

# Heart and Stroke Health City Recognition Program

Nacogdoches, Texas

Chamber Luncheon

January 25, 2008

# Cardiovascular Disease (CVD)

A group of diseases including heart disease, stroke and congestive heart failure.

Heart attack and stroke are caused in part by narrowed or blocked arteries resulting in decreased blood supply to the heart and brain.

Several changeable and non-changeable factors increase the risk of heart disease and stroke.

## **Non-changeable Risk Factors**

- Increasing age
- Family health history
- Race
- Gender (male sex)
- Previous heart attack or stroke

## **Changeable Risk Factors**

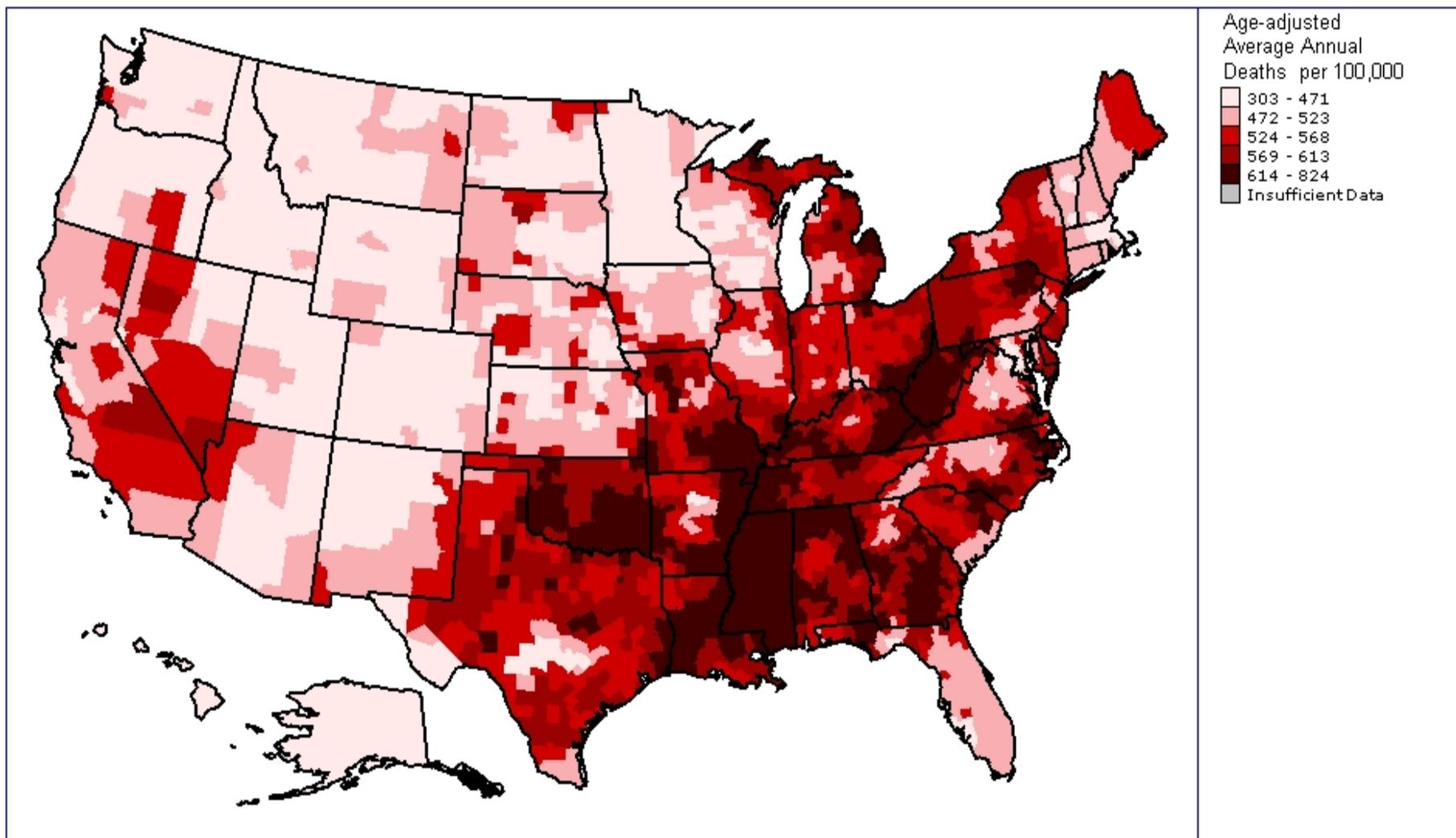
- Smoking
- Physical inactivity
- Overweight/obesity
- High cholesterol
- High blood pressure
- Diabetes

# Cardiovascular Disease (CVD)

- Leading causes of death in Nacogdoches County, Texas and in the United States
- Nacogdoches death rates for heart disease and stroke are higher than state and US rates.
- In 2004, CVD accounted for over 49,922 adult deaths in Texas. Over 40,000 of these deaths were due to ischemic heart disease and over 9,800 were attributed to stroke.
- These figures equate to an estimated 121,887 years of productive life (before age 65) lost in Texas.

## Heart Disease Death Rates, 1996-2000

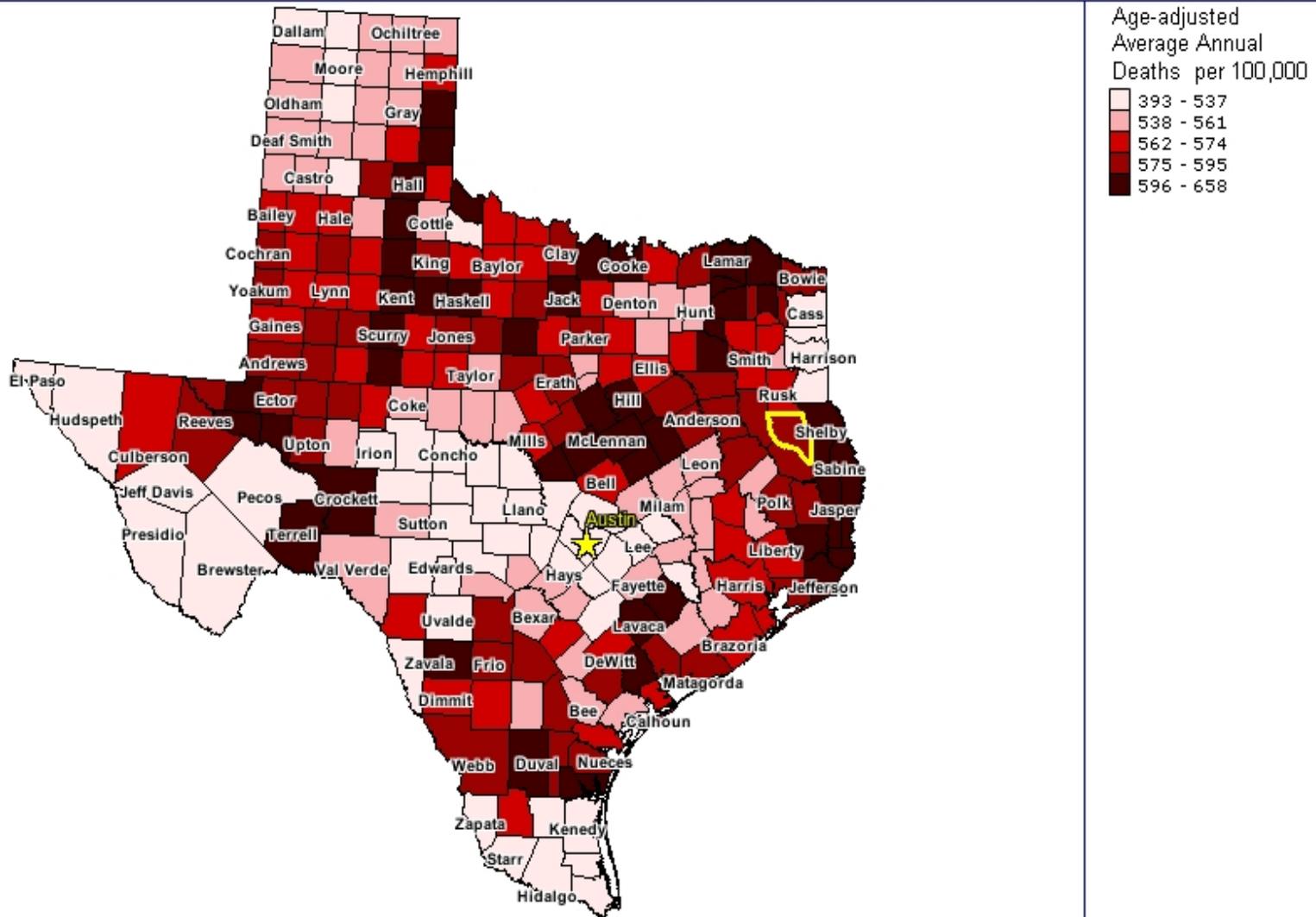
United States, Ages 35+, Total Population



Department of Health and Human Services  
Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion

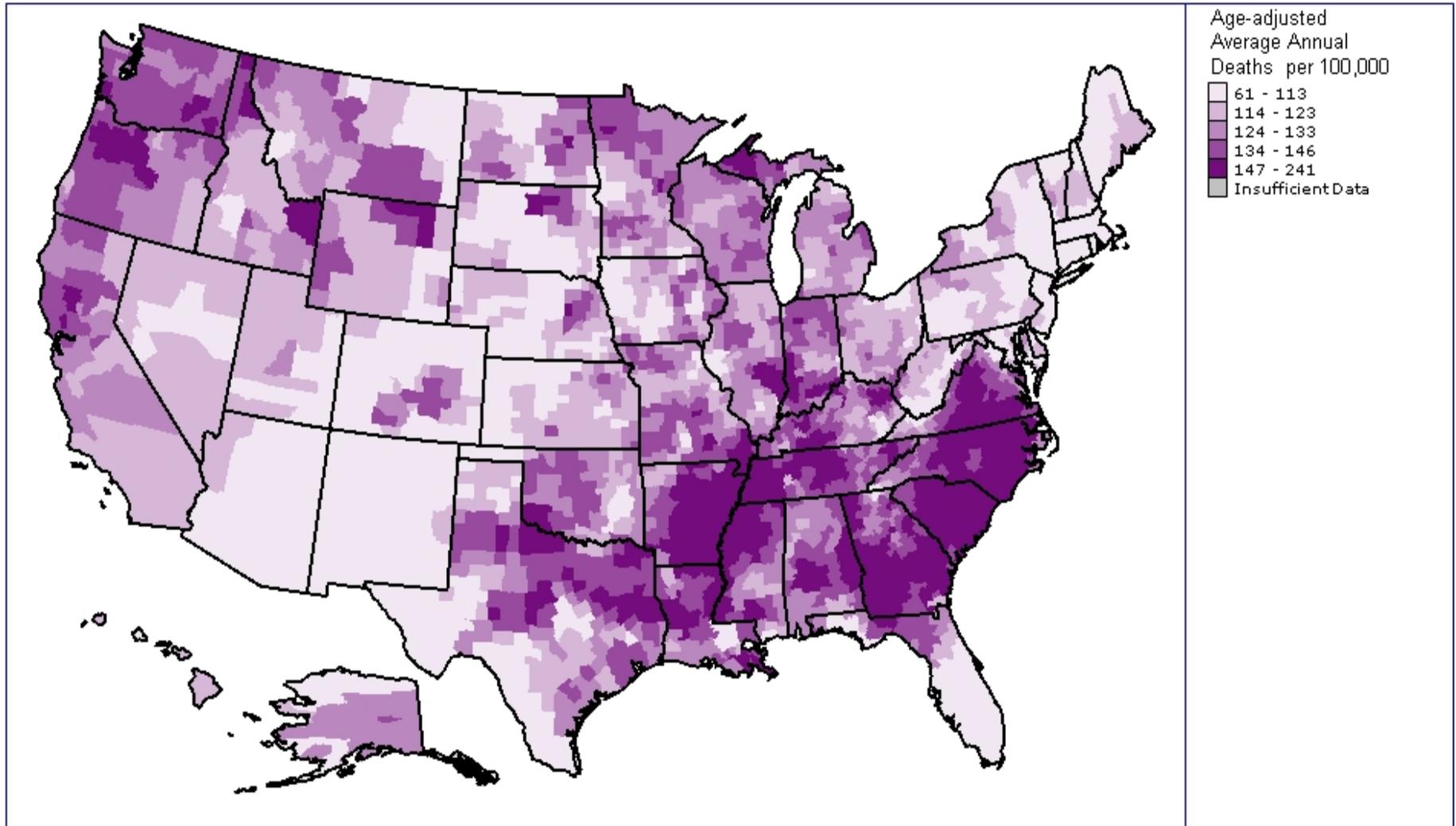
## Heart Disease Death Rates, 1996-2000

### Texas, Ages 35+, Total Population



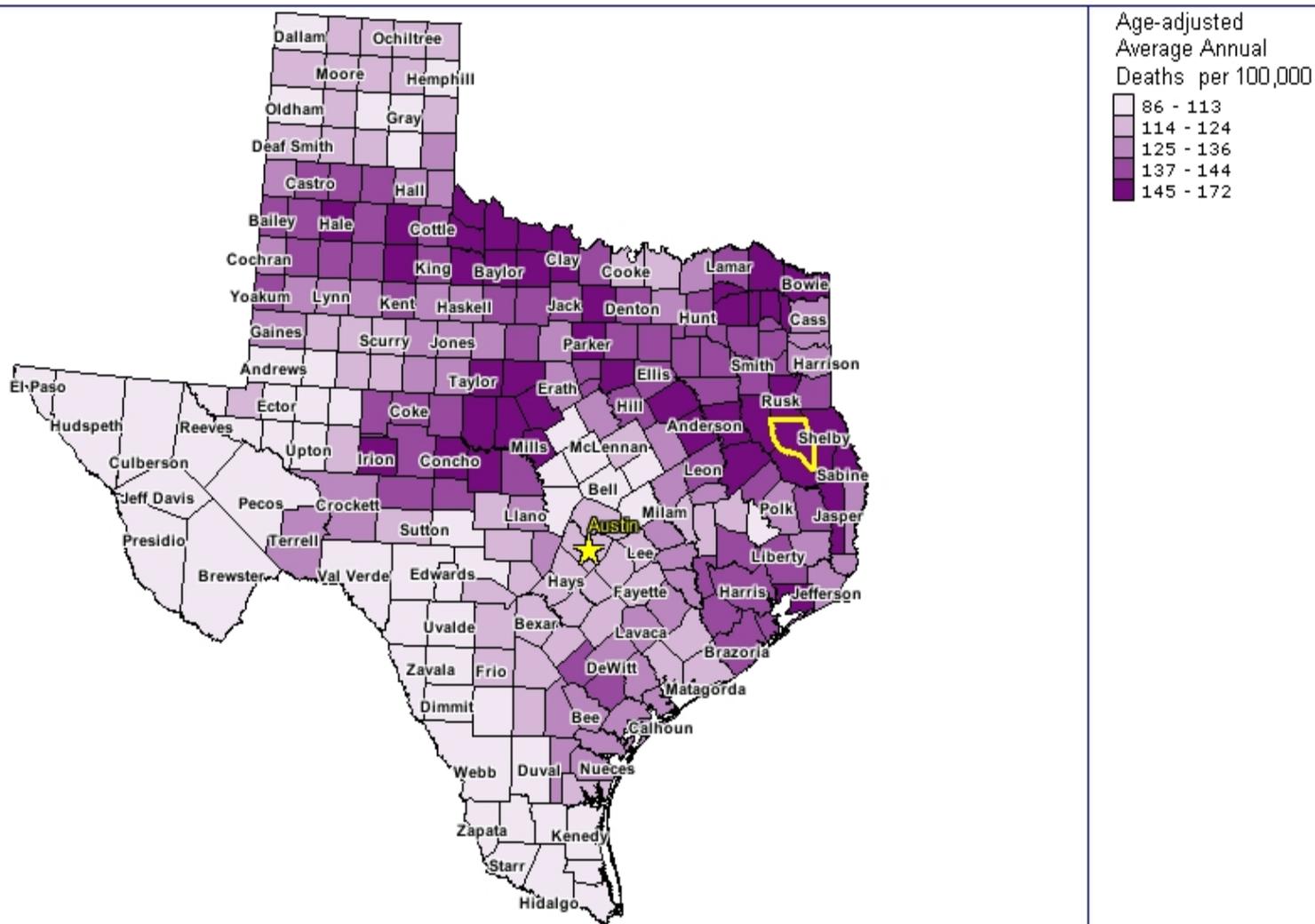
Department of Health and Human Services  
Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion

## Stroke Death Rates, 1991-1998 United States, Ages 35+, Total Population



Department of Health and Human Services  
Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion

## Stroke Death Rates, 1991-1998 Texas, Ages 35+, Total Population

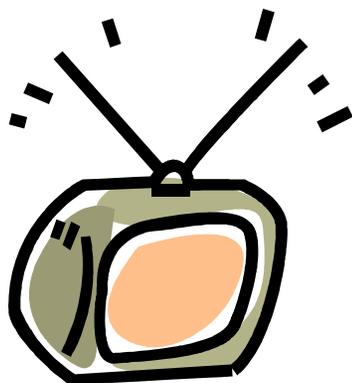


Department of Health and Human Services  
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# Heart & Stroke Healthy City Recognition

- Designated by the Texas Council on CVD and Stroke
- 10 Indicators that when present in a community promote a heart and stroke healthy environment
  - Increase physical activity and better eating habits
  - Reduce tobacco use and exposure
  - Decrease response time to heart attacks and strokes

# 1. CVD and stroke ongoing public information campaigns.



- Mass media campaigns through sources such as TV, radio or newspapers on issues such as:
  - burden of disease
  - lifestyle behaviors
  - risk factors
  - prevention measures for CVD
  - signs/symptoms of heart attack/stroke
  - calling 911

## 2. Physical activity areas are designated, safe, accessible and promoted.



- Outdoor/indoor recreation areas
  - Walking/jogging/bike trails
  - Community/neighborhood parks/rec centers
- City policies for accessibility and safety
- *Areas are mapped with walking/biking distances*
- Recreational programs for groups:
  - Children/teens, adults, seniors, *blood pressure control, high cholesterol*
- Year round physical activity promoted through special events

### 3. Healthy food options are accessible and promoted.



- *Local active coalition promotes healthy eating messages*
- *City/county nutrition policy for employees*
- *Community gardens, farmer's markets and locally grown markets are available*
- *Dining guide promoting restaurants that offer heart healthier options is available.*

4. Public schools (grades K-8) comply with all legislated components of a coordinated school health program and daily physical activity.

- School district implements:
  - Texas Education Agency approved coordinated school health program
  - Texas Board of Education rules for physical activity (30 minutes per day or 125 minutes per week)
  - School Health Advisory Council (SHAC) in place and meets regularly
  - Automated External Defibrillators (AEDs) available on campus



## 5. Moderate to strong city smoking ordinances are in place.



- *Moderate or better smoke-free ordinances*
  - *Public and private worksites*
  - *Restaurants*
  - *Bars - in restaurants*
  - *Bars — not in restaurants*
  - *Bingo/bowling halls*

## 6. CPR classes are available.

- Nationally recognized training centers for CPR classes service the area.
  - Number of CPR trainings.
  - Number of people trained in CPR.



## *7. A plan is in place to reduce disparities in CVD and stroke.*

- *A community coalition is in place that has developed a plan to address health disparities.*
- *The plan to address disparities shows evidence of inclusion from targeted communities, including African American and Hispanic communities.*



## 8. Defibrillators (Manual and/or Automated External) are available.



- Emergency Personnel Response units are adequately equipped with defibrillators
- City maintains a 8-minutes mean response time [Response Time = (Call Received Time – Time EMS Arrived on Scene)]
- City maintains a 14-minutes mean transport time for stroke [Transport Time = (Time EMS Departed Scene – Time EMS Arrived at Destination)]
- AED's are available in the community

9. Stroke is treated as a medical emergency in the community and appropriate acute stroke treatment protocols are in place.



- The EMS System dispatch protocol prioritizes potential strokes at the highest dispatch level possible.
- The EMS System has a specific “stroke” protocol that utilizes an appropriate assessment tool or scale, emphasizes minimizing on-scene time and rapid transfer to an appropriate facility.
- There are an adequate number of hospitals that meet the Brain Attack Coalition recommendations for primary stroke centers available to the EMS as a part of a rapid transfer system.
- Education is available to the public on CVD and Stroke signs and symptoms/calling 911.

## 10. Health Sites in the Community Promote Primary and Secondary Prevention of CVD and Stroke.



- The health sites conduct on-going programs and activities for primary prevention of CVD and stroke.
- The health sites provide and/or prescribe services that meet or exceed general standards of care for secondary prevention of CVD and stroke.
- The health sites participate in nationally recognized, quality improvement programs for secondary prevention of CVD and stroke.

# Healthy Nacogdoches Coalition

GOAL: Improve the heart and stroke health of Nacogdoches County residents through community driven initiatives and environmental change efforts.

The Coalition will work to meet the following objectives:

- Assess the current policy and environmental support indicators that reduce the burden of heart disease and stroke.
- Facilitate city and county wide changes to the community health environment that support improved heart and stroke health.
- Achieve Heart and Stroke Healthy City Recognition from the Texas Council on CVD and Stroke.
- Support ongoing heart and stroke health related health promotion programs.

# Coalition Members

Nacogdoches Memorial Hospital

Nacogdoches Medical Center

Nacogdoches County EMS

East Texas Community Health  
Services, Inc.

Nacogdoches ISD

City of Nacogdoches

Stephen F. Austin State University

Department of State Health Services

KTRE

Gap Broadcasting (Radio)

Daily Sentinel

Head Start

Nacogdoches County Extension

Piney Woods AHEC

Nacogdoches AED Taskforce

Nacogdoches Safe/Drug Free

Nacogdoches Police Department

UTMB Maternal/Child Clinic

Commercial Bank

Pilgrim's Pride

Nacogdoches Chamber of Commerce

Concerned citizens

# Workgroups Address Priority Indicators

- City Smoking Ordinances
- Healthy Food Options
- CVD/Stroke Disparities Plan
- Physical Activity Areas

# Smoke Free Committee

Leader: DawnElla Rust, SFASU

- Assess and recognize smoke-free organizations and restaurants
- Provide education on effects of secondhand smoke
- Assess community leaders' interest in smoke free ordinances

# Healthy Food Options Committee

Leader: Brenda Marques, SFASU

- Develop a healthy dining guide for the community
  - Develop criteria for healthy dining selections
  - Develop a logo/marketing materials for participating restaurants
- Promote healthy eating in private and public schools

# CVD/Stroke Disparities Committee

Leader: Almarie Henderson, NMH

Create a plan for Nacogdoches to address disparities

- Promote current resources and prevention programs to targeted populations
- Provide community education in appropriate language (bilingual, grade level)
- Cross socio-economic barriers with specific statistics about disease risk factors to educate various groups.

# Physical Activity Committee

Leader: Mike Kelly, NPD

- Improve promotion of current physical activity areas and activities
  - Map trails to promote use and create mileage signs along trails
- Promote a physical activity event

## Why is this important to Nacogdoches?

- Communities that make it a priority to address obesity, poor eating habits, exercise and smoking behaviors are more focused and productive communities.
- Residents live healthier, longer lives with improved quality of health.
- Changes in policies and environmental settings can encourage choices for increasing daily physical activity, selecting healthier foods and decreasing exposure to second hand smoke.
- Enables people to access health care services that focus on treatment and prevention for all members of the community.

## Why is this important to my business?

- Worksite wellness leads to reduced absences, better morale, reduced health risks and reduced health care costs.
- Well-designed wellness programs can yield a 25% reduction in health care costs, sick leave, disability costs and workers compensation.
- At least 50% of health care costs are driven by lifestyle-related behaviors (smoking, poor diet and lack of exercise).
- Worksite wellness return on investment: \$6 per \$1 spent.
- Fit employees are more productive, have fewer sick days, fewer accidents, higher morale and lower job turnover.

## Why is this important to my business?

- One large US employer found that by helping employees control their blood pressure alone they can save \$547 per person/year
- City of Ft. Worth (self-insured): one year, health care costs were \$10 million less than budgeted.
- Midland ISD: campus pedometer program, one campus “walked” across America five times (80,415,000 steps)
- Bell Helicopter: 5300 of 5700 employees participated; those with 5 or more risk factors decreased from 62% to 22%; # of smokers cut in half; “fit people are always at work and more enthusiastic about what the company is doing.”

# Chamber Action Steps

- Implement a worksite wellness program (small or large program yields benefits)
- Support the initiatives of the Healthy Nacogdoches Coalition
  - A smoke free community
  - Encourage restaurants to provide healthy meals
- Practice healthy behaviors every day
- Be a role model for your employees and coworkers
- Create a support system for healthy behaviors

# Contact Information

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