

2010 NEWS

TIME TO TALK CARDIO WINS AWARD

We are pleased to report That Time to Talk CARDIO has won the Institute for Healthcare Advancement's Health Literacy Award in the category of "Innovative Program"! The award was presented on May 6 in Irvine, California.

Congratulations to our partners: RIASWorks and Canyon Ranch Institute for their diligence and insight at went into the development of this successful program, and Merck, the underwriters of the program.

HORA DE HABLAR CARDIO OFFICIALLY LAUNCHES

On December 8, 2010, Time to Talk CARDIO's fully adapted and culturally-relevant Spanish-language program, Hora de Hablar CARDIO, officially launched to health care professionals and consumers. Over the course of the three-day launch, New Jersey pilot family physician and program spokesperson, Dr. Astrid T. Almodovar, conducted 26 print, television and radio interviews with media outlets across the country via satellite. Dr. Almodovar was also interviewed by a variety of English and Spanish media, including CNN en Espanol's radio and television outlets and EFE America, one of the largest Spanish-language wire services in North America. Additional media has expressed interest in speaking with Dr. Almodovar about the program in February, since it's American Heart Month.

December's launch represented the culmination of months of research, translations and adaptations of Time to Talk CARDIO's materials to ensure the program would resonate with Spanish-speaking health care professionals and patients. All of the program's Spanish-language resources are available for website visitors for download or order at www.aafpfoundation.org/horadehablarcardio.com.