

Texas Heart Disease and Stroke Prevention System

**2008 State Plan Conference
“Austin, Texas: Heart and Stroke Healthy City”
May 14th, 2008**

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Austin/Travis County Health and Human Services Department**

Heart & Stroke Prevention System in Austin, Tx.

Network Connections

Primary Prevention

Secondary Prevention

Austin Heart and Stroke Task Force Members

1. American Heart Association - Texas Affiliate
 2. Austin Fire Department
 3. Austin Independent School District
 4. Austin Parks and Recreation Department
 5. Austin/Travis County Community Care Services Department
 6. Austin/Travis County EMS Department
 7. Austin / Travis County EMS System Office of the Medical Director
 8. Austin/Travis County Health and Human Services Department (ATCHHSD) - African American Quality of Life Initiative
 9. ATCHHSD - Environmental and Consumer Health Services
 10. ATCHHSD– Steps to a Healthier Austin Program
 11. Brackenridge Hospital
 12. Heart Hospital of Austin & Austin Heart
 13. People's Community Clinic
 14. Red Cross of Central Texas
 15. Seton Community Health Centers
 16. Seton Family of Hospitals
 17. St. David's Healthcare
 18. Sustainable Food Center
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Primary Prevention

- # Social Marketing
 - # Physical Activity
 - # Healthy Nutrition
 - # Tobacco Use Prevention/Cessation
 - # Austin Independent School District
-

Social Marketing

Steps to a Healthier Austin: Social Marketing - iThrive Campaign

- Radio, TV, newspaper ads, billboards, Transit ads, Movie ads, point of-decision prompts/Take the Stairs campaign posters, fliers, brochures, magnets, t-shirts, caps, sweat bands, canvas bags, Brigade
-

save some of
the cookies for Santa.

snack on sweet fresh fruit and avoid
gaining extra holiday pounds.



visit iThriveAustin.org
call 211



stuffing is for turkeys.

skip the second helpings,
skip the holiday weight gain.



visit iThriveAustin.org
call 211



hibernating is for
bears.

get physical this winter - walk, dance, shoot hoops -
and avoid extra holiday pounds.



visit iThriveAustin.org
call 211



you don't have to be big
to be jolly.

being active each day
helps keep the holiday stress away.



visit iThriveAustin.org
call 211



Valenthrives; Holiday Bus Ads & Posters

this black history month,
follow their footsteps
by making your own.

walking just 30 minutes a day will lower your risk of diabetes,
and help you live a longer, happier life.



visit iThriveAustin.org
call 211



las curvas: buenas. los rollos: no tan buenos.

el ejercicio habitual refuerza y tonifica
los cuerpos de todas formas y tamaños.



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visita iThriveAustin.org
llama 211



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August Billboards

LESSON 3:

not smoking

WHAT IT DOES

improves circulation
increases energy
freshens breath

WHAT TO DO

join a support
group
take small positive
steps towards your
goal
**CALL 1-877-YES-
QUIT**

POWERED BY



WWW.POWEREDBYMEAUSTIN.ORG

For more empowering information and tips on living a healthy lifestyle, mentally and physically, please visit the website above or call 972- 5173 and join the movement for a healthier Austin.

African American Quality of life is a program of Austin /Travis County Health and Human Services Department

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Physical Activity

Austin Parks and Recreation Department Outdoor/Indoor recreation areas

100+ Estimated mileage of trails

206 Community/neighborhood parks developed

17 Community recreation centers

Walk Texas – Active Austin Area

Walk Across Texas

RunTex free walk/run classes

PE Department

Mayor's Fitness Council

Marathon Kids Program

Printing funded by Steps to a Healthier Austin Program.

The Active Austin Guide is a resource booklet of free or low cost community resources for physical activity or healthy nutrition.

Active Austin Guide



Walk Texas – Austin Chapter
Austin/Travis County Health & Human Services Department

Steps to a Healthier Austin Initiative



Includes:
local parks,
pools,
preserves,
trails, cycling
trails, state
parks in our
region,
county parks,
community
gardens,
farmers
markets,
local, state,
and national
organizations.

**Hard Cover Edition
in all Austin Public
Libraries and Manor
Public Library.**

Guia Para Un Austin Activo



Walk Texas – Austin Chapter
(Camina Texas-Austin Chapter/ Socios de Austin)

Departamento de
Salud y Recursos Humanos de Austin/Condado Travis
Steps to a Healthier Austin Initiative



Healthy Nutrition

Sustainable Food Center

- Happy Kitchen/La Cocina Alegre classes
- 10 Austin Farmers' Markets
- 13 Austin Community Gardens

Texas AgriLife Extension Service

- Better Living For Texans
 - Expanded Nutrition Program
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Smoking Ordinance

	5 Strong	4 Moderate	3 Average	2 Fair	1 Poor
<u>Municipal Worksites</u>	X				
<u>Private Sector Worksites</u>		X (Some types of establishments may still provisionally allow smoking)			
<u>Restaurants Bars In Restaurant</u>		X (Federal Court ruling does not require owners to take necessary steps to prevent smoking)			
<u>Restaurants Free Standing Bars</u>		X (Federal Court ruling does not require owners to take necessary steps to prevent smoking)			
<u>Bingo/Bowling Halls</u>			X (Bingo halls may still provisionally allow smoking)		
Total	5	12	3		

4 Average score for ordinance

Secondary Prevention

- # CPR Classes
 - # Health Disparities
 - # Defibrillators
 - # Stroke is a medical emergency
 - # Health Sites Promote Prevention
-

CPR Trainings

CPR trainings held:

- Austin/Travis County EMS System provided ~ 850 classes, January 2006 – June 2007
- Red Cross provided 22 CPR/AED classes, January 2006 – October 2007

Number of people trained in CPR:

- ~ 8,600 people via Austin/Travis County EMS Systems, January 2006 – June 2007
 - ~ 220 people via Red Cross of Central Texas, January 2006 – October 2007
-

Health Disparities

- 4 local community coalitions to address health disparities:
 - American Heart Association's African American Outreach Task Force
 - American Heart Association's Hispanics and Heart Disease Task Force
 - African American Quality of Life Health Initiative
 - Alliance for African American Health in Central Texas
-

Defibrillators

- # Emergency Personnel Response units are adequately equipped with defibrillators
 - EMS, AFD, APD
- # Response Time = Call Received – EMS Arrived on Scene: January 2006 – August 2007
 - City maintains an 8-minute mean response time
 - Urban Response Time : 4-Minute Response Time
 - # Average Stroke Transport Time: 13.28 minute (2,273 Cases):
- # 750 AED's in the Austin community
 - # High Schools, state buildings, city government buildings, county buildings, faith-based organizations

Stroke is Medical Emergency

- # EMS Protocols prioritize strokes at the highest dispatch level
 - # EMS has a “stroke” protocol emphasizing appropriate assessment and rapid transfer
 - # 3 Number of hospitals that meet the criteria of a primary stroke center (JCAHO) that are a part of a rapid transfer system.
 - Brackenridge Hospital, Seton Hospital, & St. David’s Hospital
-

Health Sites Promote Prevention

- # ATC CCSD: secondary prevention via HRSA sponsored Health Disparities Collaboratives in Diabetes and Cardiovascular Disease
 - 15 FQHC sites in network
 - The Diabetes Collaborative clinical goals incorporated into FQHC's QI program
 - # 10 Not for profit hospitals in city
 - # 3 For profit hospitals in city
 - # 14 Federally Qualified Health Centers in city
 - # 20 Other community health centers in city
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Special Thanks to:

1. Louis Gonzales, Austin-Travis County Emergency Medical Services
 2. John Villaneuva, Austin-Travis County Emergency Medical Services
 3. Lynn Cohee, Austin-Travis County Emergency Medical Services
 4. Dr. Edward Racht, Medical Director, Austin-Travis County Emergency Medical Services
 5. Jill Craig, Austin Fire Department
 6. Hilary Higdon, Austin Fire Department
 7. Ginny Barr, Austin Parks and Recreation Department
 8. Nancy Gilliam, City of Austin Community Care Services Department
 9. Dr. Adolfo Valadez, Medical Director, Austin/Travis County Health and Human Services Department (ATCHHSD)
 10. Dr. Lisa Glenn, Senior Medical Director, City of Austin Community Care Services Department
 11. Larissa De Luna, American Heart Association
 12. Tracy Diggs, Austin Independent School District
 13. Robert Wright, ATCHHSD - Environmental & Consumer Health Unit
 14. Joe Barnes, ATCHHSD – African American Quality of Life Health Initiative
 15. Laura Balla, St. David’s Healthcare
 16. Justine Kaplan, ATCHHSD - Steps to a Healthier Austin Program
 17. Maribel Rivero, Sustainable Food Center
 18. Andrew Smiley, Sustainable Food Center
 19. Dr. Louis Appel, Medical Director, People’s Community Clinic
 20. Kimberly Rodriguez, Red Cross of Central Texas
 21. Reuben Parrish, with the Texas Department of State Health Services
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 - **iThrive Campaign for Steps to a Healthier Austin Program:** www.iThriveAustin.org
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 - **Sustainable Food Center:** (512)- 236-0074
info@sustainablefoodcenter.org <http://www.sustainablefoodcenter.org>

 - **Austin Parks and Recreation Department**
Ginny Barr, MSSW, Program Coordinator, Steps to a Healthier Austin
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 - **Smoking Ordinance for City of Austin**
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Please see website: <http://www.txshsord.coe.uh.edu/muniSummary2.aspx>
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