



## AMERICAN ACADEMY OF FAMILY PHYSICIANS FOUNDATION

FEATURED TIME TO TALK CARDIO NETWORK MEMBER

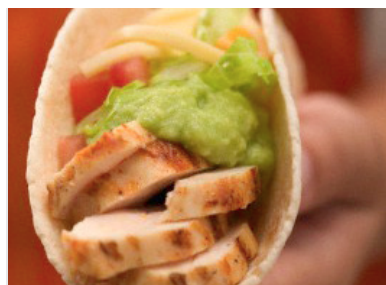
The American Academy of Family Physicians (AAFP) Foundation advances the values of Family Medicine by promoting humanitarian, educational, and scientific initiatives that improve the health of all people. The AAFP Foundation serves as the philanthropic arm of the American Academy of Family Physicians, which is one of the largest national medical organizations, representing more than 94,600 family physicians, family medicine residents, and medical students nationwide. Thanks to funding from physician members and corporate partners, the AAFP Foundation supports good work that makes a difference at home and around the world.

### SPANISH TACOS

SERVES 4, 2 TACOS PER SERVING

**INGREDIENTS:**

- 1 ½ cups low-sodium mixed-vegetable juice
  - 3 medium garlic cloves, minced
  - ½ teaspoon ground turmeric
  - ¼ teaspoon salt
  - ¼ teaspoon pepper
  - 4 boneless, skinless chicken breast halves (about 4 ounces each), all visible fat discarded, halved lengthwise
  - 8 six-inch yellow corn tortillas
  - 1 medium tomato, seeded and diced
  - ½ medium avocado, diced
  - 3 ounces white cheese, such as queso fresco, crumbled or fat-free feta cheese
- (Source: American Heart Association)



### HELP YOUR HEART



**1) EXERCISE TIP**

Take advantage of the beautiful weather by exercising outdoors. Try swimming in a local pool, running or biking around the neighborhood. Check with your health care professional before initiating any exercise program.



**2) COMMUNICATION TIP**

To ensure both parties are understood during the office visit discussion, end the visit by going over what has been discussed and what next steps will be taken.



**3) SPANISH TACO RECIPE**

Looking for some healthier tacos? Give this delicious American Heart Association recipe a shot. Try using shredded chicken simmered in tomato-based mixed-vegetable juice seasoned with turmeric. These tacos are a great alternative to the traditional Mexican version. See side bar for complete ingredients.

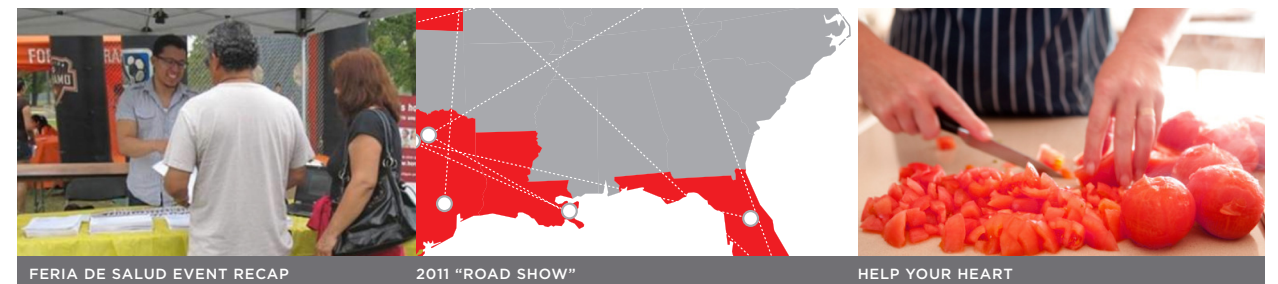
**INSTRUCTIONS:** In a medium nonstick skillet, stir together the juice, garlic, turmeric, salt, and pepper. Add the chicken. Cook over medium-high heat for 2 minutes, or until the juice comes to a boil. Reduce the heat and simmer for 10 minutes, or until the chicken is no longer pink in the center, turning over once halfway through. Remove the skillet from the heat. Let the chicken and juice sit for about 2 minutes, or until the chicken is cool enough to handle. Transfer the chicken to a cutting board. Using two forks, shred the chicken. Return it to the skillet. Bring to a simmer over low heat. Meanwhile, warm the tortillas using the package directions. Spoon the chicken down the center of each tortilla. Top with the tomato, avocado, and cheese. Fold the sides of the tortillas over the filling.

(Source: American Heart Association)

LEARN MORE AT [WWW.TIMETOTALKCARDIO.COM](http://WWW.TIMETOTALKCARDIO.COM)



# The Ticker



FERIA DE SALUD EVENT RECAP

2011 "ROAD SHOW"

HELP YOUR HEART

### INDUSTRY AWARDS FOR TIME TO TALK CARDIO

**RECOGNITION OF THE PROGRAM CONTINUES AS IT FOCUSES ON EDUCATING MORE HEALTH CARE PROFESSIONALS AND PATIENTS**

As Time to Talk CARDIO ([www.timetotalkcardio.com](http://www.timetotalkcardio.com)) continues its mission to educate health care professionals and their patients on the importance of effective communication in the office, the program's efforts and results in reaching these audiences have been recognized by the communication industry. The Bulldog Awards, which recognize outstanding media campaigns, presented Time to Talk CARDIO with four awards!

In addition, the program was recognized for its outreach efforts with a nomination for the Silver SABRE award in consumer health.

The recognition for Time to Talk CARDIO and its Advisory Board's efforts has only further solidified the program's mission and need to educate as many individuals as possible. Our focus continues to remain on the patients and health care professionals who can utilize Time to Talk CARDIO everyday to help the people they care for and care about.

Time to Talk CARDIO is an educational program paid for by Merck and developed in partnership with the American Academy of Family Physicians Foundation, Canyon Ranch Institute and RIASWorks.



LEARN MORE AT [WWW.TIMETOTALKCARDIO.COM](http://WWW.TIMETOTALKCARDIO.COM)



**AWARDS WON BY TIME TO TALK CARDIO INCLUDE:**

- Best Education/Public Service Campaign
- Best Health, Medicine & Fitness Campaign
- Best Use of the Internet - Business
- Best Website - Business/Consumer



**ANDREW PLEASANT, PHD**

Member, Time to Talk CARDIO Advisory Board  
 Director of Health Literacy and Research, Canyon Ranch Institute

## A NOTE FROM TIME TO TALK CARDIO ADVISORY BOARD MEMBER

More than 82 million Americans, or one in three, currently live with one or more types of cardiovascular disease (CVD) and more than 813,000 Americans die each year from CVD. These numbers, and the people they represent, are why Time to Talk CARDIO and Hora de Hablar CARDIO are hitting the road this year – to offer a suite of linguistically and culturally appropriate tools and resources to more people than ever before.

By sharing Time to Talk CARDIO and Hora de Hablar CARDIO through exhibits and presentations at events and conferences, thousands of health care professionals and patients can learn, start to, or continue to use this evidence-based, award-winning program. Reflecting some of the best practices of health literacy, Time to Talk CARDIO's information and strategies are targeted to both patients and health care professionals so they can work together to effectively help prevent and manage cardiovascular disease.

Time to Talk CARDIO and Hora de Hablar CARDIO offer brochures, materials and more than 550 communication skill-building videos to help the public and health care professionals improve their health literacy. This is important because nearly 9 out of 10 American adults may lack the proficient health literacy skills needed to successfully navigate our complex health systems.

As Time to Talk CARDIO and Hora de Hablar CARDIO embark upon cross-country tours this summer, I hope those who discover these free online programs will find them as useful as we have. It is an honor and a pleasure to have helped develop and test these programs, and I am always finding new ways to use it in my work to advance health literacy in the United States and around the world. I encourage everyone to attend upcoming events, and help us spread the word to those who you feel may benefit as well.



Feria de Salud was sponsored by the American Diabetes Association and aimed to help Hispanic Americans learn the importance of a healthy lifestyle.



## FERIA DE SALUD EVENT RECAP

On April 2nd, Hora de Hablar CARDIO made its exhibiting debut at Feria de Salud in Houston, Texas. The open-air event was sponsored by the American Diabetes Association and focused on informing Hispanic Americans about the risks of developing diabetes as well as the importance of a healthy lifestyle for the whole family. The event included live music, dancing, nutritional information and foods, and speakers on health topics.

Hora de Hablar CARDIO was present to discuss in detail the risks for heart disease, which many Hispanic Americans face. The program representative spoke to how Hora de Hablar CARDIO's website ([www.horadehablarcordio.com](http://www.horadehablarcordio.com)) can help visitors and their families understand cardiovascular risks and help them get the most from doctor's visits. Booth visitors received guided tours of the website and the available skill-building videos were well received.

## TIME TO TALK CARDIO & HORA DE HABLAR CARDIO 2011 "ROAD SHOW"

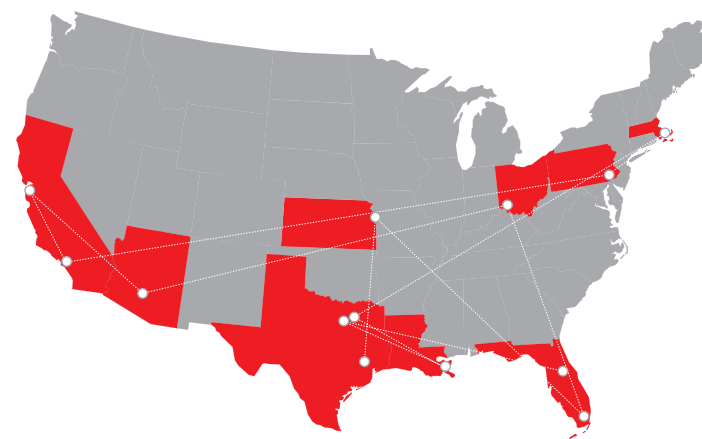
As part to Time to Talk CARDIO and Hora de Hablar CARDIO's ongoing mission to directly reach health care professionals and patients, the programs will be traveling the country to attend an extensive list of events focused on improving health. These events will allow health care professionals and patients to experience the programs' educational tools and information firsthand.

The American Heart Association's Go Red for Women (GRFW) campaign, supported by Merck, offers the opportunity to reach an audience interested in health information that may benefit from the program's extensive resources. GRFW was established in 2004 to help raise awareness about cardiovascular disease, the number one killer of women. GRFW's goal is to "harness the energy, passion and power women have to band together and collectively wipe out heart disease." It challenges women to know their personal risk for heart disease and take action to reduce it.

Based on Time to Talk CARDIO's past success at health care professional meetings, Time to Talk CARDIO will also be attending local American Academy of Family Physician events taking place throughout the country. These meetings offer the chance to speak directly to health care professionals who can implement the program immediately in their own office and distribute the free resources to their patients.

Hora de Hablar CARDIO will also be appearing at events this summer to educate Hispanic Americans about their risks and what can be done to combat heart disease. The program has already exhibited at the Feria de Salud event in Houston, Texas and was very well received (read all about it in the recap!). Additionally, Hora de Hablar CARDIO will be at the annual Hispanic Wellness Fair later this summer in Fort Worth, Texas.

As you can see from the schedule to the right, we will be traveling to a variety of states and locations. If you have plans to attend any of these events, feel free let us know. We would love to meet you!



DATE & PLACE	SPRING/SUMMER EVENTS 2011
4/2 HOUSTON, TEXAS	FERIA DE SALUD
4/29 KANSAS CITY, KANSAS	GO RED FOR WOMEN LUNCHEON
4/29-4/30 HOLLYWOOD, FLORIDA	FLORIDA ACADEMY OF FAMILY PHYSICIANS 107 <sup>TH</sup> FAMILY MEDICINE WEEKEND
5/5 CINCINNATI, OHIO	GO RED FOR WOMEN LUNCHEON
5/13 PHOENIX, ARIZONA	GO RED FOR WOMEN LUNCHEON
5/14-5/15 SAN FRANCISCO, CALIFORNIA	CALIFORNIA ACADEMY OF FAMILY PHYSICIANS 63 <sup>RD</sup> ANNUAL SCIENTIFIC SESSIONS
5/17 LOS ANGELES, CALIFORNIA	GO RED FOR WOMEN LUNCHEON
5/20 PHILADELPHIA, PENNSYLVANIA	GO RED FOR WOMEN LUNCHEON
6/25-6/26 BOSTON, MASSACHUSETTS	7NEWS PARTNERS HEALTHCARE HEALTH & FITNESS EXPO
7/29-30 DALLAS, TEXAS	TEXAS ACADEMY OF FAMILY PHYSICIANS ANNUAL SESSION AND SCIENTIFIC ASSEMBLY
8/4-8/7 NEW ORLEANS, LOUISIANA	LOUISIANA ACADEMY OF FAMILY PHYSICIANS 64 <sup>TH</sup> ANNUAL ASSEMBLY AND EXHIBITION
8/6 FORT WORTH, TEXAS	HISPANIC WELLNESS COALITION'S 13 <sup>TH</sup> ANNUAL HISPANIC WELLNESS FAIR
9/15-9/17 ORLANDO, FLORIDA	AMERICAN ACADEMY OF FAMILY PHYSICIANS 2011 SCIENTIFIC ASSEMBLY