

## Go Red Por Tu Corazon

Did you know that heart disease is the number one killer of women? Latina women are affected by heart disease approximately ten years earlier than their white counterparts. These are statistics many women, most especially Latinas, are completely in the dark about. This vital information needs to reach Latinas everywhere because it really is a matter of life or death.

Latino foods are well known for tantalizing taste buds but behind all the great flavor is an ugly truth. The foods we enjoy most are high in sodium, sugars and fat. Alгарin feels strongly that, "We are educating our young people on good eating but not healthy eating." Alгарin, who admits her weaknesses include pernil and fried foods, has learned a couple key tricks for healthy Latino cooking. "I use brown rice now and substitute vegetable oil with olive oil. I also have reduced my food portions and eat more organic foods."

The American Heart Association currently has two campaigns, "Go red for women" ([www.goredforwomen.org](http://www.goredforwomen.org)) and "Go red por tu corazon" ([www.goredcorazon.org](http://www.goredcorazon.org)) The goal is to create awareness surrounding heart disease, an issue that was once only considered something that affected men. Materials on heart health are available in both English and Spanish on these websites. In addition to this, the American Heart Association is reaching out to influential women in communities across the United States to help spread the word. One of these women is our very own, Daisy Rivera Alгарin.

The Heart Association has teamed up with celebrity chef Hamlet Garcia for ideas on healthy, Latino cooking. Chef Garcia provides tips on the website [www.goredcorazon.org](http://www.goredcorazon.org), things like pre-marinating foods with fresh herbs and spices, adding more fruits and vegetables to your plate and baking instead of frying.

Daisy Rivera Alгарin, senior marketing specialist analyst for the city of Rochester and Board Chair for Latinas Unidas, opened up about how heart health has personally affected her.

So you may be asking, how can I help, how do I get involved? National Wear Red Day is always the first Friday in February. Show your support in spreading the message by wearing red and remember to visit [www.goredcorazon.org](http://www.goredcorazon.org) or [www.goredforwomen.org](http://www.goredforwomen.org) to sign up for a free newsletter, information and to receive a red dress pin.

In 2010 Alгарin was diagnosed with high blood pressure. Although Alгарin had a family history of heart disease, she didn't think she'd be affected. "I thought blood pressure issues only happened to old people." Alгарin laughs while admitting, "I guess that's me!" The family history of heart disease includes Alгарin's own father. In 1974 he had three heart attacks. The scare made him proactive. "Since then, he hasn't had another. He is now a healthy 80-year-old man." explains Alгарin.

In a culture where most celebrations revolve around food it's not always so easy to say, "hold the fried beef empanadas please." However, it is important to know that not changing will leave many of our generations without wise Latinas. As the women running our households and usually preparing meals, we have a huge responsibility to our families. We must lead the way by being an example and taking care of our hearts. It's really the only way to better guarantee we are around to continue enjoying the many things that as women touch our hearts. As stated on the "Goredforwomen" website, "Caring for your heart is a way to care for the people you love."

With an established family history, Alгарin's own family wasn't too surprised to hear about her condition but they were very concerned. "Growing up I didn't really see my family do preventive things to deal with their heart issues. They just took lots of medicine." Two common risk factors were the culprits of Alгарin's case. "My main contributors were stress and not being mobile. I now walk daily with my sisters." The American Heart Association recommends 30-minutes of moderate activity daily as exercise. To reduce stress, things like deep, relaxing breathing, as well as doing an activity of enjoyment every day.

- Facts**
- ♥ More women die of heart disease than all cancers combined (including breast and ovarian)
  - ♥ 90% of women already have one or more of the major risk factors
  - ♥ 1 in 3 women have some form of heart disease
  - ♥ If you smoke, quitting significantly lowers your chances of a stroke or heart attack

### LU Events: *Faces and Places*



Clockwise from top left: 2011 Wegman Cafe con Leche; Soy Unica Soy Latina Rally Zumba Time; 2012 Soy Unica Soy Latina Rally; Verizon Wireless Cafe Con Leche

**Don't miss out, become an LU Member**

**Membership levels:**

- Amiga – FREE!
- Hermana – \$25.00/year
- Madrina – \$50.00/year

For a membership application, please visit [www.latinasunidas.org](http://www.latinasunidas.org) and click on Join Us! Please mail your application and check made out to Latinas Unidas: Latinas Unidas @ Ibero  
817 E Main Street  
Rochester, NY 14607  
Tel # 585-256-8900





## Joangel Concepcion – WHEC-TV Reporter:

Joangel Concepcion is an energetic and enthusiastic reporter of Dominican heritage who is now using her talents at WHEC-TV. When I first called her, she was in a courtroom covering a high profile case. She quickly returned my phone call and during our conversation, expressed admirable passion for her work and life in general. Joangel was born in Miami, but she and her parents moved to the Dominican Republic for several years to retain close ties to their ethnic roots. "I was a pretty nosy child," she chuckled when answering my question about why she decided to pursue a career in reporting. What she doesn't find humorous is the lack of diverse news coverage. "I've talked to a lot of people and I've been getting a lot of negative feedback." Joangel is trying to change this in her reporting. "I'm trying to do it little by little." That includes reaching out to the Latino community in Rochester. Joangel comes to Rochester from McAllen, Texas. She prides herself on covering stories that help change people's lives. In her free time, she enjoys cooking, working out and exploring the Rochester community.

Find us online at [www.latinasunidas.org](http://www.latinasunidas.org)

Help Spread the Word

## New Board Members:

Latinas Unidas is pleased to welcome five new board members. They are all active members of the Latino community and each of them offers a diverse and compelling background.



**Alicia Tejada-Abreu** is the Manager of Innovation and Product Development at Caribbean Liquid Sugar Global Services. She has extensive experience with product/brand design and development and the natural/organic food and ingredients industry. Ms. Tejada-Abreu earned a B.S. in Industrial Engineering at the Instituto Tecnologico de Santo Domingo and a M.S. in Sustainable Engineering from RIT.



**Berlin Bermudez** is Research Administrator at the University of Rochester where she provides administrative oversight for sponsored research projects. Ms. Bermudez graduated from Roberts Wesleyan College with a B.S. in Organizational Management. She also has a M.S. in Business Administration from the Simon School of Business at the University of Rochester.



**Arleen Rivera-Hyland** is the 311 Call Center Manager for the City of Rochester, where she has worked in various positions for more than 18 years. Before joining the City of Rochester, Ms. Rivera-Hyland worked for Kodak. She graduated with a B.S. from Empire State College and she's in the process of completing a Master's degree in Public Administration from SUNY Brockport.



**Joann Santos** is currently the director and principle investigator for several STEM projects at Monroe Community College including CSTEP, STEP and LSAMP. In this capacity, she focuses on increasing the number of professionals in the areas of science, technology, engineering, math and health. She began her career at MCC back in 1994 and has overseen various programs that focus on development. Ms. Santos has completed her PhD dissertation in higher education leadership.



**Belimar Velazquez** is the Director for Marketing and Inside Sales at Carestream Health in both the U.S. and Canada. She began her career with Carestream in 2007 and has been honored with numerous awards for her talents. Ms. Velazquez has a Bachelors degree in Optics and MBA from the University of Rochester.

Do you have a friend or colleague who might like to receive information on Latinas Unidas events? Let us know by e-mailing us at [hola@latinasunidas.org](mailto:hola@latinasunidas.org) and we'll be glad to send them a copy of our newsletter.

## Mark Your Calendars

### Reconocimiento Awards 2012

**Date:** November 2nd, 2012

**Time:** 11:45 am – 1:30 pm

**Location:** Hyatt Regency Hotel, Downtown Rochester

For more information on the event visit [latinasunidas.org](http://latinasunidas.org)

### Wise Latina Quotes:

We've decided to include a new section in our newsletters titled, "Wise Latina Quotes."

**Sonia Sotomayor** – U.S. Supreme Court Justice of Puerto Rican heritage

"Although I grew up in very modest and challenging circumstances, I consider my life to be immeasurably rich."

**Eva Peron** – Argentine Community Activist, wife of former President Peron

"I am my own woman."

**Isabel Allende** – Author, daughter of former Chilean President Salvador Allende

"Accept the children the way we accept trees; with gratitude because they are a blessing. But do not have expectations or desires. You don't expect trees to change; you love them as they are."

**Linda Ronstadt** – Singer and daughter of Spanish parents

"The thing you have to be prepared for is that other people don't always dream your dream."

**Jennifer Lopez** – Singer of Puerto Rican heritage

"I like a lot of love and attention. I don't need someone to buy me material things. I can buy them for myself. It's nice to get presents, but it's not a sign of love."

### Our Mission

"Latinas Unidas fosters opportunities that will promote unity, cultural identity and the presence of the Latina Woman in the community."

### Our Vision

"Latinas Unidas encourages and motivates women to be proud of themselves and to assume active and positive roles in society."

### Cafe Con Leche and Networking Event

Join us at the *Democrat and Chronicle* on Oct. 17 from 5:30 to 7:30 p.m. to learn about all that the company has to offer the women of our community. Everyone knows about the newspaper, but the company is also behind *ConXion*, *herRochester.com*, *RocFlavors* and *Rochester Magazine*. We'll introduce you to these products and tell you how to get in touch with us to share your news. Networking will follow the presentation, and tours of the newsroom will be offered for those who are interested. Coffee and tea and sweets will be served.

Annette Meade, editor of *herRochester.com*, and Jane Sutter, Editor for Community Partnerships and Niche Content, will host the event.

**LATINAS UNIDAS**  
*Cafe Con Leche*  
Plus...

**Democrat AND Chronicle.COM**  
A GANNETT COMPANY

**SAVE THE DATE**  
**WEDNESDAY, OCTOBER 17TH, 2012**  
**5:30PM – 7:30PM**  
**NETWORKING**  
**EVENT HOSTED BY**  
**DEMOCRAT AND CHRONICLE**

[www.latinasunidas.org](http://www.latinasunidas.org)

**Wegmans**

Wegmans Prepared Foods Coupon Valid 9-1-12 through 12-31-12

**Save 1.00** **\$6**  
meals  
one entrée and two sides

Selections may vary by store, see Chef's Case.

Limit 1 per customer. Not valid with any other offers. Redeemable at Rochester stores only.

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### BOARD OF DIRECTORS:

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**At Large:** Melissa Rosario-Bailey

**At Large:** Alicia Tejada-Abreu

**At Large:** Belimar Velazquez

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