Just What the Doctor Ordered

You’re the Cure—Advocate for Access To Affordable, Quality Healthcare
Welcome

- EmPowered To Serve and the ETS Health Check
- Program Topic and Urgent Community Need

Just What the Doctor Ordered

- Spread the Word! Share enrollment resources with your networks to get more people covered!
- Call to Action: You’re the Cure—Advocate for Access to Affordable, Quality Health Care

Closing Thoughts
What is ETS? EmPowered To Serve

EmPowered To Serve is a movement sweeping our nation to improve the health of multicultural communities

- We unite as the ETS megacommunity to make healthy change happen in diverse communities across the country.
- Learn More at EmPoweredToServe.org.

The AHA's 2020 Goal

Improve heart health of all Americans by 20%.
Reduce deaths from heart diseases and stroke by 20%.
ETS Health Check

Blood pressure and weight check
- Starting point for you
- Optional and anonymous, no name

Why check blood pressure?
High blood pressure (HBP) is a risk factor for heart disease, the No. 1 killer worldwide.
HBP is also a risk factor for stroke, the No. 2 killer worldwide.

Why worry about being overweight?
Nearly 70 percent of adults are either overweight or obese.
Being obese puts you at a higher risk for heart disease, stroke, HBP, diabetes, and more.
The Affordable Care Act (ACA) and Health Disparities

ACA provides:

• Health insurance for those currently underinsured
• Free preventive screening and services in Medicare and most private health plans

Preventive health checks help keep you healthy... Just what the doctor ordered!
ACA Also...

- Expands programs to increase racial and ethnic diversity among healthcare professionals
- Increases funding for community health clinics, which currently serve an estimated one in four low-income minority residents

Despite these pluses, multicultural communities continue to face barriers to healthcare access.
Our Message Today

• Take advantage of the free preventive services.
• Get regular health checks.

Life’s Simple 7™

Manage Blood Pressure  Get Active  Control Cholesterol  Eat Better  Lose Weight  Stop Smoking  Reduce Blood Sugar
Let’s make ACA even better.

At the end of this lesson, you’ll be able to:

• Explain the importance of preventive health services.
• Highlight what other communities are doing to overcome health inequalities.
• Join a network working on local, state, and national levels.
Preventive Health Services

What are preventive health services?

• Health screenings
• Other health services you can get to help prevent diseases

ACA provides health screenings for free in Medicare and most private health plans.
Point #1

Enroll, use your health care benefits, and get your preventive checkups.

• Cholesterol screening
• Stop smoking (tobacco cessation) counseling and medicines
• Flu and pneumonia vaccines
• Women’s health screening such as prenatal care and mammograms
Despite the ACA, Health Disparities Continue

- 27% of adults of color are uninsured, compared to 15% of white adults.
- Death rates due to heart disease and stroke are nearly 34% higher for people of color than the overall U.S. population.
- 40% of African-Americans who qualify for expanded Medicaid don’t have this coverage option.
Greater Risks, More Deaths

African-Americans remain at higher risk for heart disease and stroke.

• Higher heart disease and stroke death rates
• Nearly 2x as likely to have a first stroke and more likely to die from one
• Heart failure before age 40 is 20x more common
Greater Risks, More Deaths

• Hispanics & Latinos are more likely to delay care, to drop out of treatment when symptoms disappear, and avoid doctor visits.

• American Indians and Alaskan natives die from heart disease much earlier than expected. One in three are under age 65.
Lower Access, Lower Quality

Members of multicultural groups are less likely to be insured and have less access to quality healthcare.

• The percentage of Hispanics/Latinos who receive recommended hospital care for heart disease is lower, compared to white adults.

• African-American adults are more likely to be admitted to the hospital for heart disease compared to white adults.

• African-Americans hospitalized with a heart attack are less likely to get bypass surgery, compared to other patients.
Point #2

Other communities have made strides in overcoming health access barriers—we can, too.

We’ll look at three examples:

• Local community efforts
• State policy changes
• Federal advocacy impacts
Local Community Efforts

Members of multicultural communities are under-represented in the healthcare field.

Healthcare providers that look and sound like their patients connect with them better.

- This means they will be better able to make a positive impact on how patients and families respond and accept healthcare guidance and care.
Multicultural Scholarship
Mentoring Youth

Go Red™ Multicultural Scholarships

• Champion greater inclusion of multicultural women in medical, nursing, and allied health studies
• Will better meet the cultural needs of racially diverse patients
• www.goredforwomen.org/get-involved/show-support-for-go-red/multicultural-scholarship-fund/
What Can I Do?

• Identify promising local young adults.

• Help them navigate the scholarship process.

• Encourage them to pursue their career interest in order to expand healthcare provider diversity.
State Policy Changes Make a Real Difference

Hospitals in Maryland reported that Medicaid expansion resulted in:

• 62 percent fewer patients being unable to pay for services

• 24 percent fewer self-pay patients in the first quarter of 2014
Federal Advocacy Impacts
Bridging the Gap

- Heart disease and stroke disproportionately affect some racial and ethnic groups.

- A person’s race or ethnicity shouldn’t put them at higher risk for developing heart disease or stroke.

- Unfortunately, it also affects a person’s chances of survival if they do.
Brainstorming Solutions

What types of things might we do as a community to increase access to quality health care for all?
Join the AHA Efforts

Help work on behalf of multicultural communities:

1. Meaningful, affordable, quality health coverage for all U.S. residents that is culturally and language-appropriate
2. Laws designed to help eradicate health disparities
3. Funding that provides free screening and healthy lifestyle programs to low-income, uninsured, or underinsured women
4. Improved reporting of healthcare data
Point #3

Join You’re the Cure: Volunteer, Advocate, and Take Action.

www.yourethecure.org

Get information about how to:

• Engage on the local, state, and federal levels to advocate for change in your community.

• Make a difference on issues that matter to you—and to all of us as a united community voice.
Let’s Be the Cure

Let’s figure out what issues as a group we want to identify as our key actions.

• Get engaged with You’re the Cure.
• Share our stories online.
• Recruit five friends to join You’re the Cure.
• Respond to action alerts.
• Ask friends to respond to action alerts by sharing on Facebook and Twitter.
Let’s Get Heard

As a united community voice, we can make a difference.

You’re the Cure:

- Offers structure and guidance
- Gives direction
- Provides updates
- Connects to AHA state contacts
Call to Action

You’re the Cure—Advocate for Access to Affordable, Quality Health Care

Sign Up, Learn More, Be Advocates.

Let’s Get Everyone:

1. Enrolled in healthcare plans.
2. Using preventive health services.
3. Equal access to health care.

Share what you learned with 5 friends. Ask them to join you in being an active community voice!
Create a Culture of Health

Commit to take action:

- Go to EmPoweredToServe.org.
- Use My Life Check® to check your progress.

Join Us for more ETS Programs.

ETS Health Lessons

- Own it
- Don’t Go Breakin’ Your Heart
- Produce-ing Health
- Make Life Sweet—Not Your Drinks
- Let’s Get Physical
- Keep the Beat
- Secrets of the Heart
- Don’t Miss a Stroke
- Got Fruit? How About Vegetables?
- Taking “Fit” to the Streets
- Just What the Doctor Ordered
- Clear the Air
Wrap-Up

We appreciate your thoughts!

• Post what you liked best online at: http://community.empoweredtoserve.org/home
Help create a sustainable culture of health:

• Unite with others to drive *lasting* (sustainable) positive change.
• Learn ways to improve community beliefs and behaviors (culture) about health.
• Share best practices and develop strategies that promote sound body, mind, and spirit (health).
We are EmPOWERed To Serve

...Serve our health, serve our community

The American Heart Association requests that this document be cited as follows:
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