



Abstract # 256785: "Heart Disease and Healthy Living:
Bridging the Gap Between Knowledge and Action through Container Gardening"

Background:

Heart disease (HD) is a leading cause of death globally and nationally.

- World Health Organization (WHO) reports 17.3 million HD deaths in 2008 globally; in 2030, the expected estimate is 23.6 million HD deaths per year (Cardiovascular Disease, 2011)
- Centers for Disease Control (CDC) reports HD as #1 cause of death in the United States (Heart Disease Facts, 2010)

Heart disease risk factors can largely be reduced through healthy lifestyle changes.

- Physical inactivity (CDC & WHO, 2011)
- Cigarette smoking/tobacco use (CDC & WHO, 2011)
- Unhealthy eating (also associated with high blood pressure, high cholesterol, and type-2 diabetes (Heart Disease Risk Factors, 2009)

In San Bernardino County, CA:

- 167.9 deaths per 100,000 (age-adjusted) are attributed to heart disease (Age-Adjusted Death Rate Due to Coronary Heart Disease, 2009)
- Less than half (48.3%) of the adults of San Bernardino County report eating the recommended (5 servings) amounts of fruits and vegetables daily (Adult Fruit and Vegetable Consumption, 2009)

Qualitative Research Methods Used:

Windshield survey

Key informant interviews

Surveys

Literature review

Focus group

Emerging Themes:

Perceived Seriousness and Susceptibility

- Belief of insusceptibility to heart disease
- Disconnection between knowledge and action of healthy living

Perceived Barriers

- Access and availability to healthy lifestyle options, health care services and affordable health insurance
- Time and Employment
- Lack of support and resources to make healthier lifestyle choices

Perceived Benefits

- Exercise and diet are important for healthy living
- Strong interest in container gardening
- Recognition for the need of resources to replace unhealthy habits with healthier ones (bridging the gap between knowledge and action of healthy living)

Program Implementation:

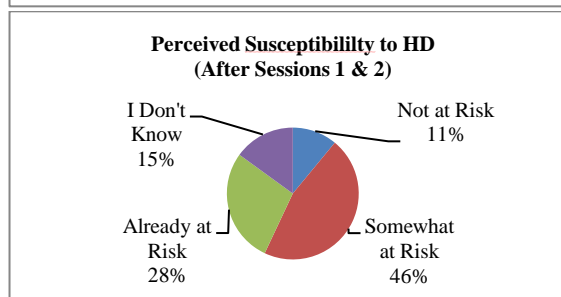
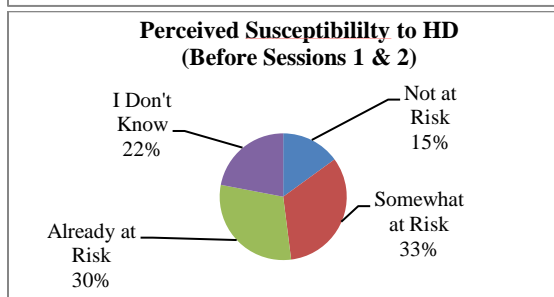
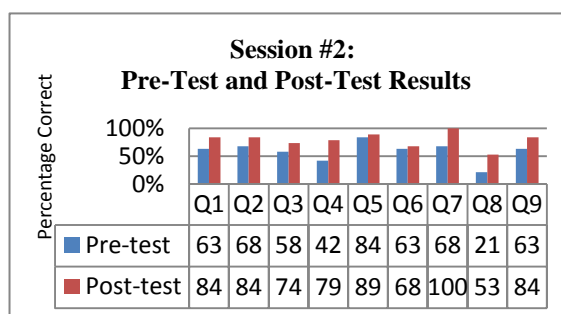
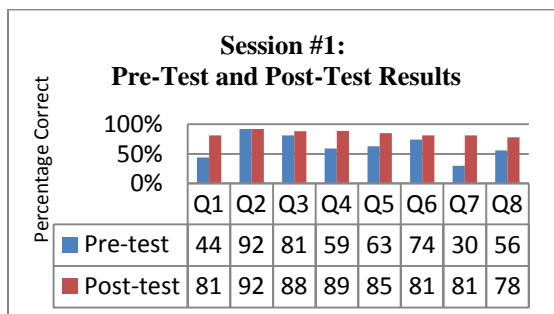
Session 1: Monday, May 7, 2012

- “Make a New Start with a Healthy Heart: Understanding Heart Disease and Its Risk Factors” (Amy B.)
- “Easy Pea-sy Healthy Meals” (Helen N.)
- “Gardening Towards a Healthier Heart” (Jerusha W.)

Session 2: Thursday, May 10, 2012

- “What’s Love Got to Do With It: Heart Disease and its Risk Factors” (Nathan K.)
- “Easy Pea-sy Healthy Meals” (Helen N.)
- “Gardening Towards a Healthier Heart” (Jerusha W.)

Evaluation:



Lessons Learned:

- Interactive activities, lessons, and games are great ways to involve your audience.
- Tailoring the intervention materials and presentation to the literacy level of the audience is important.
- Provide take-home materials and supplies for the audience so they can continue to use what they have learned on their own.
- When creating a program, work closely with community members and stakeholders to ensure sustainability.

Group Contact Information

Jerusha Weaver, BA, MPH(c)
 Phone: (805) 754-4690
Jerusha.u.weaver@gmail.com

Amy Banquerigo, BA, MPH (c)
 Phone: (626) 315-1518
anbanquer@gmail.com

Nathan Kamel, BA, MPH (c)
 Phone: (626) 922-6814
nathankamel@gmail.com

Helen Nguyen, BS, MPH (c)
 Phone: (818) 371-9349
helenn.nguyenn@gmail.com

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