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Research and Planning Writing Assignment

As heart disease continues to be the number one killer of women in the United States (Office on Women's Health, 2018), the University of Rochester Medical Center (URMC) must stay abreast of the topic, and in the forefront of research and communication on the topic. Now more than ever, women must make themselves aware of heart disease risk factors, prevention, and recourses available. Cardiovascular disease affects over 43 million women in the United States, which kills one in three women. (University of Rochester Medical Center, 2018).

A recent survey conducted by the American Heart Association suggests, "about half of the women interviewed knew that heart disease is the lead cause of death in women, yet only 13% said it was their greatest personal health risk" (Harvard Health Publishing, 2017). Heart disease is the top killer amongst women, yet most women are not worried about the possibility of being diagnosed with heart disease.

Women of all ages are affected by heart disease and should take proper precautions to protect and inform themselves of risks and preventions. While chest pain is typically the most common sign of a heart attack (Harvard Health Publishing, 2017), there are many other symptoms that if recognized, can predict a heart attack.

As a top facility for medical treatment and research in Upstate New York, URMC must develop a strategic communication campaign geared towards women's heart health to spread our wealth of knowledge to not only our patients but also women everywhere. As Upstate New York's largest team of female cardiovascular experts, and the only program dedicated to supporting women's heart health (University of Rochester Medical Center, 2018), we must share our knowledge to potentially protect and prevent women from heart disease. The Women's Heart team must continue to lead in the area, and inform women across the region, and women everywhere about heart health.

The new and team "meets a vital need for women across our region and Upstate" says cardiologist Rebecca Schalled, M.D., Ph.D., "women have different needs for heart and

vascular care and we are offering a focused personalized approach to their care”. The program’s mission, “to increase awareness and reduce the burden of cardiovascular disease in women by offering personalized care and education” (University of Rochester Medical Center, 2018).

Women have different needs for heart and vascular care, and “our team is diverse in that we offer a focused personalized approach to care” says Schalled. With the research we have already conducted, we have the ability to create a strategic communication campaign that will aim to increase awareness of women’s health heart, but also prevention, risk factors, recovery and additional resources that are available to women. As one out of three women is at risk for heart disease, this campaign will aim to target all women. All women face the threat of heart disease. The URMHC heart health team can bring awareness to symptoms and risks, as well as heart-healthy diets and exercises that can protect women from heart disease. This information will be distributed through a strategic communication campaign that can help save the lives of women all over.

In 2015 there were 27,552 AMI (Acute Myocardial Infarction {heart attacks}) reported in New York State discharged from 182 hospitals with 8.31% mortality rate (New York State, 2015). This campaign should aim to target various publics, which include, female patients, providers, and women in Upstate New York. With Upstate New York’s largest team of female cardiovascular experts dedicated to the unique heart challenges women experience, our knowledge and expertise can help women all over the region learn, spread knowledge and potentially prevent heart disease. Women in these primary groups who smoke, have diabetes and do not practice regular exercise and healthy eating patterns will be targeted further.

Our female patients are the easiest group to target, as interactions are frequent with this group. It is our duty to target other providers and to share our wealth of knowledge and expertise to help spread this information that could potentially save a life. All women are susceptible to heart disease; therefore it is crucial we communicate these messages to women beyond our patients.

Resources:

US Department of Health & Human Services. (2018, April 25). Heart disease,. Retrieved July 6, 2018, from <https://www.womenshealth.gov/heart-disease-and-stroke/heart-disease>

Harvard Health Publishing. (2006, September). Gender matters: Heart disease risk in women - Harvard Health. Retrieved July 6, 2018, from <https://www.health.harvard.edu/heart-health/gender-matters-heart-disease-risk-in-women>

University of Rochester Medical Center. (2018, January 29). UR Medicine Boosts Women's Heart Health with New, Larger Team. Retrieved July 6, 2018, from <https://www.urmc.rochester.edu/news/story/5225/ur-medicine-boosts-womens-heart-health-with-new-larger-team.aspx>

New York State. (2015). Department of Health. Cardiovascular Disease Data and Statistics. Retrieved August 13, 2018, from https://www.health.ny.gov/statistics/diseases/cardiovascular/heart_disease/docs/2015_mortality_post_heart_attack.pdf