

ISHIB Newsletter



Improving the health care and life expectancy of ethnic populations around the world

January 2010

IMPACT 2010 Offers New Programming

In 2009, the ISHIB IMPACT Campaign achieved the following accomplishments:

- “Strategies for Implementing and Sustaining Therapeutic Lifestyle Changes as Part of Hypertension Management in African Americans” Published in *Postgraduate Medicine*, May.
- ISHIB Toolkit Summit held to develop the design, goals and objectives of a toolkit outcomes study. Chaired by Keith C. Ferdinand, MD, and Bessie Weaver, RN, BSN. April 25.
- Focus group meetings in three cities (Atlanta, Baltimore and Detroit) to identify cardiovascular risk reduction tools preferred by healthcare providers and patients. June.
- Finalization of toolkit components completed by steering committee members Elijah Saunders, MD, Keith C. Ferdinand, MD, Bessie Weaver, RN, BSN, and B.J. Shanemen. September.
- Completion of the first IMPACT Campaign Official Slide Kit. October.
- Field launch meeting in Baltimore. Four ISHIB community hypertension educators (Leon C. Purnell, Freida Miner, Craig Skinner, and Gerald Ikedilo) were trained on the updated ISHIB clinical guidelines and therapeutic lifestyle changes recommendations. November 2.
- Distribution of USB drives containing the ISHIB slide set highlighting therapeutic lifestyle changes. November 14–18, American Heart Association Scientific Sessions.

For 2010, IMPACT will again conduct satellite symposia at major medical association meetings, build consensus statements, continue the toolkit study, train speakers, implement ongoing PR activities, conduct educational programming, and measure outcomes for all educational activities. New additions to this year’s IMPACT Campaign

include Grand Rounds, *Meet the Professor, This Way Works*, and an ISHIB smart phone application.

Meet the Professor luncheon programs will feature a speaker on therapeutic lifestyle changes or the updated guidelines for hypertension management. Local primary care physicians will get an opportunity to “lunch-and-learn” with a member of an ISHIB writing group and will receive reprints of timely ISHIB publications.

This Way Works is a series of community events that will be developed in partnership with local merchants, groups with local endorsements, and ISHIB Community Hypertension Educators. These events will be geared toward neighborhoods with residents at high risk of cardiovascular disease. The ISHIB CV Risk Reduction Toolkit will be distributed at the events, which will also include ISHIB experts who will explain the benefits and proper use of the toolkit.

In keeping with today’s mobile technology, IMPACT 2010 will introduce its first smart application. With the final ISHIB Guidelines manuscript pending publication, ISHIB will create an application to provide healthcare providers at-your-fingertips access to updated ISHIB algorithms for treatment of hypertension.

This smart phone application will enable healthcare providers to have ready access to the new clinical algorithm(s), which will be reworked into a basic framework with links that a user would click on to gain access to more detailed information. Users can also click on a reference citation to retrieve the publication abstract. An added feature of the application will consist of “video-overs” in which some authors of the guidelines will comment briefly on the rationale for an ISHIB recommendation at important decision-making junctures in the algorithm(s).

Other ISHIB News

Executive Director Search Underway

The ISHIB executive board is currently conducting interviews for a new executive director. ISHIB is grateful for the large group of skilled professionals interested in the role and hopes to fill this position soon.

ISHIB IMPACT Cardiovascular Risk Reduction Toolkit Gains Support from University of Maryland

ISHIB is pleased to welcome University of Maryland as a new partner in this community-based program. The IMPACT Cardiovascular Risk Reduction Toolkit Study goal is to test the effectiveness of a toolkit that combines evidence-based therapeutic lifestyle change interventions with ISHIB Consensus Guidelines. With this new partnership, ISHIB will be better able to reach the high-risk hypertensive population in Baltimore.

Leading this relationship will be Elijah Saunders, MD, FACC, FACP, section head of Hypertension, University of Maryland, and founding member of ISHIB, and Bessie Weaver, RN, BSN, clinical coordinator for the IMPACT Cardiovascular Risk Reduction Toolkit Study.

The University of Maryland will assist in the facilitation of the study, and will provide one of the community sites at their Family Practice Clinic. Three additional sites have been chosen around the city of Baltimore.

DOC Legs for Life Diabetes Control Toolkit

The ISHIB Diabetes and Obesity Consortium (DOC) Legs for Life Campaign is collecting data to begin creating a Diabetes Control Toolkit. Members of the DOC and co-chairs Kwame Osei, MD, and James Gavin, MD, will use the 2010 Summit Meeting to launch this initiative.

The DOC Legs for Life Toolkit will be modeled from the successes of the current IMPACT CV Risk Reduction Toolkit Study, training lay persons on in-home interventions and follow-up to become ISHIB Community Diabetes Educators. These culturally sensitive interventions will focus on

guidelines, medication adherence, behavior modification and self-care.

The DOC continues to seek sponsorship and members who share in our goal of expanding the ISHIB reach beyond hypertension to include diabetes, a significant contributor to cardiovascular morbidity and mortality. Please contact ISHIB at 404.880.0434 if you are interested in becoming a member or participating in DOC initiatives.



The ISHIB IMPACT Cardiovascular Risk Reduction Toolkit

Upcoming Events

January 28-30, 2010
International Diabetes Foundation
1st International Congress
on Abdominal Obesity • Hong Kong
www.idf.org

February 3, 2010
American Association of Diabetes
Educators Live Webinar
Serving Vulnerable Populations
www.diabeteseducator.org

February 5-7, 2010
American Diabetes Association
57th Annual Advanced Postgraduate
Course • San Francisco
professional.diabetes.org

February 25-28, 2010
International Conference
on Early Disease Detection
and Prevention • Munich
paragon-conventions.net/eddp2010/