

**Astoria Women's Heart Health Initiative: cohort development pilot**

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The proposed project responds to the high priority, yet largely unexplored need to develop and test community prevention strategies in rural areas. We will construct the Astoria Women's Heart Health Initiative (AWHHI) cohort composed of women in Astoria, a semi-rural town with elevated heart disease mortality. In the long term, the AWHHI cohort will support development of community interventions that target women and incorporate an unprecedented range of community sectors to reduce CVD morbidity and mortality. We leverage existing relationships between OHSU and the Astoria community – a critical prerequisite for successful participant recruitment and retention and multi-component intervention in community-based, translational research.

We will (1) recruit women residing in the City of Astoria (35-69 years; participation goal n=1,378) and collect baseline clinical and survey measures; (2) identify key correlates of CVD risk factors and preventive practices in women using baseline data, and (3) develop community profiles of heart disease burden and risk factors using existing administrative and surveillance data. We build on preceding qualitative research findings and apply a mixed method, community-participatory approach throughout the study. We will conduct the proposed research from 6/30/2012 through 6/29/2013 and submit an R01 proposal to develop a community-wide intervention to improve behavioral CVD risk factors in women in October 2013. The proposed study will provide baseline measures and preliminary data and demonstrating relationships with the community to support our R01 application, as well as numerous other grant applications to develop and test a wide range of translational therapies and behavioral interventions.