

Heart to Heart

An e-bulletin created especially for healthcare providers

In the News ...

Go Red for Women!

February 1st is the **National Wear Red Day!** Show your support for heart health awareness and celebrate the women who are doing their part to not fall victim to heart disease, the #1 killer of women.



Pear Shapes No Better Than Apple for Heart Health

Findings from a new study from the University of California – Davis have identified that gluteal fat tissue releases abnormal protein levels associated with metabolic syndrome and increased risk for heart disease and diabetes, at similar levels to abdominal tissue.



Berries May Reduce Risk of Heart Attack in Women

A recently published study found that women who ate at least three servings per week of foods high in anthocyanins and flavinoids, such as strawberries and blueberries, had fewer heart attacks.

ER Visits Due to Energy Drinks Double

The number of emergency department visits involving energy drinks has more than doubled over the last four years to more than 20,000 visits in 2011, highlighting the consumption of such beverages as a growing public health concern.



Make the Call. Don't Miss a Beat ...

Heart attack is the #1 killer of women, taking a life every 90 seconds in the US. Yet women having a heart attack tend to wait longer before seeking help than men, which can be the difference in heart attack survival and recovery. Patients who seek *treatment within 1 HOUR reduce their risk of death by half*, within 3 hours the risk is cut by 25 percent. Make sure your female patients know the **unique symptoms of heart attack in women** and encourage them to **Make the Call. Don't Miss a Beat!**



What about Heart Attack ...

Majority of Readmits Preventable

An analysis of several years of Medicare data concluded that while 30 percent of hospital readmissions following heart attack were for heart failure or reinfarction, the remaining readmits were for a spectrum of preventable causes, such as septicemia and gastrointestinal bleeding.

Migraine with Aura Can Increase Risk of Heart Attack, Stroke

Findings from two newly released studies suggest that migraine with visual disturbances may be a significant contributing precursor to major cardiovascular events in women.

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February is American Heart Month!

February 1st marks the beginning of American Heart Month. A time of year in which we can all join together in celebrating the great strides made against heart disease. It is also a time to bring greater awareness and educate the public. Though mortality rates have fallen, heart disease is still the #1 cause of death in Iowa and the nation. There is much more to be done to reduce the burden of heart disease in our communities. We must engage patients and the public in reducing their risk factors and choose heart healthier lifestyles to help prevent heart disease.



To celebrate Heart Month, advocates can participate in **National Wear Red Day on February 1st** by wearing red and encouraging friends, family, and others to do the same. The event marks the 10th anniversary of the **Go Red for Women** campaign – a campaign committed to the fight against heart disease in women. On Thursday, January 31st, Governor Terry Brandstad signed his support by proclaiming **February 1st Wear Red Day in Iowa**. Be sure to join your fellow Iowans and **Go Red for Women!**

Be sure to check out the local Heart Month events in your area, including :

- “Paint the Town Red” Campaign – The city of Atlantic will be going red and passing out education materials
- Babies Go Red – The University of Iowa Hospitals and Clinics will be giving all newborns red hats
- Buildings Go Red – businesses and organizations will be illuminating buildings in red or Go Red logos
- Disco Saves Lives – CPR Event – To be held February 1st at Jordan Creek Town Center in West Des Moines
- Beat the Odds: Heart Attack, Stroke, & Diabetes prevention event at Prairie Meadows Event Center in Altoona
- American Heart Association Heart Balls – Events will be held in Des Moines, Sioux City, and Cedar Rapids

Million Hearts Initiative

Have you made the pledge? **Be One in a Million Hearts™** and pledge your support for preventing 1 million heart attacks and strokes by 2017. If you’ve pledged as an individual, talk to your clinic or hospital to pledge as an organization. There is no commitment or obligation, simply a pledge of support. **[Click here to Take the Pledge!](#)**

Save your heart.
Take the pledge.



Stroke News...



MRI Tool Better Detects Blood-Brain Barrier Damage

A new software tool used with dynamic susceptibility contrast MRI permeability imaging allows to better identify damage to the blood-brain barrier following an ischemic stroke, improving physicians ability to determine best treatment and reducing potential complications from thrombolytic therapies.

Poor Outcomes Linked to Tachycardia

Research from the Society of Cardiac Medicine 2013 Critical Care Congress has found a link between extended increased heart rate following stroke and increased risk of complications, such as heart failure or heart attack, and poor outcomes. Researchers are unsure if the link is causal or simply a coincidental symptom.



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The latest on the **ABCS** . . .

Aspirin Use

Low-Dose Aspirin Therapy Better Than High-Dose Therapy

HORIZONS-AMI trial analysis has found that STEMI patients on low-dose aspirin therapy received the greatest ischemic protection versus high-dose aspirin therapies as the higher dosing resulted in a greater bleeding risk without any additional protection from ischemic events.

Long-term Aspirin Linked to Age-Related Vision Loss

According to research, long-term use of aspirin may increase the risk of developing neovascular age-related macular degeneration (AMD), though experts highlight that the risk for those without other strong ADM risk factors is far outweighed by the benefits, particularly for those on cardiovascular-related aspirin therapy.

Blood Pressure Control and Management

Black Patients Less Likely to Receive Diuretic

Findings from a recent study have found that less than half of Black patients with uncontrolled hypertension are prescribed diuretics, a low-cost, an proven beneficial treatment. The report calls for physicians to treat Black patients to evaluate their prescribed treatment and ensure all their patients are receiving appropriate care.

Uncontrolled Blood Pressure May Lower Life Expectancy

A study from the University of Chicago utilizing a hypothetical population found that a lifetime of uncontrolled hypertension may lower life expectancy by as much as 332 days in middle-aged, newly diagnosed diabetics.

Cholesterol Control and Management

HSP-2 THRIVE Finds No Benefit of Niacin Add

The failure of extended-release niacin to show any clinical benefit when added to statin therapy as well as missing its primary end point in the study, will serve as the second-major blow to the hopes for niacin. Drug manufacturers, Merck, announced efforts to gain USDA approval for the drug will be ceased.

Smoking Cessation

Child Asthma Admissions Rates Fall 1st Year After Smoking Ban

Study figures following a smoking ban implemented in the UK, show child asthma admission rates fell by more than 12% in the first year and fell an additional 3% in following two years.

Bupropion Uneffective Following MI, Canadian Study Suggests

Canadian researchers seeking to determine the effectiveness of the smoking cessation medication bupropion in patients following myocardial infarction (MI) found that the drug was ineffective in helping to halt smoking behavior long-term when initiated as part of inpatient therapy, as two-thirds of patients returned to smoking within a year.



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Sodium Reduction . . .

The Iowa Department of Public Health Heart Disease and Stroke Prevention Program will be launching a *new media campaign* aimed at sodium reduction. Messaging will encourage viewers to read labels and choose the lower sodium option (see image to the right). The campaign will include billboards and bus signage in central Iowa, including Des Moines, Indianola, Newton, and Ames. Posters will also be distributed to local public health agencies and Network providers. The digital creative will also be made available for anyone who would like to reprint the posters or do billboards at their own cost. **Look for your posters to arrive in the mail!**



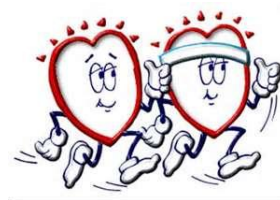
Lowering Sodium Can Help Reduce Obesity in Children

Recently released research seeking to determine the association of dietary sodium and sugar sweetened beverages with obesity concluded that strategies aimed at reducing sodium consumption may be useful in fighting childhood obesity.

Exercise and Cardiovascular Health

Exercise “Woefully Underutilized” in Preventing Heart Disease

In an article recently published in the Journal of the American Medical Association (JAMA), researchers have identified physical activity as a “central and indispensable”, though highly underestimated and underutilized, component of both primary and secondary prevention of cardiovascular disease.



New Resources to Check Out

Medscape Mobile
from WebMD

MedscapeMobile has updated their free iPad app for clinicians and healthcare providers to include a more user friendly design and more tools. **Check out the app here.**



The American Heart Association has unveiled a new **My Heart. My Life.™ Walking Path App.** The app is available as a free download and helps users create or find walking paths and track their path and distance while walking. **Download the app here.**



Community volunteers in Philadelphia canvassed their neighborhoods to locate all the automated external defibrillators (AEDs). Participants found more than 1,400 AEDs in 500 public locations which were mapped via their smartphones to be used as a public awareness effort. **Check out the details of their accomplishment here.**



The Agency for Research and Healthcare Quality has put out a new resource toolkit to promote the **National Quality Strategy** to stakeholders. **Review the toolkit here.**



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