Reaching Asian Americans through Million Hearts®

Catlin Rideout

Summary
As of October 2016, over 50,000 Asian Americans have been reached through culturally- and linguistically-adapted Million Hearts® resources. NYU Center for the Study of Asian American Health (CSAAH) partnered with Million Hearts® to translate and culturally adapt existing resources that were then disseminated to local pharmacists. Pharmacists are considered allied health professionals and community pharmacies are culturally appropriate venues to reach Asian Americans. The work was funded by the Centers for Disease Control and Prevention.

Challenge
About 1 in 5 Asian American adults have high blood pressure, a dangerous condition that can cause problems with the heart and blood vessels, and can lead to heart disease, which is a leading cause of death among Asian Americans. The good news is that treating hypertension may reduce the risk of stroke, heart and kidney disease. However, because high blood pressure is “silent”, many people do not seek medical attention or do not adhere to treatment regimens. Asian Americans in particular have low rates of medication adherence. This may be due in part to mainstream blood pressure medication adherence education campaigns not reaching Asian American communities. CSAAH partnered with the Million Hearts® initiative and local pharmacies to address this challenge.

Solution
The partners formed a coalition to help prevent heart disease among Asian Americans in New York and New Jersey. Goals included increasing access to culturally- and linguistically-adapted Million Hearts® materials to educate patients on medication adherence. The Million Hearts® Initiative is a federal effort to prevent 1 million heart attacks and strokes by 2017. It promotes team-based care and offers pharmacist-directed resources. Pharmacists are considered allied health professionals and community pharmacies are culturally appropriate venues to reach Asian Americans. Million Hearts® resources such as checklists and reminder postcards were translated and disseminated to 11 local pharmacies.

Your Involvement is Key
According to CDC, more than 19,000 deaths among Asian Americans in 2013 were due to major heart disease, of which high blood pressure is a leading risk-factor. Pharmacists are allied health professionals and community pharmacies are culturally appropriate venues to reach Asian Americans. To learn more, check out our webpage at http://www.med.nyu.edu/asian-health/research/reachfar.
Results

As of October 2016, over 50,000 Asian Americans have been reached though culturally- and linguistically-adapted Million Hearts® resources because of the coalition’s efforts at these 11 pharmacies. Checklist magnets and reminder postcards were translated into Punjabi, Bangla, Tagalog, and Korean to help patients manage their high blood pressure. The response from pharmacists and patients has been positive, citing the need for materials that are in-language and meaningful and relevant to Asian Americans, including Koreans, Filipinos, Bangladeshis, and Asian Indians. Moreover, the partnership with pharmacies has helped lay the ground work for synergistic activities, including linking the pharmacists to blood pressure screening events held by the coalition at Asian American faith-based organizations.

“We were so excited when we saw these Million Hearts® resources translated into Bangla. It is very hard to find patient education materials that have been accurately translated for our communities. Our patients love them!”

- Syed Ahmad Apnar Pharmacy

Sustainable Success

Moving forward, the coalition plans to reach 10 more pharmacies over the next 2 years. Additional pharmacies have already approached the coalition through word of mouth to request the linguistically- and culturally-adapted Million Hearts® resources. In addition, the coalition is leveraging another project to reach small primary care practices to disseminate the materials. Small primary care practices are an important source of care in immigrant communities. To-date, 14 small primary care practices have been reached, disseminating almost 700 additional Million Hearts® materials, and reaching almost 3,000 more Asian Americans. All materials are also available on the CSAAH website.

Contact

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Success Stories

http://nccd.cdc.gov/nccdsuccessstories/