

COLOMBIAN PEOPLE COMMIT WITH HEALTHCARE.

Llamas -Jiménez A^a, Calderón- Herrera J^b, Blandón Rentería L^c, Santacruz J^d,

a Scientific Director of the Colombian Heart Foundation

b President of the Colombian Heart Foundation

c Colombian Heart Foundation Advisor

d Executive Director of the Colombian Heart Foundation.

Summary

The objective of this article is to show the results of the survey applied by the Colombian Heart Foundation as one of the activities proposed for the Month of the Heart (September 2018) where Colombian people made promises to take care of their hearts.

As a response to the epidemiological reality of the growth of mortality from heart disease and in order to contribute to the community, the Colombian Heart Foundation created a strategy to encourage and mobilize Colombians to make promises to take care of their hearts.

More than 30 thousand commitments made throughout the country with the communication strategy called *MES DEL CORAZON, MAKE YOUR PROMISE* which was a survey that inquired about the commitments that people were willing to make to take care of their hearts. The Colombian Heart Foundation identified 50 possible promises from the behaviors proposed by the institution's strategy known as RESPONSIBLE HEARTS. Of the total number of commitments obtained with the survey carried out by people in academic events and in companies, 2412 were processed, which allowed the identification of the most accepted commitments.

Colombians committed themselves to walk more, to have positive thoughts, to be an example woman, to sleep more, to increase the amount of water drank during the

day, to increase the consumption of fruits and vegetables and to eat breakfast every day, among the most others.

Key Words: Heart Disease, Care, Life, Feeding, Physical Activity, Heart Month, Heart Promises.

Introduction

According to statistics from the World Health Organization - WHO of 2015 heart diseases are responsible for 17.5 million lives per year, being qualified as the world's first killer¹. The World Heart Federation with the support of WHO began the celebration of World Heart Day, as a global strategy to generate better knowledge about the risk of heart diseases and how to control and prevent them. On September 29 of 2000, the first World Heart Day was celebrated in more than 100 countries^{2, 3,4}. In Colombia, the Colombian Society of Cardiology and Cardiovascular Surgery and the Colombian Heart Foundation, active members of the World Heart Federation, structured in 2010 the national lifestyle program called *Responsible Hearts* which is an original pedagogical proposal for the appropriation of care as a lifestyle⁵.

For people to live the culture of care is to learn to eat, to be an active person, to prefer smoke-free spaces, to encourage positive thoughts, to be here and now and to enjoy Vitamin N, making their lifestyle an example where they live, work, study or have fun.

The Colombian Heart Foundation as the leader of the strategy decided in 2013 to extend the World Heart Day to a month in order to have a better and broader impact, to generate greater awareness and to promote multiple activities aimed to raise awareness about the importance of taking care of life.

Since then, the Foundation homologates the global approach of the World Heart Federation to the national context, generates its own communication pieces, adapts the language and proposes its own activities with academic, playful and reflective events with schools, universities and companies which are part of the allies that the entity has achieved at the national level.

Methodology:

Promises of heart

The survey starts from the following question: What are the commitments that people identify as priorities in order to take care of their heart and preserve their health?

Its aim was to establish, from the conceptual approach of the Responsible Hearts Care Culture (original approach of the Colombian Heart Foundation), which key elements of behavior should be prioritized in the promotion strategies carried out by the entity and to serve as an input for comparisons and national and international interventions.

In 2018 the World Federation proposed to promote a commitment from people to take care of their hearts with the campaign "My Heart, Your Heart". The Colombian Heart Foundation adapted the campaign to Colombia and in the Day and Month of the Heart we asked people to make a promise, from their heart, for the heart, for all our hearts. A promise is a sign of love with the heart. 8,9,10,11.

The proposal of the World Federation was open for people to make the promise they wanted. In the Colombian Heart Foundation, we structured a multiple selection survey among the 50 alternatives framed in Method 10 of Care as Lifestyle which is an original strategy of the national program named Responsible Hearts¹⁰.

Characterization of the survey.

The list of 50 promises was the product of a selection of life behaviors that respond to the 10 culture scenarios that Method 10 addresses: the culture of movement, the culture of learning to eat, the culture of smoke-free spaces, the culture of acting with the heart of a woman, the culture of positive thinking, the culture of full consciousness, the culture of vitamin N, the culture of care on holidays, the culture of heart numbers and the culture of healthy organizations. Promises proposals were generated for each guide and were constructed with previously determined statements that give closed multiple-choice answers. The freedom of choice was limited to the possibility of refusing to answer and to choose only among the options of promises that were offered to them.

The survey was structured using the multiple selection option, which makes it versatile, intuitive and generates clear data that is easy to analyze.

It is a fixed list of response options that provides structured answers and facilitates selection. It is important to note, however, that the data obtained is limited to the 50 options that are provided.

The MAKE YOUR PROMISE initiative was part of a process of creation of advertising and marketing pieces on the Internet, social media and emails which were planned to be delivered in posters, pledge sheets, informative flyers and posts for social media¹¹.

The data collection was done directly, through the allies or by officials of the Foundation having the physical format previously filled anonymously as a data collection instrument.

The survey was structured using the multiple selection option, which makes it versatile, intuitive and generates clear data that is easy to analyze.

The measurement and construction of the indexes and scales in the tabulation was structured with the list of promises and the repetition of each according to the data collected from the physical forms.

The multiple response poll was proposed so that the person can choose among the 50 options that were offered. This explains why there are 50 dichotomous variables at the tabulation which is the same number as the options proposed. Each dichotomous variable was tabulated with a zero when it was not chosen and with a 1 when it was chosen.

The measurement methodology was to add each selection and translate it into percentages assuming 100% as the total of responses distributed in percentage in the 50 proposed promises. The percentages represent the number of people who chose each pledge as a proportion of the number of people who made the selection.

In Annex 1 we present the final selection table with the percentage distribution of the

selected proposals in descending order with the frequency distribution of percentage selection of each of the options. The sum of the corresponding percentages is more than 100 because each person could choose more than one option. It is important to point out that the purpose of the tabulation was to obtain the frequencies in which each option was chosen, without considering the combined choice of 2, 3 or more for each person for considering it not relevant to answer the base question of the survey.

Selection and evaluation of the participants:

Various strategies in the world have been proposed for the promotion of health. The most recent effort was synthesized in the Objectives of Sustainable Development.

As a result, there have been occupational health studies that show 13,14 the importance of recognizing workplace well-being as a fundamental determinant of life and health care is demonstrated. Life at workplace is a pedagogical scenario of great value for the awareness and learning of lifestyle behaviors aimed for preserving health. This is the reason why one of the focus group that filled the survey where the people from companies that are part of the Certification Program of Healthy Organizations of the Colombian Heart Foundation (quality management system with a certification guide whose scope is cardiovascular disease and other non-transmissible).

The Colombian Heart Foundation developed the proposal MAKE YOUR PROMISE and proposed it to companies, universities and schools that are part of its allies with a brief methodological guide, backed by pieces of communication. Additionally, the methodology of the survey was applied with the promises in the events that were part of the academic calendar of the Foundation.

It is therefore a random sample, which result is 2412 valid, processed and susceptible for tabulation forms.

The participants are shown below:

- Seminario de la Cultura del Cuidado with Universidad de Santander. Valledupar, Cesar.
- Seminario de Actúa con Corazón de Mujer with Universidad de Boyacá. Tunja, Boyacá.
- Congreso Nacional de Estilos de Vida lead by Secretaría de Salud de Medellín. Medellín, Antioquia.
- Santuario de Fauna y Flora Otún Quimbaya. Pereira, Risaralda.
- Secretaría de Salud de Medellín. Medellín, Antioquia.
- Simposio de Cardiología. Bucaramanga, Santander.
- Foro Internacional de Gestión de Ecoturismo. Jardín Botánico. Bogotá DC.
- Secretaría de Salud Municipal de Duitama, Boyacá.
- Facultad de Medicina de la Universidad Antonio Nariño. Bogotá DC.
- Superintendencia de Industria y Comercio. Bogotá DC.
- Instituto Cardiovascular del Cesar. Valledupar, Cesar.
- Cerrejón. Albania, Guajira.
- Clínica de las Américas. Medellín, Antioquia.
- Secretaría de Salud Departamental de Risaralda. Pereira, Risaralda.
- Fundación Salud. Bogotá DC.
- Federación Nacional de Cafeteros. Coffee committees from 16 different cities.
- Universidad del Sinú. Cartagena de Indias, Bolívar.
- Universidad Corpas. Bogotá DC.
- Clínica San José. Cúcuta, Norte de Santander.
- Universidad de Nariño. Pasto, Nariño.

Results

The work of consolidating the promises made it possible to obtain a record of 2412 valid forms, which were tabulated to establish the order of priorities chosen by the Colombians in the 28 cities of the country that accepted the invitation and sent their report of the promises.

In the MONTH OF THE HEART, Colombians committed themselves to walk more, to have positive thoughts, to be an example for women, to sleep more, to increase the amount of water consumed during the day, to increase the consumption of fruits and vegetables and to have breakfast every day.

The results show the main concerns of people regarding their lifestyle and the behaviors that they consider most viable to achieve a positive impact on their heart health. The living conditions associated with the preservation of mental health are the fundamental priority identified by those who filled the survey.

Main results:

- The biggest concern is not in the physical consequences of people's lifestyle but in their mental health. An important percentage prioritized having positive thoughts as the biggest commitment, and the promise that stood out most was walking more daily. Also, sedentary behaviors is something that significantly worries Colombians.
- The most worrying behavior regarding food consumption is associated with the little habit of hydrating and that is why many committed to increasing water consumption.
- People also feel that they are not consuming enough fruits and vegetables and promised to do so.
- The habit of going to work or studying without having breakfast is another major concern. That is why the promise to have breakfast every day was also prioritized.
- For women the proposal to be an example with their lifestyle was definitive and they committed themselves to become an example within their environment.
- It is curious how weekends and holidays are in the considered rest when people are asked but resting is minimal. Therefore, they committed themselves to eat more

and sleep more on their free time. They also made a promise of reaching 7 to 8 hours of sleep daily was prioritized.

- Trying to be here and now with full consciousness was also one of the most relevant promises, showing that there is a high concern for the conditions that generate stress.
- Establishing relationships through the practice of physical activity was also selected as one of the priorities. Many committed to find friends to do some sports activity.
- Many workers are significantly concerned with making their work place a healthy environment, so they also committed to helping their companies to become Healthy Organizations and look for the certification of products with cardioprotective characteristics.

Discussion

The methodology applied is new and it did not take soundings previously applied or evidence, therefore it does not admit contrast with other similar ones, given the originality of the proposal as a case of experimental inquiry.

The results obtained are the simple tabulation of the proposals accepted and selected by the people who received the list of the 50 promises and who freely chose those with which they were better identified to commit for the care of their heart.

This survey has limitations in the full identification and classification of participants and in the absence of a methodology for selecting promises with evidence criteria since similar studies were not identified.

The consolidation of the results generates a specific interest of knowledge of the behavioral practices that people identify as more viable to take care of their heart and became an input for the design of specific strategies for promotion and activities of lifestyles oriented to the preservation of the health of the heart.

The results are interesting as a reference for specific strategies to promote lifestyles oriented towards well-being in business and educational environments. They can

also be used in comparative or collaborative analyzes both nationally and internationally.

Conclusions:

The request to make a heartfelt promise had a wide acceptance response in the business and educational environments that are part of the catalog of alliances promoted and established by the Colombian Heart Foundation.

The results of the tabulation of the survey are important indicators of the trends that are identified as keys for the care of the heart and point out the importance of increasing the minutes of daily walking and the preservation of mental health as the most accepted commitments to achieve it.

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1	I will walk more steps a day	18.60%
2	I will keep in mind that nothing or nobody changes, I can only do it myself. Decide to have positive thoughts about people and situations.	17.20%
3	I am a woman and I am going to be an example with my lifestyle for those around me	16.00%
4	I will make sure to sleep 7 to 8 hours every day.	15.60%
5	I will encourage positive thoughts in me.	15.60%
6	I will increase the water to at least 5 glasses each day.	15.60%
7	I will eat more fruits and vegetables every day.	14.80%
8	I will have breakfast every day.	14.40%

9	I am going to schedule vacations to rest and not to tire myself more.	14.10%
10	I will maintain myself in the present to always have full awareness of what I do, feel, express and live	13.40%
11	I am going to look for a sport activity that I like to enjoy with friends.	13.20%
12	I will encourage my company to become a Healthy Organization.	13.10%
13	I'm going to try to discover that coffee tastes like coffee and not sugar.	13.10%
14	I will not drink juices with sugar again.	12.90%
15	I am going to predispose myself to listen to everyone without prejudice and prejudice.	12.90%
16	I will go out for a walk with my children and I will propose sports activities for the weekend.	12.70%
17	I am going to put salt to the food only after tasting it.	4.30%
18	I am going to schedule a visit to the doctor at least once a year.	3.30%
19	I'm going to avoid carbonated drinks.	3%
20	I am going to rescue the dining room of my house so that it becomes a family meeting place.	1.80%
21	If I am going to eat, I will order roast, cooked or grilled to avoid fried foods.	1.70%
22	I'm going to stop at my desk every hour and I'm going to do 3 minutes of stretching.	1.50%
23	I will try to eat small portions more times a day, at least every 3 hours.	1.40%
24	I am going to be silent every day and I am going to train myself to add 5 minutes of silence with myself.	1.40%
25	When I go to a restaurant I will ask for low salt food.	1.20%
26	I will not put salt on the vegetables again	1.20%
27	I am going to lower the salt in the preparation of my meals and I am going to change it for spices and condiments.	1.20%
28	I'm going to quit smoking.	1.20%
29	I'm going to reduce fried foods to only one in the week.	1%
30	I will reduce my time in front of the TV to a maximum of 2 hours a day.	1%

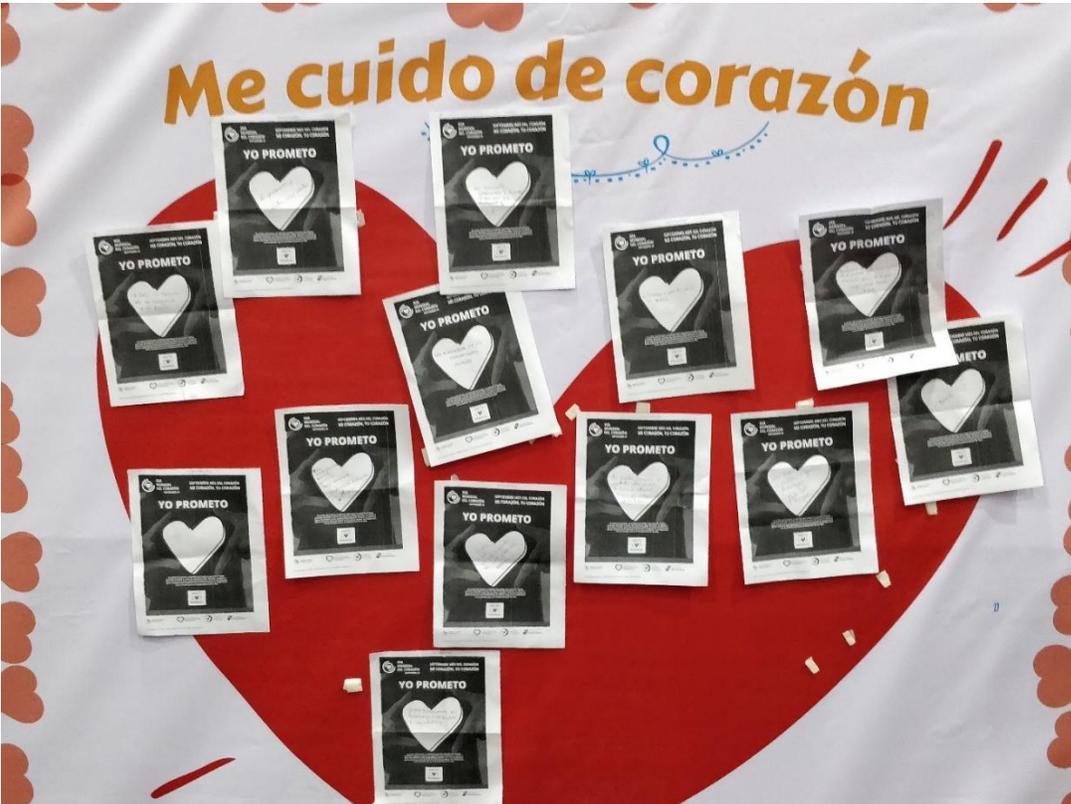
31	I will energize my senses to enjoy nature observing, hearing, touching, feeling.	0.90%
32	I'm going to schedule a park full of green every weekend to nourish my mind and my body.	0.60%
33	I'm going to plant a plant and take care of it.	0.60%
34	I'm going to eat good fats every day like fish, avocado or nuts.	0.50%
35	I'm going to avoid fast foods and better take home-cooked lunch to the office.	0.40%
36	I will keep a curious mind to have the disposition to discover something new every day.	0.40%
37	I'm going to market more natural products than processed ones.	0.40%
38	I'm going to take my blood pressure at least once every 6 months.	0.30%
39	I'm going to leave the car in the farthest part of the parking lot to force myself to walk.	0.20%
40	I am going to offer myself every day to walk 30 minutes with the pet of the home.	0.20%
41	I am going to plan to have a lipid profile (Cholesterol and triglycerides) every year.	0.20%
42	When I eat meat I will remove the fat before eating it.	0.10%
43	I will learn how to choose when I market, when I order in a restaurant, when I select food in a line or when I order something over the phone.	0.10%
44	I will increase the daily fiber with more oats, fruits, vegetables, beans, lentils, barley and cereals.	0.10%
45	I am going to get off public transport 3 blocks before to walk to the office, school or university.	0.10%
46	I'm going to go down one floor before the elevator to climb stairs.	0.10%

47	I'm going to buy non-fat foods, especially milk and milk products.	0.10%
48	I will answer the phone always standing.	0.10%
49	I will stop affecting others with my smoke	0.10%
50	I'm going to do at least one standing work meeting.	0.10%
		264.00%

Table 1. Consolidation and tabulation of commitments

Anexo fotografías









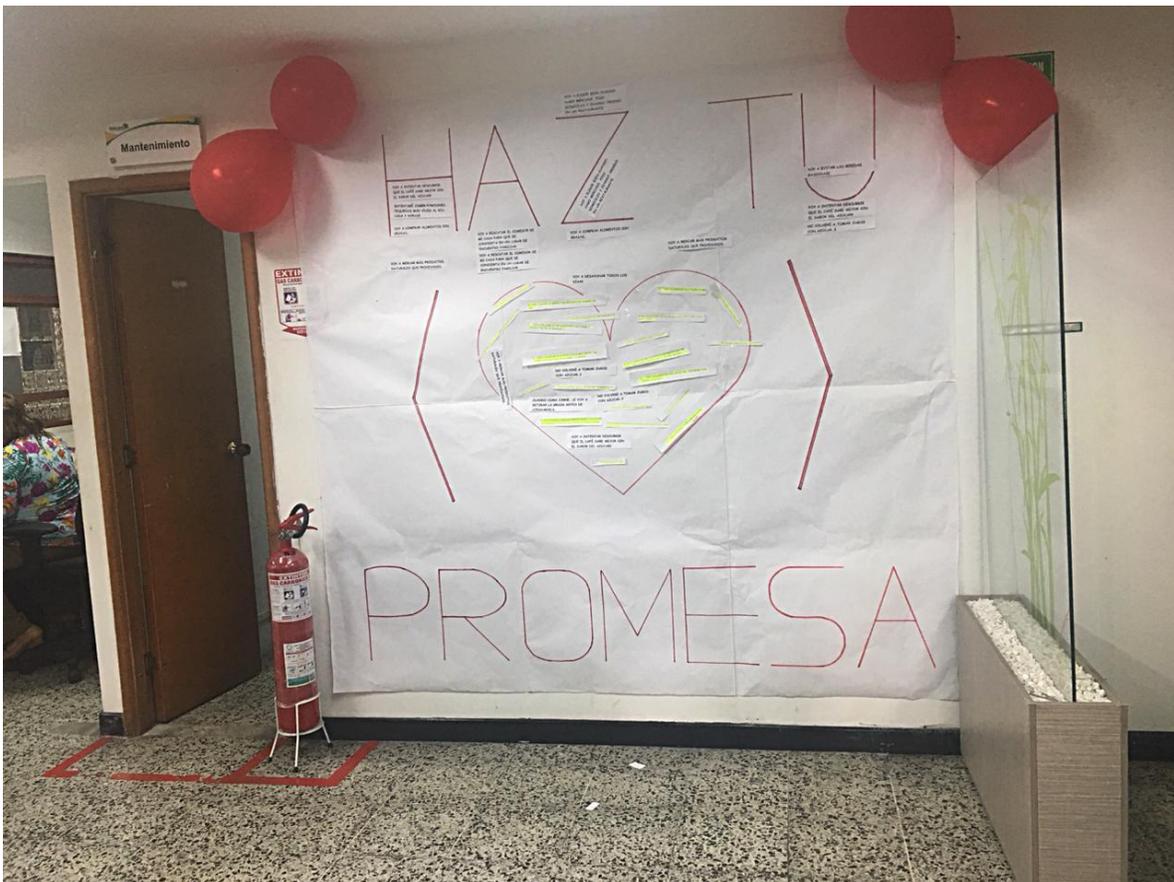






Las Américas
 Publicado por Sara Gallardo [?] · 7 de septiembre a las 10:10 · 🌐

Unidos a la Campaña de sensibilización "HAZ TU PROMESA" propuesta por la Fundación Colombiana de corazón, en este mes queremos proponerte hacer una promesa que tu corazón agradezca porque es una muestra de que lo amas.
 ¡Cuéntanos en los comentarios a qué te comprometes este mes!





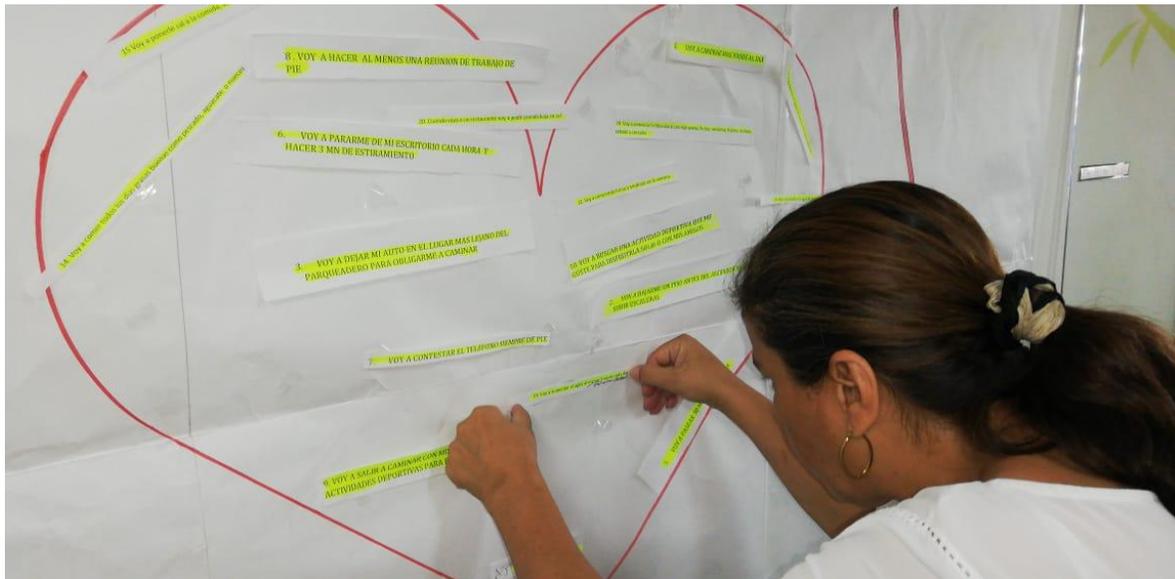




CONFERENCIA
¿Cómo saber si estoy enfermo del corazón
Apertura Semana del Corazón

Haz tu PROMESA
Semana Del Corazón
26 Al 29 De Septiembre

Clínica San José de Cúcuta S.A.
La Clínica de la ciudad a su servicio



1. VOY A...
2. VOY A DETAR MI AUTO EN EL LUGAR MAS LEJOS DEL PARQUING PARA OBLIGARME A CONDUIR...
3. VOY A HACER AL MENOS UNA REUNION DE TRABAJO DE PIE...
4. VOY A PARARME DE MI ESUFORTIO CADA HORA Y HACER 3 MIN DE ESTIRAMIENTO...
5. VOY A CONTESTAR EL TELEFONO SIEMPRE DE PIE...
6. VOY A SABER A CADA VEZ CON QUE ACTIVIDADES DEPORTIVAS PARA...
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