

WISCONSIN HEALTHY HEARTS SURVEY 2020

SURVEY PARTICIPANTS: 79 | PARTICIPANT ELIGIBILITY: Heart Disease or a Heart Disease Caregiver



71% age 30 – 61
90% women
55% African American
13% non-English speaking



INSURANCE
77% had access to some type of insurance
4% reported not having health care coverage



HEALTH CHALLENGES
41% reported managing obesity
40% reported having diabetes or pre-diabetes
26% reported struggles with an unhealthy diet
26% reported physical inactivity

Heart Health Education



Desired Virtual Content
5 to 10 minute videos, infographics, QR codes, monthly In-person gatherings – NO PAPER!



Heart Health Plan
67% reported having a Heart Health Plan with a medical provider
33% did not = Opportunity to enhance education and medical provider relationship



Heart Health Education

TODAY
78% Medical Appointment
26% Online
4% Community (e.g., grocery stores, churches)

TOMORROW
33% More Online
75% Medical Appointment
14% People/Community
19% Faith-based Groups

Heart Health Supports



Self-Measured Blood Pressure

- **Education** – 19% would like to use a BP Cuff at home but do not have access to one – desire education from a medical provider
- **Access** – 61% purchase online; 39% medical provider; 39% pharmacy



Community Health Workers

- 63% would welcome support from a CHW
- 37% reported some hesitancy due to needs met by medical provider or concerns for privacy
- CHW Confusion – What are CHWs? Opportunity for awareness campaign



Pharmacy

- Participants interested in receiving more heart health support from a pharmacy – concern for available time or how to connect to this service



Other Opportunities

- More time with medical providers for heart health education
- Growth in a diverse workforce, especially in rural areas, for populations of color
- Increase in the prescribing of heart health supports that do NOT involve medication
- Increase in heart health information for young people and parents