

# Heart Disease is the #1 Killer of Women. Know Your Risks.

Newsletter 1  
October 2016

## Making a Difference in Our Communities

Anthem – Blue Cross Blue Shield is partnering for a second year with the American Heart Association's Go Red For Women Luncheon to continue to make a difference in the heart health of Connecticut women.

Over the past year our campaign worked to improve the health of our communities by empowering all Connecticut residents with the knowledge necessary to make healthier lifestyle choices. We also focused on improving the survival rates of women experiencing a heart attack by educating them on the signs and symptoms. It was a great year!

As we continue the fight against heart disease, we want to reach women from all walks of life, ethnicities, and

communities. Heart disease does not discriminate.

It is proven that there are health disparities between whites and non-white. In fact, African-Americans are at greater risk for heart disease and Hispanic women are likely to develop heart disease 10 years earlier than Caucasian women.

These significant disparities include a prevalence of high blood pressure, smoking, physical inactivity and genetics. And although some risk factors cannot be altered such as genetics, many can be addressed.

As part of the educational campaign leading up to the 2017 Hartford Go Red For Women Luncheon, Anthem - Blue Cross Blue Shield and the American Heart



Association will focus strongly on getting educational information to diverse populations.

The American Heart Association's *EmPOWERED To Serve* movement offers educational resources and measurable health impact tools to build a sustainable culture of health in multicultural communities. Through grassroots efforts within these communities we will be able to get to the people who may not know that *simple changes* that can make a *significant impact* in their lives.

I invite you to join us and explore [EmPoweredToServe.org](http://EmPoweredToServe.org) and find out about all the meaningful ways you can make a difference.

## High Blood Pressure

Research has found that there are several factors that can increase your risk of developing high blood pressure. Some of these risk factors are not preventable, such as age, race, or gender. And although you cannot control heredity, you can take steps to live a healthier life and in turn, better manage those [risk factors](#). Here are a few of the lifestyle changes to better manage blood pressure:

- Eat a better diet which may include reducing salt
- Enjoy regular physical activity
- Maintain a healthy weight
- Avoid tobacco products

If you are a woman over age 65, you are more likely to have high blood pressure than a man, and African-American women are at even greater risk. Regardless of your age, race or background, if you don't know your blood pressure numbers, see your physician. Make a plan and lower your risks today!

## Spotlight in the Community

**Congratulations to the following community sites who will be taking on a four month long EmPOWERED To Serve health challenge beginning this November!**

Bethel AME Church \* Community Health Resources \* Delta Sigma Theta - New Haven Chapter & Elm City Communities \* Hispanic Health Council \* Miracle Temple Church of God In Christ \* New Neighborhoods, Inc. \* Friendship House \* Phillips Metropolitan CME Church

**A special thank you to the following organizations who will be providing educational health lessons and screenings:**

Community Health Resources \* Connecticut State Medical Society \* Hartford HealthCare \* Saint Vincent's Medical Center \* Stamford Health \* WCHN/Norwalk Hospital \* Wheeler Clinic



For information on the 2017 Go Red For Women Luncheon go to  
<http://hartfordgoredluncheon.heart.org>

