Activity

- Austin Parks and Recreation Department
  - Outdoor/Indoor recreation areas
  - 100+ Estimated mileage of trails
  - 206 Community/neighborhood parks developed
  - 17 Community recreation centers
- Walk Texas – Active Austin Area
- Walk Across Texas
- RunTex free walk/run classes
- PE Department
- Mayor’s Fitness Council
- Marathon Kids Program
The Active Austin Guide is a resource booklet of free or low cost community resources for physical activity or healthy nutrition.

Includes: local parks, pools, preserves, trails, cycling trails, state parks in our region, county parks, community gardens, farmers markets, local, state, and national organizations.

Active Austin Guide

Walk Texas – Austin Chapter
Austin/Travis County Health & Human Services Department

Steps to a Healthier Austin Initiative

Printing funded by Steps to a Healthier Austin Program.
Guía Para Un Austin Activo

Walk Texas – Austin Chapter
(Camina Texas-Austin Chapter/ Socios de Austin)

Departamento de
Salud y Recursos Humanos de Austin/Condado Travis
Steps to a Healthier Austin Initiative
Healthy Nutrition

- Sustainable Food Center
  - Happy Kitchen/La Cocina Alegre classes
  - 10 Austin Farmers’ Markets
  - 13 Austin Community Gardens

- Texas AgriLife Extension Service
  - Better Living For Texans
  - Expanded Nutrition Program
### Smoking Ordinance

<table>
<thead>
<tr>
<th></th>
<th>5 Strong</th>
<th>4 Moderate</th>
<th>3 Average</th>
<th>2 Fair</th>
<th>1 Poor</th>
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<tbody>
<tr>
<td><strong>Municipal Worksites</strong></td>
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<td><strong>Private Sector Worksites</strong></td>
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<td>X (Some types of establishments may still provisionally allow smoking)</td>
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<td><strong>Restaurants</strong></td>
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<td>X (Federal Court ruling does not require owners to take necessary steps to prevent smoking)</td>
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<td><strong>Bars In Restaurant</strong></td>
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<td><strong>Free Standing Bars</strong></td>
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<td><strong>Bingo/Bowling Halls</strong></td>
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<td>X (Bingo halls may still provisionally allow smoking)</td>
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<td><strong>Total</strong></td>
<td>5</td>
<td>12</td>
<td>3</td>
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**4 Average score for ordinance**
Secondary Prevention

- CPR Classes
- Health Disparities
- Defibrillators
- Stroke is a medical emergency
- Health Sites Promote Prevention
CPR Trainings

CPR trainings held:

- Austin/Travis County EMS System provided ~850 classes, January 2006 – June 2007
- Red Cross provided 22 CPR/AED classes, January 2006 – October 2007

Number of people trained in CPR:

- ~8,600 people via Austin/Travis County EMS Systems, January 2006 – June 2007
- ~220 people via Red Cross of Central Texas, January 2006 – October 2007
Health Disparities

- 4 local community coalitions to address health disparities:
  - American Heart Association’s African American Outreach Task Force
  - American Heart Association’s Hispanics and Heart Disease Task Force
  - African American Quality of Life Health Initiative
  - Alliance for African American Health in Central Texas
Defibrillators

- Emergency Personnel Response units are adequately equipped with defibrillators
  - EMS, AFD, APD
- Response Time = Call Received – EMS Arrived on Scene: January 2006 – August 2007
  - City maintains an 8-minute mean response time
    - Urban Response Time: 4-Minute Response Time
- Average Stroke Transport Time: 13.28 minute (2,273 Cases):
- 750 AED’s in the Austin community
- High Schools, state buildings, city government buildings, county buildings, faith-based organizations
Stroke is Medical Emergency

- EMS Protocols prioritize strokes at the highest dispatch level
- EMS has a “stroke” protocol emphasizing appropriate assessment and rapid transfer
- Number of hospitals that meet the criteria of a primary stroke center (JCAHO) that are a part of a rapid transfer system.
  - Brackenridge Hospital, Seton Hospital, & St. David’s Hospital
Health Sites Promote Prevention

- **ATC CCSD**: secondary prevention via HRSA sponsored Health Disparities Collaboratives in Diabetes and Cardiovascular Disease
  - 15 FQHC sites in network
  - The Diabetes Collaborative clinical goals incorporated into FQHC's QI program
- **10** Not for profit hospitals in city
- **3** For profit hospitals in city
- **14** Federally Qualified Health Centers in city
- **20** Other community health centers in city
Special Thanks to:

1. Louis Gonzales, Austin-Travis County Emergency Medical Services
2. John Villaneuva, Austin-Travis County Emergency Medical Services
3. Lynn Cohee, Austin-Travis County Emergency Medical Services
4. Dr. Edward Racht, Medical Director, Austin-Travis County Emergency Medical Services
5. Jill Craig, Austin Fire Department
6. Hilary Higdon, Austin Fire Department
7. Ginny Barr, Austin Parks and Recreation Department
8. Nancy Gilliam, City of Austin Community Care Services Department
9. Dr. Adolfo Valadez, Medical Director, Austin/Travis County Health and Human Services Department (ATCHHSD)
10. Dr. Lisa Glenn, Senior Medical Director, City of Austin Community Care Services Department
11. Larissa De Luna, American Heart Association
12. Tracy Diggs, Austin Independent School District
13. Robert Wright, ATCHHSD - Environmental & Consumer Health Unit
14. Joe Barnes, ATCHHSD – African American Quality of Life Health Initiative
15. Laura Balla, St. David’s Healthcare
16. Justine Kaplan, ATCHHSD - Steps to a Healthier Austin Program
17. Maribel Rivero, Sustainable Food Center
18. Andrew Smiley, Sustainable Food Center
19. Dr. Louis Appel, Medical Director, People’s Community Clinic
20. Kimberly Rodriguez, Red Cross of Central Texas
21. Reuben Parrish, with the Texas Department of State Health Services
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  info@sustainablefoodcenter.org    http://www.sustainablefoodcenter.org

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- **Smoking Ordinance for City of Austin**
  
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  Please see website: http://www.txshsord.coe.uh.edu/muniSummary2.aspx