

**CONTACTS:**

**Lucinda I. Ames**, Communications Coordinator  
St. Vincent's Health Services  
203-576-5550 cell 203-257-6165  
[Lames@stvincents.org](mailto:Lames@stvincents.org)

**John Cappiello**, Media Relations Coordinator  
Bridgeport Hospital/Yale New Haven Health System  
203-384-3637  
[John.Cappiello@bpthosp.org](mailto:John.Cappiello@bpthosp.org)

**For Immediate Release**

**"KNOW YOUR NUMBERS" HEART DISEASE & DIABETES REGIONAL AWARENESS CAMPAIGN  
LAUNCHING IN FEBRUARY**

BRIDGEPORT, CT, January 30, 2014—During the month of February, *Get Healthy CT*, in cooperation with the health departments of Bridgeport, Stratford, Fairfield and Trumbull/Monroe, is launching "Know Your Numbers," its first regional grass-roots campaign to raise awareness of heart disease and diabetes among area residents- especially the underserved. The campaign will teach individuals the link between these numbers and their overall health, and to identify unknown cases of cardiovascular disease and diabetes, as well as encourage those with existing disease to better manage it.

This will be accomplished through free health screenings (testing) provided at churches, schools, providers and various locations throughout Bridgeport and participating towns. The screenings will offer body mass index (BMI), blood pressure and blood sugar checks.

The campaign also includes a public education campaign to "Know Your Numbers" that informs residents about the risk factors for heart disease and diabetes and how to get screened. People will be encouraged to see their regular primary care doctor for screenings. For underserved individuals unable to access these screenings with a personal physician, a schedule of free screenings is being offered with follow-up to primary care physicians or clinics. In addition, the same call for people to know their numbers will be shared via radio and social media and at [GetHealthyCT.org](http://GetHealthyCT.org).

*Get Healthy CT (GHCT)* is a coalition of businesses and community organizations, including Bridgeport Hospital, St. Vincent's Medical Center, local town health departments and social service agencies, collaborating to reduce obesity in the greater Bridgeport and New Haven regions.

"With this campaign, *Get Healthy CT* is aiming to heighten awareness of heart disease and diabetes, which have been identified as major health risk factors among Bridgeport's population," said *GHCT* organizer Lyn Salsgiver, vice president of strategy and business planning at Yale New Haven Health System and Bridgeport Hospital. "We are working with the local churches or faith communities and providers to educate people about diabetes and cardiac disease and encourage people to be screened so they can identify any health issues early and

get the care they need. We also want to educate people on how to avoid getting these diseases by eating healthy and being physically active.”

### **“I Know My Numbers. Do you Know Yours?”**

Organizers plan a grass roots effort to publicize the event and are recruiting well known individuals from government, health care, business, education and other fields as well as radio and television personalities to help with the task. These local celebrities will ask area residents through a publicity campaign, “I Know My Numbers. Do you Know Yours?”

Bridgeport Mayor Bill Finch said, “The Department of Health is excited to be partnering with *Get Healthy CT* to step up efforts and begin to tackle a major health problem in our community, which has so many dire effects on our residents’ quality of life.”

Bridgeport’s Department of Health Director Kristin duBay Horton added, “We are asking for participation from civic, church and community leaders to help us with the campaign, and plan to engage residents of all ages through traditional and social media to get the word out. This is important for all Bridgeport residents and we need to reach them where they are!”

According to Bill Hoey, vice president of mission services for St. Vincent’s Health Services, which is also a *GHCT* member and participant in the program, “We are grateful to all the organizations who are participating and to the churches for partnering with us in this new more holistic way to care for the health of their members physically, mentally and spiritually.”

### **Kickoff**

The campaign kicked off with a screening of members of the Bridgeport City Council on January 28 prior to its meeting. Volunteer nurses were on hand to take blood pressures, check blood sugar and body mass index for the city council members in attendance.

A proclamation will be presented to *Get Healthy CT* organizers by Bridgeport Mayor Bill Finch designating February as “Know Your Numbers” Month on Monday, February 3 at 7pm at the start of the Bridgeport City Council meeting at city hall.

### **Free Screening Schedule:**

If an individual does not have access to screenings through a personal physician, there will be free BMI, blood pressure, and blood sugar screenings offered on the following dates and at these locations in Bridgeport:

- **February 5:** 12:45-3pm-Bridgeport Rescue Mission, 1088 Fairfield Avenue
- **February 7:** 8:30-11:30am- The Thomas Merton Center, 43 Madison Avenue
- **February 19:** 2-7pm-Golden Hill United Methodist Church, 210 Elm Street.
- **February 27:** 5:30-7:30pm- United Congregational Church, 877 Park Avenue

Additional screenings will be conducted at school-based health centers, Americares Clinics, St. Vincent’s Wellness Booth in its Main Lobby, Bridgeport Hospital Industrial Medicine Clinic Stratford, Fairfield and Trumbull/Monroe Health Departments and other locations. For dates and times or more information, please go to the *Get Healthy CT* website at [GetHealthyCT.org](http://GetHealthyCT.org).

**Faith Community Blood Pressure Sunday**  
**Sunday, February 9<sup>th</sup>**

Bridgeport churches are participating in a Faith Community Blood Pressure Sunday. Other faith-based ministries in participating towns are welcome to participate. Parish nurses will perform blood pressure checks after services at various churches throughout the city. ONLY blood pressure checks and no other screenings will be performed at the churches on this day. Times will vary depending on the church site. Members should check their church bulletin for times.

If your church would like to request a parish nurse to come on Sunday, February 9 to perform blood pressure screenings, or for more information, please call the St. Vincent's Parish Nurse Coordinator Marilyn Faber, RN, at **203-576-5716** or the Director of St. Vincent's Family Health Center Lucille Bentley, RN, at **203-576-5130**.

**About *Get Healthy CT***

Founded in 2010, *Get Healthy CT (GHCT)* is a coalition of large and small businesses and nonprofit and community organizations that are collaborating to reduce obesity in the greater Bridgeport and New Haven regions. To accomplish this goal, *Get Healthy CT* strives to educate and encourage people to eat healthier and exercise more in order to stay healthy and productive. There is no cost to become a member. To learn more, visit [GetHealthyCT.org](http://GetHealthyCT.org) or [Facebook.com](https://www.facebook.com/GetHealthyCT).

**CAPTION:** Bridgeport City Council members helped to kick off the regional “*Know Your Numbers*” Heart Disease & Diabetes Awareness Campaign launched on January 28 at City Hall. *Seated from left to right* Denese Taylor-Moye, Michelle Lyons, Council President Thomas McCarthy, Lydia Martinez and Patricia Swain. *Standing from left to right* – Milta Feliciano, Jack Banta, Richard DeJesus, Richard Paoletto Jr. and Amy Marie Vizzo-Paniccia.

###