

ISHIB Newsletter



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

January 2011

The ISHIB IMPACT Campaign: 2010 Achievements and 2011 Plans

Since its inception in 2006, the ISHIB IMPACT Campaign has made significant contributions to the African American hypertensive community. The Campaign continues to make strides against the disproportionate disease burden in African Americans and other ethnic minorities. Its multifaceted plan combines professional education and community outreach to achieve its goals.

In 2010, the ISHIB IMPACT Campaign reached these critical milestones:

- Publication in *Hypertension* in November 2010 of "Management of High Blood Pressure in African Americans: An Update of the ISHIB Consensus Statement" (e-publication, October 4, 2010).
- Development of a HBP management interactive algorithm, which was unveiled and presented by lead author John M. Flack, MD, MPH, at AHA on November 14, 2010; availability on the ISHIB website to come in 2011.
- Other consensus statement rollout activities
 - "Meet the Professor" meetings in Detroit and New Orleans.
 - Availability of the ISHIB consensus statement update on USB drives, which were:
 - disseminated at the ISHIB booth during AHA and via the ISHIB website;
 - utilized for speaker training.
 - Web-based speaker training (scheduled for January 2011).
- Public relations initiatives to support consensus statement activities:
 - Press release on ISHIB, ASH, and Newswire websites;
 - Announcement in ISHIB Newsletter;
 - E-blast to ISHIB membership and sponsors;
 - Press room at 2010 AHA;
 - Press kits at AHA booth;
 - Industry Tour meetings during AHA 2010.

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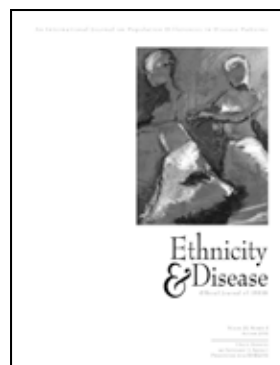
Have
You
Reached
One
Yet?

Attention all ISHIB members!

Don't forget about our "BIG PUSH" membership drive to attract 1,000 new members in three years. Join the ISHIB board and executive director to ensure that we reach our goal!

Please take time to refer potential members to Terry Jackson, ISHIB Senior Program Manager, at Terry-Jackson@ishib.org.

Ethnicity & Disease, Official Journal of ISHIB



The autumn 2010 issue (Vol. 20, No. 4) of *Ethnicity & Disease* was released December 22, 2010. The issue contains seven original reports on health disparities, four on diabetes and obesity, six on cardiovascular disease and risk factors, and reports on public health, cancer and research design.

Of note, one of this issue's articles, "Comparisons of Latinos, African Americans, and Caucasians with Multiple Sclerosis," was picked up by Health Behavior News Service. The wire is distributed to hundreds of medical/health journalists around the nation.

ISHIB IMPACT Campaign: Yesterday and Tomorrow (cont.)

- ISHIB IMPACT CV Risk Reduction Toolkit Study advancement
 - Revised study design (see below)
 - Re-launch and new study timeline

When asked about 2010 progress, ISHIB Immediate Past President and head of the IMPACT Campaign, Kenneth A. Jamerson, MD, responded, "We have added to our experience as clinicians and investigators. Obstacles came our way, we addressed the challenges and worked through the problems. We persevered, we reached many thousands of healthcare professionals, and we have started the work of translating KOL recommendations to daily practice with the Toolkit Study."

ISHIB IMPACT 2010 is supported by unrestricted educational grants from Novartis Pharmaceuticals, Daiichi Sankyo, Inc., Takeda Pharmaceuticals North America, and Forest Laboratories

Moving Forward - 2011

The ISHIB IMPACT Campaign 2011 promises to remain true to its community roots, focusing on smaller scale programs and forging partnerships with community health centers.

Specific goals for 2011 include:

- Maximize exposure of current consensus statements on management of HBP to healthcare professionals, particularly at community level.
- Communicate best care practices among healthcare

professionals serving communities of color, in particular primary care physicians.

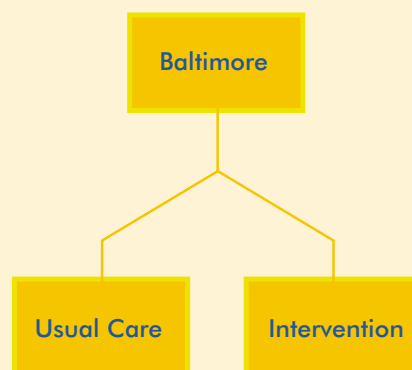
- Through patient education, improve BP control in individuals at high CV risk by encouraging:
 - Appropriate medication selection and medication adherence/compliance;
 - Sustained behavioral changes to improve the daily diet;
 - Effective BP self-monitoring at home;
 - Physical activity.
- Implement partnerships with national, regional, and local medical societies, including AAPI, ABC, and NMA chapters to pool resources for greater, synergistic impact and to provide a platform for reaching clinicians.
- Develop partnerships with community health centers, which serve underserved communities of color.

By contributing to the elimination of racial disparity in BP control among adults with hypertension, ISHIB hopes that its IMPACT

Campaign will help to substantially reduce the number of deaths among Blacks from heart disease and stroke.

ISHIB IMPACT CV Risk Reduction Toolkit Study Design

Throughout the course of the year, ISHIB worked closely with the University of Maryland and the Baltimore community to refine the CV Risk Reduction Toolkit. In October 2010, the new study design was approved by IRB and the study activity resumed. Now expected to complete in summer 2011, the new ISHIB IMPACT CV Risk Reduction Toolkit Study design is illustrated below:



The intervention group will receive education on new ISHIB consensus statements, therapeutic lifestyle changes, and selected tools.

Stay tuned for updates at major meetings throughout the year!

Upcoming Events

ISHIB

July 8-10, 2011

ISHIB2011 - 26th Annual

International Interdisciplinary
Conference on Hypertension and
Related Cardiovascular Risk Factors
in Ethnic Populations - Boston

American College of Cardiology
www.cardiosource.org

January 10-14

42nd Annual Cardiovascular Conference
at Snowmass - Snowmass, Colorado

April 2-5

60th Annual Scientific Session & Expo
and Innovation in Intervention: i2 Summit
2011 - New Orleans

American Heart Association
www.americanheart.org

February 8-11

International Stroke Conference 2011 -
Los Angeles

March 22-25

Nutrition, Physical Activity and Metabolism
/ Cardiovascular Disease Epidemiology
and Prevention 2011 Scientific Sessions
- Atlanta

American Diabetes Association
professional.diabetes.org

February 25-27

58th Annual Advanced Postgraduate
Course - New York

Association of Black Cardiologists
www.abcadio.org

January 14-17

ABC's 1st Annual Practice Management
Symposium - Tampa

February 27

ABC/CRT Disparities in Interventional
Cardiology: Close the Gap - Washington

International Diabetes Federation
www.idf.org

February 26-28

2nd International Congress on Abdominal
Obesity - Buenos Aires

February 24-27

International Conference on
Prehypertension and Cardiometabolic
Syndrome - Vienna

March 17-19

ADIT 2011 Advances in Diabetes and
Insulin Therapy - Ljubljana, Slovenia

March 30-April 1

Diabetes UK Annual Professional
Conference (APC) - London

**National Kidney Foundation of
Arizona**

www.swnc.org

February 4-5

12th Annual Southwest Nephrology
Conference (SWNC) - Phoenix



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