TuSalud

“Cuide Su Corazón” Aims to Improve Latina Heart Health

The campaign uses real-life conversations to encourage Latinas to prioritize their heart health.

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Drugmakers Boehringer Ingelheim and Eli Lilly have launched “Cuide Su Corazón,” the Spanish-language extension of their Latina heart health campaign, “Hear Your Heart,” which debuted in April. The two pharmaceutical companies co-market the diabetes drug Jardiance. (Diabetes and heart disease often go hand in hand.)

“Cuide Su Corazón” (Spanish for “Take Care of Your Heart”) encourages Latinas to prioritize their heart health by amplifying the voices and stories of Latinas living with heart failure and providing culturally relevant educational resources, virtual and in-person conversations and tailored solutions.

“Hear Your Heart comes at a time when health disparities and inequities are top of mind, and we’re providing a platform to provide education and inspire action,” Elena Livshina, Boehringer Ingelheim’s U.S. head of its cardiovascular medications portfolio, told Fierce Pharma.

“At launch, we saw the success of communicating our messages of hope and resilience through authentic voices,” she continued. “We brought those messages to life through real stories from Tannie, a woman living with heart failure, and expert cardiologist Dr. Morris.”

Although one in three Latinas have some form of heart disease, they are the least likely racial and ethnic group to visit a doctor’s office, according to Boehringer Ingelheim. Distrust of the medical system, lack of transportation and time, and language barriers are some reasons Latinas see doctors less frequently.

Boehringer believes conversations are key to creating solutions, which is why “Cuide Su Corazón” features as its spokespeople Lupe, a woman living with heart failure, and Johanna Contreras, MD, a cardiologist. The women share their personal journeys in the hope that others will relate. Both women were also heavily involved in the development of the campaign’s culturally relevant content.

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