



BACKGROUND

Established in 2000, the Chinese American Healthy Heart Coalition is a partnership of health care organizations, social service agencies, private business groups, community health centers, and much more. The Coalition is unified by the common interest and desire to improve the cardiovascular health condition and quality of life of Chinese Americans residing in the New York City metropolitan area. A key aspect of the Coalition is to develop, implement, and evaluate comprehensive, culturally appropriate and linguistically relevant community-based interventions.

GOAL

To increase the awareness of cardiovascular disease and stroke and their risk factors as well as promote heart healthy habits and practices to ultimately improve the quality of life for Chinese Americans.

OBJECTIVES

- To increase the knowledge and awareness of early detection and prevention of heart disease and their risk factors.
- To increase knowledge and awareness of cardiovascular disease and its risk factors among people already at-risk for heart disease and stroke and to improve their skills in managing their condition.
- To improve the awareness and ability to respond to cardiac emergencies

ASSET-BASED APPROACH

- Help visualize the Coalition's overall needs and assess the community strengths and resources
- Increase capacity to leverage different aspects of social capital in the Chinese community (individual, group, associational, & institutional)
- Strengthen and expand the scope of influence, resources, and assets of the Coalition to address health disparity

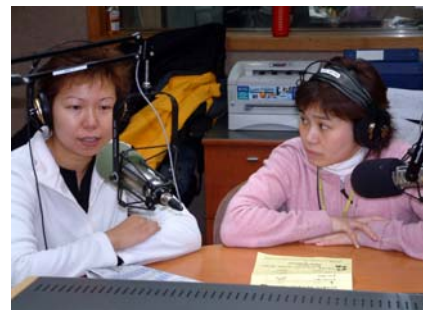
RESULTS At-a-Glance (Mar 2002-Mar 2003)

- 588 community members received health screenings in the program year.
- 125 community members and social and health service providers received the emergency response training.
- 115 community members and social and health service providers received the defibrillator use training.
- Over 300,000 listening audience in all three radio stations. A total of 20 phone calls were received and the host answered callers' questions.
- 44 Chinese Community Social Service and Health Council members and community advocates attended a community forum.
- 71 attended the Healthy Heart Education Workshop.
- Over 9 newspapers articles were published in the first year.

RESULTS At-a-Glance (Oct 2003 to March 2004)

- A total of 31 individuals participated in any of the 4 series multi-session workshops and 15 completed 4-session workshops received a Certificate of Achievement
- 6 health professionals were trained as bilingual CPR instructors.
- 30 Chinese community members whose relatives or friends who have higher risk of having cardiovascular disease participated the CPR training
- More than 80 people attended community-wide heart health forum
- 54 participants applied and received Emergency Response Cards
- A total of 3311 heart health related educational materials were distributed in 21 different community outreach activities.
- 26 news articles were published in local Chinese newspapers
- 6 live radio programs were hosted by health professionals

CBWCHC Maggie Wong and Alice Lo, RN hosted a live radio program



Dr. Warren Chin with the participants at 180 Mott Street Senior Center



Peter Lau, Alice Lo, and Brenda Wan with participants at the 4th workshop at the 180 Mott Street Senior Center



Wai Wah Chung with the participants at CBWCHC



Peter Lau, Alice Lo and Brenda Wan with participants awarded with Certificate of Achievement.



Instructor: Pat Strizak

Bilingual trained instructors: Tao Liu, Wai Wah Chung and Susan Ko



Instructor: William Lo and the trainee



FUTURE ACTIVITIES

The Health Heart Coalition will:

- Strengthen membership development with orientation, core partner steering meetings, and activity logs.
- Implementing the following activities: community health screening, counseling and consultation services, health plan facilitated enrollment, community health forums, workshop series, media campaign, and emergency training course.

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MEMBERSHIP

Since 2000, the Coalition has grown from a five-member coalition to an impressive collaboration of 24 representing members. To ensure a full-range of capacity, the Coalition members are from different sectors, which include the followings:

Health Care: Charles B. Wang Community Health Center, Inc. (lead agency)
NYU Downtown Hospital
Bellevue Hospital Center
Elmhurst Hospital Center
NY Hospital- Cornell

Health Plan: CenterCare, Inc.
Oxford Health Plans
Health Plus

Social Services: Chinese-American Planning Council
Chinatown YMCA

Associations: American Heart Association
Chinese Community Social Service and Health Council
Chinese American Medical Society
Chinese Consolidated Benevolent Association
Chinese American Nurses Association

Businesses: Oxford Health Plans
Center Care, Inc.
Pfizer, Inc.
Bristol-Myers Squibb
Confucius Pharmacy

Mass Media: Sing Tao Daily News
World Journal
Ming Pao