



Association of Black Cardiologists, Inc.

SUPER WEEKEND 2008

taking steps toward better health

HARLEM - NEW YORK CITY, NEW YORK – May 16-18, 2008

JACKSON, MISSISSIPPI – June 13-15, 2008

WASHINGTON, D.C. – June 20-22, 2008

This program is supported by a contribution from AstraZeneca



Communities Gather to Combat Cardiovascular Disease and Related Risk Factors



Association of Black Cardiologists, Inc.



HEALTH ASSESSMENT SCREENING - JACKSON, MS



COMMUNITY LEADERS FORUM - WASHINGTON, D.C.

ACCORDING TO the American Heart Association, one in three Americans have one of more types of cardiovascular disease. Key civic, corporate, and religious leaders in Harlem, New York, Jackson, Mississippi, and Washington, DC joined the Association of Black Cardiologists in convening a community leaders forum in each of these cities to address the high rates of death and disability from cardiovascular related diseases in their respective communities. The forum, developed by the ABC and supported by AstraZeneca, is one component of the Super Weekend 2008 initiative to achieve reduction in the prevalence of cardiovascular diseases through aggressive education and screening. The programs are developed to emphasize that both the healthcare professional and the patient share equally in health outcomes related to CVD. A multi-event program, Super Weekend 2008 is designed to educate the professional in advances in cardiovascular diagnosis, treatment, and management, as well as, empower community leaders and consumers/patients with knowledge that leads to behavioral lifestyle changes that extends and improves the quality of life.

This initiative in these selected cities is important as deaths from heart related diseases in Harlem are thirty percent greater than the national average. The improvement in heart health in Mississippi is not reflected within the African-American populations. In Mississippi, general heart health shows improvement whereas in African Americans, this improvement is marginal. Heart disease related death rates in Washington, DC rank seventh in the nation.



ABOUT THE INITIATIVE

The Community Leaders Forum, served as the opening to the weekends providing a unique opportunity to educate, empower, and mobilize influential members of the community around the issues of cardiovascular health and access to care. The forum is a vehicle to equip community leaders with information allowing them to become better community health advocates for their respective communities and improve heart health outcomes. State Senator Bill Perkins (D-Harlem), Dr Aaron Shirley, Founder, Chairman, Jackson Mall Foundation (Jackson, MS) and Dr Clarion Johnson, Medical Director, Global Medical & Occupational Health - Exxon Mobil Corporation (Fairfax, VA) each spoke about the impact of cardiovascular disease in their respective communities.

In addition to the forum, the Association of Black Cardiologists sponsored Community Health Screenings for non-fasting blood glucose, blood pressure, body mass index, and cholesterol. These screening activities prove highly important since "heart disease is preventable, and heart healthy practices are important for longevity," according to Kim A. Williams, MD, Chairman, Boar of Directors, Association of Black Cardiologists. The goal of this event is to use education as a catalyst for change. In Jackson, MS, one participant exclaimed "This event saved my life! Had I not come to the screening, I could have died. I didn't know I had high blood pressure." Another was amazed that her son was obese at age 12. She thought that her son was "just big like his father." Many participants, after learning their numbers, vowed to make lifestyle modifications and take better care of their bodies and work towards better health.

At the close of the Super Weekends ABC members delivered faith-based educational messages at churches serving as a community call to action for better self-health advocacy. Some of the churches look to provide continuing health messages to their congregants

throughout the year. The Association of Black Cardiologists' goal is not only to educate, but also to empower individuals to take better charge of their own health, as well as empowering the community to live healthier, more productive lives.

HARLEM NYC, NEW YORK

In Harlem, the Association of Black Cardiologists, in collaboration with The American Lung Association, the American Diabetes Association, Harlem Hospital Center, MetroPlus Health Plan, and New York City Mission Society, co-hosted the Annual Asthma Awareness Health Fair. Actress Jill Marie Lawrence, of Law & Order: SVU fame, was the featured celebrity guest on the entertainment stage. This activity, in particular, was highly important since asthma "is a rampant epidemic largely environmental in nature that disproportionately affects minority children in emergency department visits, hospitalizations, and deaths," as stated by Dr. David Satcher, 16th Surgeon General of the United States, in the American Journal of Public Health March 2008. "In Harlem many of our young people suffer from breathing disorders such as asthma and sleep apnea. These disorders are contributed to significantly by the rising incidence of obesity and diabetes," according to Dr. Icila Fergus, Chief of Cardiology, Harlem Hospital Center, and current Secretary for the Association of Black Cardiologists Board of Directors.



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HEALTH ASSESSMENT SCREENING - HARLEM NYC, NY

Dr. Aaron Shirley, Founder - Jackson Medical Mall Foundation, said "the Association of Black Cardiologists continues to make a significant contribution to the improvement of health outcomes in our communities. The Jackson Medical Mall is appreciative of the opportunity to partner with the ABC in the Super Weekend 2008-Jackson to discuss improved access to health care and provide preventative services and an informational and educational exchange for the citizens of Jackson and surrounding communities. This program highlights the importance of the Jackson Medical Mall as a replicable model for consideration by municipalities nationwide as it provides an integrated services health safety-net for the community."

JACKSON, MISSISSIPPI

The Community Leaders Forum, held at the Jackson Medical Mall, provided an expert forum for information and education dissemination. Dr. Richard M. Walker, Chief Administrative Officer – City of Jackson said, "these activities will allow us to be armed with information and ready to go to the next level and take decisive actions to build a base of informed people who will move forward to educate this community and make a difference." Dr. Malcolm P. Taylor, Past President of the ABC, and Dr. Connie C. Taylor, Manager - Senior Services Division, City of Jackson Department of Human and Cultural Services, gathered community organizations that included the Abundant Living Organization, Congregational Health Nurses, Jackson-Hinds Comprehensive Center, and Jackson Cardiology Associates to provide health assessments and information to guide participants towards healthy lifestyles.

Jackson Mississippi is the site for the Jackson Heart Study, the first large-scale cardiovascular disease study in African Americans whose findings will significantly impact not only African Americans in Mississippi, but African Americans throughout the United States. Dr. Herman A. Taylor, Principal Investigator and Professor of Medicine at the University of Mississippi Medical Center, suggests that the study will enhance our overall knowledge of cardiovascular disease and that the study is important because it provides an opportunity for African Americans to leave a legacy of health for their future generations. The Jackson Mississippi Super Weekend program engaged expanded partnership with the Alzheimer's Association. Barbara Dobrosky, Program Director - Mississippi Chapter, cited the ABC, American Heart, and Stroke Associations work in partnerships to address this increasing need for education, prevention, and awareness.



COMMUNITY LEADERS FORUM - WASHINGTON, D.C.



COMMUNITY LEADERS FORUM - JACKSON, MS

WASHINGTON, DISTRICT OF COLUMBIA

The Super Weekend 2008 initiative concluded this series in Washington, D.C. with the Black Women's Health Imperative and its 25th Anniversary 5K Walk for Wellness™ on the National Mall in Washington. Sheryl Lee Ralph, Tony Award nominated actress, activist, and social entrepreneur, spoke with some of the participants and AstraZeneca representatives about the importance of providing screening opportunities to detect early some of the related cardiovascular disease risk factors like elevated cholesterol, glucose, and blood pressure. Ms Ralph was gracious in allowing photo opportunities with the Artery Explorer, sponsored by AstraZeneca.

Destination DC and the National Black Nurses Association collaborated with the ABC to identify community leaders who would participate in the community call to action for cardiovascular health to improve quality of life, increase worker productivity, and affect morbidity and mortality.

Presenters at the Community Leaders Forum from corporate (Dr. Clarion Johnson - Medical Director, Global Medical & Occupational Health - Exxon Mobil Corporation), civic (Patricia C. Lane - President, Northern Virginia Black Nurses Association), and the faith-based community (Minister Julia Chaney, Greater Mt. Calvary Holy Church) each discussed the important and relevant roles each of these community components serves in responsible action to improve cardiovascular health outcomes. Dr. Johnson shared an experience about one of his successes in an international venue stating "the people delivering the message looked and talked like those receiving the message."

*The ABC
"remains true to
its mission – lowering
cardiovascular disease rates in
minority populations."*

*Dr. Boisey Barnes, an ABC
founding member*



Association of Black Cardiologists, Inc.

7 STEPS TO A HEALTHY HEART

Be Spiritually
Active



Take Charge
of Your Blood
Pressure



Control Your
Cholesterol



Track Your Blood
Sugar



Eat Smart &
Enjoy Regular
Exercise



Don't Smoke



Access Better
Health Care



HEALTH ASSESSMENT SCREENING - HARLEM NYC, NY

BEST APPROACH

The Association of Black Cardiologists believes the best approach to achieve reduction in the prevalence of cardiovascular diseases and their related risk factors (elevated cholesterol and diabetes) is through aggressive education and screening. ABC believes that both the healthcare professional and the patient both share equally in health outcomes related to CVD. To that end, the ABC Super Weekend Initiative was developed as a multi-city tour of educational and screening events designed to educate the professional in advances in cardiovascular diagnosis, treatment, and management, as well as, empower community leaders and consumers/patients with knowledge that leads to develop replicable points of intervention and create collaboration of multi-partisan relationships to reduce the excess deaths from CVD related diseases.

INITIATIVE OBJECTIVES

- Increase patient awareness of the high prevalence of cholesterol and high blood pressure as risk factors for CVD;
- Improve strategies for the identification, diagnosis, treatment, and management of high risk patients; and
- Emphasize the importance of effective risk factor modification.

POTENTIAL IMPACT

Imagine if CVD related risk factor screening programs can reduce acute treatment costs and associated morbidity of CVD by just 10% over five years, a \$350 billion positive impact would be realized by the overall economy. a well-developed screening program with appropriate referrals and follow-up can provide opportunities for healthcare providers to demonstrate that these programs improve quality of health, save money in terms of increased worker productivity, and affect morbidity and mortality. Likewise, for patients and consumers of health services, improved quality of life increases, along with more productivity to garner improved resources.

HEALTH ASSESSMENT SCREENING - JACKSON, MS



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OUR MISSION

We believe that good health is the cornerstone of progress. We are firm in our resolve to make exemplary health care accessible and affordable to all in need, dedicated to lowering the high rate of cardiovascular disease in minority populations and committed to advocacy and diversity. We are guided by high ethics in all transactions and strive for excellence in our training and skills.



SUPER WEEKEND 2008

taking steps toward better health

ABOUT ASTRAZENECA

AstraZeneca is a major international healthcare business engaged in the research, development, manufacturing and marketing of meaningful prescription medicines and supplier for healthcare services. AstraZeneca is one of the world's leading pharmaceutical companies with healthcare sales of \$29.55 billion and is a leader in gastrointestinal, cardiovascular, neuroscience, respiratory, oncology and infectious disease medicines. In the United States, AstraZeneca is a \$13.35 billion dollar healthcare business with 12,200 employees committed to improving people's lives. AstraZeneca is listed in the Dow Jones Sustainability Index (Global) as well as the FTSE4Good Index. For more information visit www.astrazeneca-us.com.

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INITIATIVE SIGNIFICANCE

For the cities involved, the ABC with strategic partners provided screening services, informed health consumers about health risks, and referred to care (where appropriate), to properly manage the contributing factors to improve heart health outcomes. The over arching program is developed to address the lost years of wisdom due to deaths and disability by improving the safety net of prevention utilizing culturally appropriate educational and screening interventions.

Modifying risk factors (i.e., high blood pressure, high cholesterol, high blood sugar, smoking tobacco, excessive body weight, and physical inactivity) offers the greatest potential for reducing CVD morbidity, disability, and mortality. Using a multidisciplinary approach, including community- and faith-based organizations, to educate and screen communities not only empowers individuals to take better charge of their health outcomes, but empowers the community to live healthier, productive lives.

ABOUT THE ASSOCIATION OF BLACK CARDIOLOGISTS, INC.

The Association of Black Cardiologists, Inc. (ABC) is the nation's leading association dedicated to eliminating disparities in cardiovascular care and outcomes. Since its founding in 1974, the ABC's achievements have made it an important voice and the foremost advocate for the prevention and reduction of cardiovascular diseases (CVD) in African Americans. In its 33rd year, the ABC continues to promote its primary mission through education, research, health promotion, and health policy advocacy. The ABC's diverse membership consists of over 600 physicians, scientists, nurses, students and community health advocates. For more information, please call the Association of Black Cardiologists at 1-800-753-9222 or visit www.abccardio.org.