Boot Camp Translation

Descriptions of Messages and Materials from BCT participants

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Collaborative Learning Session
May 2016
Welcome!

1. What is Boot Camp Translation (BCT)?
2. Why did we use it for EvidenceNOW Southwest?
3. What has been developed?
What is Boot Camp Translation (BCT)?

A process by which academic researchers and staff and community members partner to translate evidence-based medical information and jargon, and clinical guidelines into concepts, messages, and materials that are locally relevant, meaningful, and engaging to community members.

BCT aims to answer 2 key questions:

- What is the message to our community?
- How do we effectively share that information with our community?
Use expertise and skills of local community members and research team members to create a small set of materials and messages that:

- Assist providers and patients in meaningful conversations about CVD risk and prevention.
- Help patients and providers take action on CVD recommendations.
ENSW and Boot Camp Translation

- 4 Boot Camp Translation groups for ENSW

- Each group includes:
  - Local community members
  - Patients from practices in each region
  - Providers and/or clinic staff
  - Public health professional
Panelists

Sandi Garcia and Christin Sutter
Jim and Jo Smith and Lisa Keller, PA
Danelle Callan, MA
Alisha Herrick, MPH, CHES
Rural NE Colorado
Rural Colorado BCT

Denise Asmussen
Stan and Phyllis Barfoot
Dan and Christin Sutter
Laurie Exby
Maret Felzien
Sandi Garcia
Connie Haynes
Nancy Schumacher
Penny Stumpf
Rural Colorado BCT: Themes

- Talk with your patients/providers about CVD risks *much* earlier in life.
- Track health data over time.
- Add context around health data – compare to others, national guidelines – versus presenting just a stand-alone number.
- Prevent, prevent, prevent
Rural Colorado BCT: Main Messages

Silent but deadly.

A lifetime in the making.

You can prevent the event.

Old enough to vote? Old enough to know your #s.

Talk to your doctor about preventing heart disease – starting now.
Rural Colorado BCT Materials:
Heart Chart (front)
Rural Colorado BCT Materials: Heart Chart (back)
Recipe Cards:

- 5 versions:
  - High blood pressure
  - Cholesterol
  - Body mass index
  - Overall health
  - Blank template

- Photos of local residents (real people!)
- Rural look and feel
- Practices determine how to integrate Recipe Cards into programs and services:
  - Where displayed?
  - Who will hand them out, if anyone?
  - How can recipe cards help facilitate a conversation with patient around CVD risk and health action?
Metro Denver
Denver Metro BCT

Mary Wold, Matt Simpson, **Lisa Keller**, Sally Merrow, Matilde Garcia, Kathy Chaten, Louise Westfall, **Jim Smith**, Elise Lubell, Paul Merrow, Jo Smith, Don Nease. Not pictured: Kristin Van Horn, Dave Linn, Ron Colson
Main Messages

You only have one heart – your life depends on it.
Know your risk, even if you feel fine.
Act now to lower your risk.
YOU ONLY HAVE ONE HEART
YOUR LIFE DEPENDS ON IT
PLAQUE BUILD-UP CAN CLOG ARTERIES

This can prevent normal blood flow to your heart and lungs. Early plaque build-up can have no symptoms or warning signs, until a heart attack or stroke.

KNOW YOUR RISK

Even if you feel fine, you should know your risk. Risk factors include your blood pressure, body mass index (BMI), and cholesterol. Talk to your health care provider early and often, and know your “numbers” even if you don’t have any symptoms.

- I feel fine right now. Am I at risk?
- What behaviors put me at risk?
- What is my BMI?
- Did anyone in my family have a heart attack or stroke?
- What are my blood pressure & cholesterol numbers?
SOME THINGS YOU CAN DO TODAY TO LOWER YOUR RISK

Talk To Your Health Care Provider
- Get blood work done to check your cholesterol and blood sugar numbers.
- Ask if you are at risk for diabetes or pre-diabetes.
- Ask your provider about what you can do to prevent heart disease and stroke.
- Discuss whether or not you are at a healthy weight (BMI).

Take Action
- Check your blood pressure regularly.
- Eat nutritious foods.
- Exercise.
- Be tobacco and smoke free.
- Talk with your family about potential family risk factors.
Denver Metro BCT:
Risk Factor Checklist

YOUR CARDIOVASCULAR RISK QUICK LOOK

EATING & EXERCISE
- Do you follow a healthy eating plan? Do you know how nutrition can help to prevent a heart attack or stroke?
- Do you get regular exercise? Do you know how much physical activity you should perform each week?
- Do you know your BMI?

HEALTH HISTORY
- Have you been told before that you have diabetes or pre-diabetes?
- Has someone in your family had a heart attack or stroke?

HEALTHY BEHAVIORS
- Do you smoke? Are you exposed to secondhand smoke?
- Have you had a wellness visit in the last year?
- Should you take an aspirin everyday to prevent a heart attack or stroke?

YOUR NUMBERS
- Do you know your most recent blood pressure? Do you know what it should be? Do you know how often you should check your blood pressure?

TODAY, I’M GOING TO TALK TO MY HEALTH CARE PROVIDER ABOUT:

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EvidenceNow SOUTHWEST | CD | Advancing Heart Health in Primary Care | NM |
Albuquerque, New Mexico
Albuquerque, New Mexico BCT

Clarence Chavez
Dany Abeyta
Diana Gutierrez
Dora Pacias
Edna Hutchison
Francisco Ronquillo
Isabel Padilla
Manessa Medina
Rose Gonzalez
Santiago Candelaria
Albuquerque, New Mexico BCT:
Main Messages and Products

▼ Your Heart means so much to so many....Cuidalo!
  □ Grocery tote and Poster

▼ Prevent Second Chances
  □ Road Map

▼ Drive a Healthy Heart
  □ Poster
ABC'S: THE GOOD NEWS ABOUT HEART DISEASE
IS THAT YOU DON'T HAVE TO GET IT IN THE FIRST PLACE. LET'S START TALKING ABOUT PREVENTION.

JUST LIKE DRIVING A CAR, LIFE HAS LIMITS

KNOW YOUR NUMBERS BEFORE YOUR "CHECK HEART" LIGHT COMES ON

BUILD YOUR HEALTH CREW:
- HEALTH CARE PROVIDERS
- CLINIC STAFF
- FAMILY

PREVENT SECOND CHANCES

PREVENTIVE CARE CAN SAVE YOUR HEART

EvidenceNow
[CO] Advancing Heart Health in Primary Care [Net]

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**Aspirin**
Take as directed by your health care provider
- Ask your health care professional if aspirin can reduce your risk of having a heart attack or stroke
- Tell your health care professional if you are allergic to Aspirin

**Blood Pressure**
Make sure it’s controlled
- Check your blood pressure to be sure it is under 140/90
- One in three American adults has high blood pressure, but only about half of them have it under control.

**Cholesterol**
Get it checked and manage it
- Keep your HDL high and LDL low
- HDL cholesterol is known as “good” cholesterol because having high levels can reduce the risk for heart disease and stroke.
- LDL cholesterol is known as “bad” cholesterol because having high levels can lead to plaque buildup in your arteries and result in heart disease and stroke.

**Smoking**
Quit today
Smoking raises your blood pressure, which increases your risk for heart attack and stroke.
DRIVE A HEALTHY HEART

❤ Practice regular heart maintenance  ❤ Know your numbers  ❤ Build your health crew (health care providers, clinic staff and family)
Hobbs, New Mexico
Hobbs, New Mexico BCT

Betty Juarez -Ortega
Dorinda Gomez
Pat Taylor
B.J. Choice, Sr.
Linda Stimson
Rosemary Madrid
Becky Silva
Mabel Smith
Wanda Bell
Mildred Brown
Charlene Sessions
Evelyn Rising
Hobbs, New Mexico BCT: Main Messages and Materials

▼ BIG SALE! Save up to 60% (off your risk of heart disease)
   ☐ Poster

▼ We are all different, but we all have heart –
   Heart disease does not discriminate
   ☐ Fan

▼ Our bodies are miracles...but we have to treat them that way!
   ☐ Magnet
BIG SALE!
SAVE UP TO 60% OFF

Your risk of heart disease if you remember your ABCS:

- Take Aspirin
- Control Blood Pressure
- Check Cholesterol
- Stop Smoking

ALL SALES ARE FINAL! No Returns or Refunds
LIMITED TIME ONLY

EvidenceNOW
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Our Bodies are Miracles...
...but we have to treat them that way!

Remember the **ABCS**!
- Take **Aspirin**
- Control **Blood Pressure**
- Check **Cholesterol**
- Stop **Smoking**
We are all different but we all have heart.
Heart disease does not discriminate.

Remember the ABCS:
- Take Aspirin
- Control Blood Pressure
- Check Cholesterol
- Stop Smoking
Thank you!

Questions?