

## **JASA Launches HeartWatch Campaign in Brooklyn**

JASA is excited to be partnering on a one-year campaign to help improve the heart health of older adults in South Brooklyn. The HeartWatch campaign was developed in response to a United Hospital Fund study that demonstrated a clear and urgent need to improve heart health in the Brighton Beach/Coney Island neighborhoods in Brooklyn. The study surveyed senior residents at three JASA Naturally Occurring Retirement Communities (NORCs), where 40% of senior residents are living with heart disease, and of those, more than 75% describe their condition as fair or poor. The program is funded by the United States Administration on Aging (AoA) through a grant generously secured by Congressman Jerrold Nadler.

The HeartWatch campaign is engaging the whole community in its efforts to reduce the instances of heart disease in South Brooklyn. The program includes a volunteer-led peer support program, nutrition, cooking and exercise classes, and community outreach to health care providers and local businesses. Social workers and nurses are available to provide participants with strategies for healthy living, including health screenings and a comprehensive care plan.

JASA has partnered with the Jewish Community Relations Council (JCRC), Metropolitan Jewish Health System (MJHS), and Visiting Nurse Service of New York (VNSNY) on this cross-disciplinary program.