

# **New Bedford Advances Heart Health Movement With “Love Your Heart Event” On February 12th**

Communities across New Bedford will be joining a growing national movement on February 12th, urging all to “Love Your Heart.” The one-day, city-wide event provides an opportunity for residents to “know their numbers” and learn more about their heart health.

Originally started by the County of San Diego in California, the event has grown, primarily across the West Coast and South into Mexico. Now, in partnership with Live Well San Diego and LoveYourHeartSD, New Bedford marks the first location in the East Coast to fully implement and join the event.

On February 12th, the event will offer free blood pressure screenings at more than a dozen locations across the city. Trained volunteers will administer the screenings and provide participants with a rating of their blood pressure and risk for harm. Those who participate will get to “know their number” and receive information specific to their current blood pressure reading. They’ll also receive educational materials and guidance on what to do to both improve and/or maintain optimal heart health.

In addition, the American Heart Association will also be participating with the implementation of its Check. Change. Control.® program. The program’s CCC Tracker tool provides information and education about an individual’s condition, as well as tools and resources, and action plans suited to each individual’s particular health needs. The CCC Tracker allows users to set up text message reminders, text in readings, and

connect with a volunteer health mentor to help support his/her health goals.

According to Michael Rocha, M.D., cardiologist at Hawthorn Medical Associates and Director of the New Bedford Wellness Initiative, "4 out of 5 heart attacks are preventable, if patients exercise regularly, quit smoking, reduce stress, eat healthy, and control their blood pressure, blood sugar, and cholesterol."

He adds, "We can empower patients to be their own best doctors by helping them to realize that food is medicine, exercise is medicine, and a community that cares for one another is medicine for their heart. We need people to 'Love Your Heart' because "Life is Why."

Love Your Heart NB engages various community partners in healthcare, the fire and police community, universities, city government, non-profits, and the business community. The event will take place on Sunday February 12th from 8am-4pm at participating sites. All locations can be found at [www.nbewell.com](http://www.nbewell.com).

#### **SITES AND HOURS:**

- New Bedford Boys and Girls Club 166 Jenney St 02740 (11am-4pm)
- YMCA New Bedford 25 South Water St 02740 (10am-2pm)
- New Bedford Fire Stations (11:30am-2 pm)
- #2 Main Fire Station 868 Pleasant Street 02740
- #6 151 Purchase St 02744
- #8 1599 Acushnet Ave 02746
- #9 799 Ashley Blvd 02745
- Tabor Mills 217 Deane St 02746 (1pm-3pm)
- Olympia Towers 651 Purchase St 02740 (10:30am-12:30pm)
- New Bedford Hotel 725 Pleasant St 02740 (11am-4pm)
- Tripp Towers 12 Ruth St 02744 (11am-4pm)
- King Village 276 Cottage St 02740 (11am-4pm)

- Boa Vista Towers 134 South Second St (11am-4pm)
- Our Lady of Mt Carmel Church 230 Bonney St 02744 (8am-1pm)
- Our Lady of the Immaculate Conception 136 Earle St 02746 (8am-1pm)
- First Church of the Nazarene 764 Hathaway Rd 02740 (9am-12:30)

## **LIST OF PARTNERS**

- City of New Bedford
- New Bedford EMS
- New Bedford Fire Department
- Hawthorn Medical Associates
- Southcoast Health System
- UMass Dartmouth Nursing School
- Greater New Bedford Vocational Technical High School
- YMCA SouthCoast, New Bedford
- New Bedford Police Department
- New Bedford Boys and Girls Club
- New Bedford Parks Recreation & Beaches
- Immigrants' Assistance Center, Inc
- American Heart Association, Southern New England
- Our Lady of Mount Carmel Church
- Our Lady of the Immaculate Conception Church
- First Church of the Nazarene
- New Bedford Health Department
- Community Nurse Home Care
- New Bedford Wellness Initiative
- Live Well San Diego