Heart 2 Heart
Your heart is in your hands.



neighborhood.

HEART 2 HEART PROGRAM TIMELINE

A COLLABORATION BETWEEN CITY OF BERKELEY PUBLIC HEALTH, LIFELONG MEDICAL CARE, AND THE COMMUNITY

LifeLong Medical **H2H** implements **H2H** develops and Care receives 3-year monthly barbershop implements \$500K grant from "Health Hubs" to City of Berkeley Public interventions such Kaiser, and provide free blood Health Division's as the monthly subcontracts with pressure screenings, Mobile Health Van, releases Health Status City of Berkeley health education, and mini-grant program, Report. High rates of Public Health information and and Neighborhood chronic disease Division to create assistance with health Health Advocate morbidity and mortality the **Heart 2 Heart** insurance for stylist identified in South and program. (H2H) Program. and the community. West Berkeley. 2006 2007 2008 2009 2010 2011 2012 2013 LifeLong Medical Care In July 2012, LifeLong **H2H** conducts community Initial 3-year funding applies for Kaiser Medical Care begins health assessment to ID concludes. Kaiser Permanente East Bay receiving yearly needs and challenges of the provides \$100K bridge **Region Community** \$100K allocation from community. Evaluation funding to LifeLong Benefit grant to Alameda County involved 138 household Medical Care which develop pilot program Measure A funding surveys and 9 focus groups. ends in June 2012. to reduce and eliminate which supports health Also conducts asset mapping City of Berkeley cardiovascular health services for indigent, to help define the 2-by-4 Public Health Division inequities in a defined low-income, and block South Berkeley gears categorical South Berkeley uninsured residents in neighborhood the program funding to continue

will be implemented in.

Alameda County.

program efforts.