

MEMO

To: Southern California Permanente Medical Group X Team

From: Southern California Permanente Medical Group Public Relations Team (*David Graye*)

Date: August 12th, 2024

Subject: Women's Heart Health Initiatives & Food as Medicine Initiative

“Cardiovascular disease is the No. 1 killer of women, causing 1 in 3 deaths each year” (AHA). Heart health is a significant global concern. Once believed to be a male problem, research has shown that women are equally affected by cardiovascular issues and must consider unique factors to prevent heart health issues.

Why take heart health more seriously than other health issues? If you thought about cancer, research shows that “cardiovascular disease kills more women than all forms of cancer” (AHA). Common risk factors such as elevated blood pressure, cholesterol levels, and smoking are similar issues for men. However, obesity, diabetes, and elevated stress levels have a much deeper impact on a woman's cardiovascular health. With changes in hormone levels after entering menopause, women are more likely to develop heart disease and should report symptoms of shortness of breath, fatigue, nausea, vomiting, back or jaw pain, and chest pain, as these are indicators of potential heart health issues.

Women are the backbone of civilization. Without women, our societies would cease to exist. They are our moms, daughters, our friends, our teachers, and the reason for our being. To have a disease, often under-diagnosed or caught too late, take away one in three women is concerning and detrimental to societies across the world. Southern California Permanente Medical Group (SCPMG) Public Relations Team proposes a strategic communication campaign to make patients and women across the Southern California community aware of cardiovascular health issues.

Historically, the medical world has focused on the manifestation of health health issues in men. This bypass has created gaps in understanding how health diseases affect women. Across the nation, medical teams have conducted studies focusing on women's heart health. SCPMG PR suggests that the organization prioritize an initiative to understand the women in our community better. The findings will

benefit the local community and neighboring societies once they are published. Through unifying women across the Southern California communities in various spaces, SCPMG will be able to assist women in better understanding certain indications of heart health concerns. By doing so, SCPMG will save many families from harm caused by catching such diseases too late and save money on care and other pharmaceuticals that are necessary to treat heart disease once diagnosed.

To start, SCPMG PR would partner with local schools to grab the attention of parents who may be at risk of heart health issues in the future. By introducing the mothers to SCPMG's list of topics and concerns in the form of an after-school seminar, the mothers will be better equipped with preventative practices and be made aware of indications of heart disease. Research published by the National Library of Medicine stated;

there is indication that children are likely to maintain their dietary habits into adulthood [2]. Thus, understanding children's eating habits is very important in terms of children's health [3]. There are some factors that could influence children's eating habits such as the home food environment, as well as the social environment (Mahmood et al., 2021).

By directly approaching younger mothers with children in the K-12 system, SCPMG can instill its values and more recent initiatives to treat food as medicine. Research shows that children's dietary habits are influenced by parental dietary behaviors and practices. In turn, SCPMG will address more than one stakeholder in this particular forum. To reiterate, the key audiences are:

1. **Women over 50** (*mainly targeted in-house by the kp.org system and doctor visits*)
2. **Younger mothers** (*via school partnerships with children currently in the k-12 system*)
3. **Children** (*indirectly targeted by initiatives to improve dietary habits to reduce risk earlier in life*)

Through additional networking and partnerships, SCPMG can expand into other female-centric spaces. In addition to making mothers with children aware, SCPMG should partner with local corporate organizations and create a local business fair with a seminar as the main event. These forums would reach key stakeholders, women of all ages, continue to make women aware of this alarming concern, and invite candidates into SCPMG's Women's Heart Health Study.

References

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