



April, 2010

If you are the Primary Contact for your practice—don't forget to distribute this to your team members. If you didn't receive the March Heart to Heart, let me know so I can forward it.

♥ **American Stroke Month to be Observed in May** To assist you with your planning, the American Heart Association - Midwest Affiliate's 2010 Stroke Month Kit is *now available* with fresh new ideas for activities, flyers and brochures for reproducing, recipes to try, specially targeted messages for women, minorities, stroke survivors and family caregivers and more! You'll find that both of these URL's will take you directly to the 2010 Stroke Month Kit: www.heart.org/americanstrokemonth www.heart.org/strokekit Please help distribute the stroke toolkit to other key partners and/or members within your organization and community.

♥ **Bill Signed by Governor of Iowa Authorizes Stroke Triage System and Registry Plan**-On March 22, 2010 Governor Chet Culver signed a bill (HF2402) relating to the development of an Iowa plan for a stroke triage system and registry. The department of public health, in cooperation with the Iowa Healthcare Collaborative and American Heart Association, is tasked with developing the plan and submitting it to the general assembly no later than January 15, 2011.

♥ **National Web-Based Teleconference on Patient Empowerment: Leveraging Health Information Technology for Patient Empowerment**-This free 90-minute teleconference on April 8, 2010 will explore the latest research on how patients can utilize health IT to increase participation in their healthcare.

Register at: <https://ahrq.peachnewmedia.com/store/seminar/seminar.php?seminar=4324>

♥ **'Your Voice' Webinar Series: New Joint Commission Standards to Improve Patient-Provider Communication-Friday, April 16, 2010 at 12:30-1:45 p.m. Eastern Time**- The Joint Commission has approved new and revised hospital accreditation standards to improve patient-provider communication. In addition, The Joint Commission will be releasing a free resource, *Advancing Effective Communication, Cultural Competence, and Patient- and Family-centered Care: A Roadmap for Hospitals*. Hear about how the Roadmap and the new and revised accreditation standards can inspire hospitals to improve the quality and safety of care to all patients. Some of the new and revised standards that will be discussed include:

- Identifying and addressing patient communication needs
- Providing language services, including addressing qualifications for language interpreters and translators
- Collecting race, ethnicity and language data
- Patient access to chosen support individual
- Non-discrimination in patient care

These standards were developed as part of an initiative supported by The Commonwealth Fund to increase quality and safety through effective communication, cultural competence, and patient- and family-

centered care. The Roadmap was developed in collaboration with the National Health Law Program.

Visit this URL to register for this free webinar: <https://www2.gotomeeting.com/register/249580603>

Space is limited. After registering you will receive a confirmation email containing information about joining the webinar. The DiversityRx Webinar Series is part of the 'Your Voice' project, funded by The California Endowment. The project also features Communities of Practice, Peer Learning Networks, and an online professional education and support network. For more information, visit <http://www.diversityrxconference.org/YourVoice>

♥ **Researchers: Cut the Salt, Save Billions** March 2, 2010 /EIN PRESSWIRE/ The Stanford University School of Medicine and the Veterans Affairs Palo Alto Health Care System have a cheap solution to help slow rising healthcare expenses: Cut back on salt. A study by the two groups says that cutting salt by 10% could prevent hundreds of thousands of heart attacks and strokes over several decades and save the government \$32 billion in healthcare costs. The Institute of Medicine says that high blood pressure costs the US \$73 billion a year in healthcare costs. The study suggested both a salt tax and a voluntary effort by the food industry to cut back on salt could be steps taken to cut salt intake. Seventy-five percent of Americans consume more than the suggested 2.3 grams of salt per day, with 75% of that intake coming from processed foods and restaurant meals. Read more at Food Industry Today: Salt news - <http://food.einnews.com/news/salt>

♥ **Health Literacy Training for Health Professionals: Free Continuing Education** - To help public health professionals respond to limited health literacy, the Centers for Disease Control and Prevention (CDC) has launched a free, online training program: "Health Literacy for Public Health Professionals." Limited health literacy affects nine out of ten adults and impacts their capacity to fully manage their health. http://www.cdc.gov/Features/OnlineTraining/?s_cid=ncbddd_govd_069

♥ **IOM to Release Sodium Report: Strategies to Reduce Sodium Intake on April 21, 2010**-. I will be attending a briefing call sponsored by the CDC, and will be sure to pass on links and more information in the May Heart to Heart.

♥ **Healthcare 411 en Español** - is a new audio news series that provides Spanish speakers with evidence-based consumer information. AHRQ is producing two 60-second audio reports each month that helps Spanish speakers stay healthy, prevent diseases, compare the effectiveness of various medical treatments, and obtain high-quality and safe health care. AHRQ distributes these reports to Spanish-language radio stations nationwide and posts the audio to its Healthcare 411 Web site, where consumers can subscribe and download the segments to a computer or portable media device such as an MP3 player. These and other resources for Spanish-speakers can be found at: <http://www.ahrq.gov/CONSUMER/espanoix.htm> You can access Healthcare 411 in English at: www.healthcare411.ahrq.gov.

I encourage everyone to take another look at your Tool Kit—don't just let it sit on the shelf! Have a **heart healthy** month!

Terry Y. Meek