

Healthy Hearts, Happy Lives Program

Addressing Heart Disease in Black and Hispanic
Men over 65 in Athens-Clarke County



Heart Disease

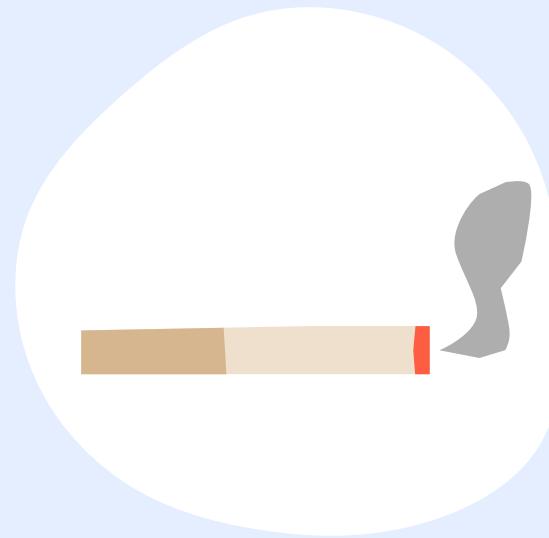
Significance

Heart disease is the leading cause of death for adults in the United States, killing someone every 33 seconds. Heart disease can also disable many people, causing it to be a prominent health issue within the United States.

Population at Risk

Heart Disease can affect everyone. However, specific populations are more susceptible to heart disease. Older populations, men, and black Americans are more likely to suffer from heart disease than other populations.

Addressing Heart Disease Risk Factors



Smoking



Physical Inactivity

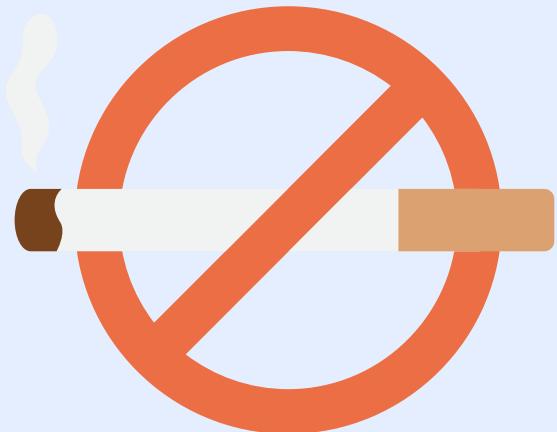


High Blood Pressure



Diet

Risk Behavior and Prevention



Smoking:
Directly
damages the
heart blood
vessels



Poor Diet:
Diets high in
saturated fats, trans
fats, and cholesterol
are linked to heart
disease



Physical Activity:
Physically Inactive
individuals have a 30-
50% greater risk of
developing
hypertension



Past Approaches

1 ALA Freedom from Smoking Program

- Focused on behavioral change with evidence-based techniques
- Classes are sparse in rural locations

2 Mediterranean Diet

- Plant-based foods rich in monosaturated fats
- Reduces heart disease incidence
- Expensive Key Foods

3 CDC 5-Year State Physical Activity and Nutrition Program

- Multi-Level plan to ensure the healthy living and active living
- Program resources are sometimes unattainable for those living in rural communities.

Health Belief Model: Aims and Goals

Perception

Establish participants' perceptions of severity, risk, and benefits of potential behavior change or risk mitigation.

Self-efficacy

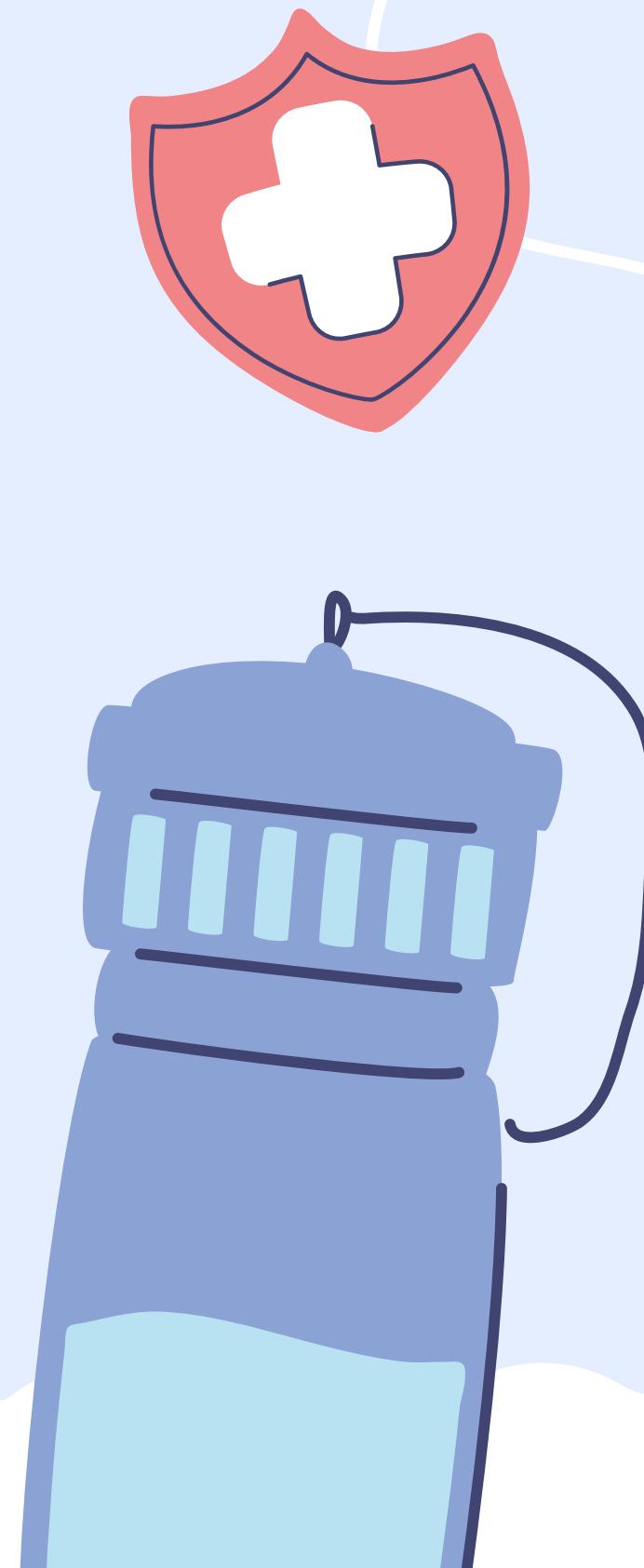
Analyze how capable of the behavior change the participants believe they are and potential barriers.

Cues to action

Consider external triggers that may promote a change in one of the above factors and encourage behavior change

Behavior change

Examples include cooking healthy foods, attending exercise classes and engaging in regular movement, having regular check-ups, and smoking cessation if applicable.



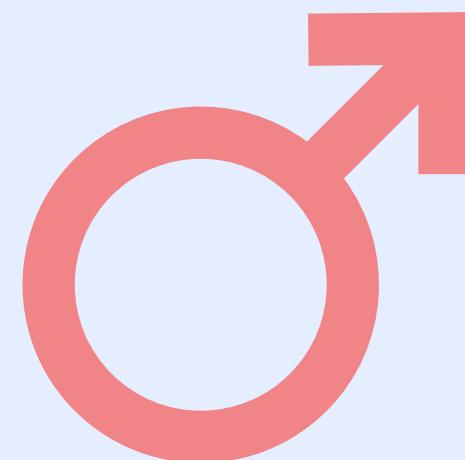
Healthy Hearts, Happy Lives Summary

Healthy Hearts, Happy Lives aims at decreasing heart disease incidence among Black and Hispanic men over the age of 65 in Athens-Clarke County

This five week program will meet once a week at Sandy Creek Nature Reserve to reach the Athens-Clarke County population.

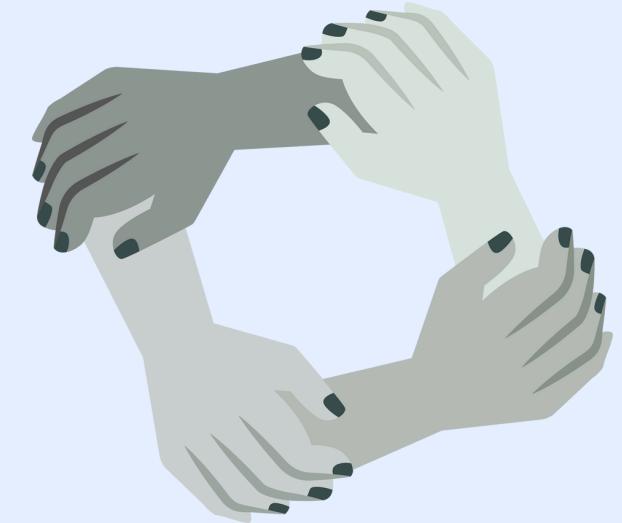
The Health Belief Model will be utilized to target five main objectives to help improve the health of the community and decrease heart disease.

Target Population



Gender

Men:
Men are 2.8% more likely to suffer from cardiovascular disease than women.



Race/Ethnicity

Black & Hispanic:
In 2020, 3.7% of Black adults and 3% of Hispanic adults were diagnosed with heart disease.



Age

65+:
38.5% of adults aged 65+ were diagnosed with heart disease in 2019.

Reaching the Target Population:



- 1 Placing infographics in places where the target population is present like barbershops, churches, or nursing homes.
- 2 Providing transportation methods for the target population like shuttles or rideshare vouchers.
- 3 Establishing the program in places with ease of access for our audience like local parks with accessible resources.
- 4 Ensuring the program is low cost and time friendly to encourage individuals to return after each session.



Goals

1

The first goal is to improve health education on Heart Disease among older Black and Hispanic men.

2

The second goal is to effectively implement practice-based skills, building health capacity among the population.

3

The third goal is to improve the population's health through health and wellness checks, ensuring the program's impact of heart disease risk reduction.

Objectives



Perceived Susceptibility

Ask individuals about their believed risk of Heart Disease & educate them on potential risk factors in their lives.

Perceived Severity

Ask individuals about their believed consequences of Heart Disease & demonstrate the impact of heart disease through real accounts of current patients.

Perceived Barrier

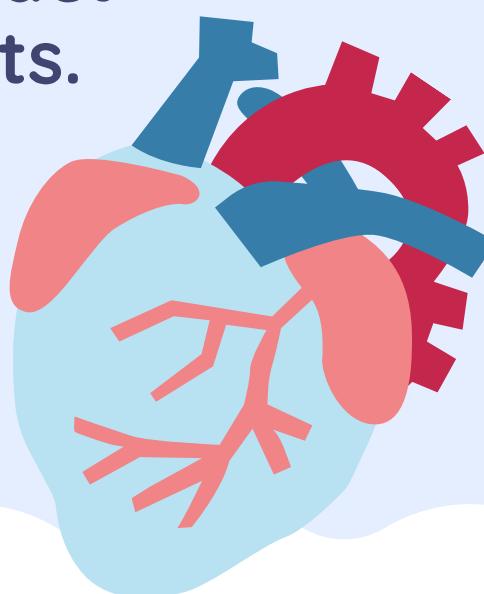
Ask individuals what keeps them from obtaining resources that improve their health & use community partnerships to improve resource accessibility for the population.

Perceived Benefits

Ask individuals how positive health outcomes would impact them in their daily lives & aid in practice of healthy habits.

Self-Efficacy/Cues to Action

Ask individuals what motivates them to take action & empower them to participate in self advocacy for their health needs.



Procedures and Strategies

Week 1:
Susceptibility

By utilizing a trusted source like a local physician, participants may be more inclined to learn about their risk of Heart Disease.

Week 2:
Severity

Bringing in a speaker who is experiencing Heart Disease may encourage participants to evaluate their own health after learning of a true experience.

Week 3:
Barriers

A community health fair with local organizations like the YMCA and Athens Community Council on Aging can help participants understand the resources available.

Week 4:
Benefits

Partnering with the UGA Health Promotion Department can help participants understand how to improve their health that leads to a happier future.

Week 5:
Self-Efficacy

The focus group format will allow participants to understand their growth throughout the program with the chance to earn prizes by demonstrating skills.



Activities

Activities will be conducted across five weeks, each week targeting a specific objective

W1

A focus group will be held to begin the program, followed by an educational seminar led by a physician on heart disease. Likert Scale surveys will be conducted to evaluate perceived susceptibility.

W2

A guest speaker experiencing heart disease will be invited to discuss their health and experiences. Participants will be tasked to draw similarities in their own lives to evaluate their perceived severity.

W3

A Community Health Fair and skill development activities will be implemented to raise awareness of resources. Participants will be tasked to utilize a resource they learned about during the lesson.

W4

A health planning activity will be led by Health Promotion experts at the University of Georgia. Individuals will be tasked to make small but essential changes in their diet or exercise habits reduce their risk.

W5

A focus group and empowerment seminar will be held to show participants the skills they have learned through the program. Participants will be given a survey to reevaluate their knowledge.

Materials and Teaching Aids



Activity Calendar

1

A printed calendar will be provided to all participants to provide details on exercise classes, cooking classes, guest speakers, and other events associated with the intervention.

Meal Planner

2

Sample meal planners will be provided to participants that are both blank and filled out, to encourage participants to plan meals themselves in the future based on the healthful recipes they learn.

Cookbook

3

Recipes made in the cooking classes held, showcased in the sample meal plans and more will be consolidated into a cookbook for participants to keep. It will feature details about the benefits of each ingredient directly related to heart health.



Thank You

References

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