The mission of the HEART Coalition of Stanislaus County, is to reduce cardiovascular disease risk factors to improve the health status and quality of life of the residents of Stanislaus County.

Annual Report 2010

For more information or to become a member, contact us at:

HEART Coalition of Stanislaus County
PO Box 3271, Modesto, CA 95353

Phone: 209.558.5657
Fax: 209.558.7538

www.HeartCoalition.org

Financial Statement (FY ending June 30, 2010)

Beginning Account Balance as of July 1, 2009 $18,544.87

Total FY 2009-10 Revenue $285.75

Interest Earned

Total FY 2009-10 Expenses $3,451.34

Heart Coalition Resource Guides, Walk It Out Project

Ending Account Balance as of June 30, 2010 $15,379.28

Members

American Diabetes Association
American Heart Association
Anthem Blue Cross of California
Del Puerto Health Centers
Doctors Medical Center
DMC Foundation
Health Net
Kaiser Permanente
Memorial Medical Center
Modesto City Schools
Modesto Junior College – PHERD
Stanislaus County Department of Environmental Resources
Stanislaus County Health Services Agency
Stanislaus County Office of Education
Stanislaus County Tobacco Education Coalition
Stanislaus Health Foundation
Sutter Gould Medical Foundation
Turlock Unified School District
Vance Roget, MD
West Modesto /King Kennedy Neighborhood Collaborative

Created 01-2011
Historically Stanislaus County has had one of the highest coronary heart disease death rates in the state. Recent data reveals a steady decline in CHD death rate in the past 10 years, from 228.8 deaths per 100,000 in 2001 to 187.1 deaths per 100,000 in 2010. While work still remains to be done in Stanislaus County, the decline reinforces the importance of our mission and continual dedication and hard work.

### HEART Coalition of Stanislaus County

**Goals:**

- Increase public awareness of CVD and its risk factors
- Promote healthy heart prevention education
- Coordinate and direct to accessible community resources

**2011 Objectives:**

- Conduct social marketing campaigns that promote healthy behaviors among Stanislaus County residents
- Expand Coalition efforts to include outlying communities/cities within Stanislaus County
- Establish the Coalition as an authority / advisory on heart health within Stanislaus County / region

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**Our Accomplishments . . .**

- Supported and participated in the American Heart Association's Go Red Awareness Campaign
- Continue to promote and distribute the HEART Coalition Resources Guide
- Endorsed the 2nd Annual Childhood Obesity and Diabetes Symposium
- Continue to increase Heart Health awareness

### Healthy People 2020

Healthy People 2020 is committed to the vision of a society in which all people live long, healthy lives. This decade, several new features will help make this vision a reality:

- Emphasizing ideas of health equity that address social determinates of health and promote health across all stages of life
- Replacing the traditional print publication with an interactive Web site as the main vehicle for dissemination
- Maintaining a Web site that allows users to tailor information to their needs and explore evidence-based resources for implementation

**Overarching Goals**

- Attain high quality, longer lives free of preventable disease, disability, injury and premature death
- Achieve health equity, eliminate disparities, and improve the health of all groups
- Create social and physical environments that promote good health for all
- Promote quality of life, healthy development, and healthy behaviors across all life stages

**Foundation Measures**

- General Health Status
- Disparities and Inequity
- Social Determinates of Health
- Health-Related Quality of Life and Well-Being

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**Looking Ahead . . . Healthy People 2020**

Healthy People 2020 includes broad, cross-cutting measures without targets that will be used to assess progress toward achieving the four overarching goals.