

NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health



Million Hearts® Local Engagement Guide

CDC MILLION HEARTS® COLLABORATION

American Heart Association
National Forum for Heart Disease and Stroke Prevention
Association of State and Territorial Health Officials
National Association of City County Health Officials
National Association of Chronic Disease Directors

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Table of Contents

Section 1: The Million Hearts® Initiative	3
1.1. What Are Partners and Supporters Encouraged to Do?	3
1.2. Who Can Get Involved?	3
1.3. How Can Local Communities, Municipalities, and Counties Get Involved?	3
Section 2: Supporting Million Hearts® in Municipalities, Cities and Counties	4
2.1. Local Health Official Messaging Guide	4
2.2. Million Hearts® Local Stakeholders Workshop	5
Section 3: Local Examples and Lessons Learned	7
3.1. Denver	8
3.2. Philadelphia	8
3.3. Washington, D.C.	8
3.4. Southern Nevada	8
3.5. Lessons Learned and Recommendations from Local Health Departments	9
Section 4: NACCHO Resources	9
4.1. Model Practice Database	9
4.2. Million Hearts® Toolkit	9
4.3. NACCHO Million Hearts® Webinar	9
4.4. NACCHO Million Hearts® Website	9
4.5. Million Hearts® Workshop Development	9
Section 5: Technical Assistance	10
5.1. Partnering with State Health Departments	10
5.2. Incorporating Cardiovascular Health into Chronic Disease Self-Management Programs	10
5.3. National Organizations	10
Appendix A: Million Hearts®	12
Appendix B: Success Stories	14
Appendix C: Million Hearts® Supplemental Resources for CDSMP	15

Section 1: The Million Hearts® Initiative

Million Hearts® (MH) is a national initiative that has set an ambitious goal to prevent 1 million heart attacks and strokes by 2017. Million Hearts® aims to prevent heart disease and stroke by:

- Improving the quality of care for the ABCS (appropriate aspirin use, blood pressure control, cholesterol management, smoking cessation)
- Improving the prescription and adherence to appropriate medications for the ABCS
- Reduce the dietary intake of sodium
- Improving access to effective care
- Focusing clinical attention on the prevention of heart attack and stroke
- Activating the public to lead a heart-healthy lifestyle

Priorities for Million Hearts® include:

- Sending a clear signal about the preventability of heart attacks and strokes.
- Reporting on progress, specifically on the ABCS.
- Finding those at risk for heart attacks and strokes and getting them in for care.

To learn more about the Million Hearts® Initiative, visit www.millionhearts.hhs.gov.

1.1. What Are Partners and Supporters Encouraged to Do?

- [Sign-up for Million Hearts® e-newsletters](#) and disseminate the info from this newsletter to your local contacts. This will help to track actions and activities occurring across the county in support of Million Hearts®.
- Join the Million Hearts® monthly messages campaign. Disseminate Million Hearts® messages through your organizations existing communication channels to your audience groups. For more information on how to support the dissemination of Million Hearts® monthly messages please contact Laura King Hahn at laura.king.hahn@heart.org.

- Complete a Million Hearts® Partner Local Municipalities and Counties application (see Appendix A).
- Share Success Stories (see Appendix B).
- [View Million Hearts® Toolkits](#)
- Sign up for Million Hearts® social media on [Facebook](#), [Twitter](#) (@MillionHeartsUS), and [YouTube](#).
- Use the logo: To request permission to use the Million Hearts® logo, e-mail millionhearts@cdc.gov.
- [Pledge your support](#) on the Million Hearts® website and/or sign up to join the movement on the [Community Commons website](#).

1.2. Who Can Get Involved?

We all play a role in preventing 1 million heart attacks and strokes. Million Hearts® needs the commitment and participation of a variety of sectors and organizations; in both clinical and community prevention; and action on all levels: national, state, cities/counties and local grass roots efforts. Here is a sample of those who can be involved:

- Departments of public health
- Physicians and healthcare providers
- Healthcare systems
- Pharmacies and pharmacists
- Insurers
- Employers
- Retailers and restaurants
- Governmental organizations
- Non-governmental organizations
- Private organizations
- Advocacy groups
- Foundations
- Local grass roots organizations and groups
- Congregations and faith-based groups

1.3. How Can Local Communities, Municipalities, and Counties Get Involved?

A Becoming a Million Hearts® Partner Local Municipalities and Counties Application (see Appendix A) is available with easy to follow steps for engagement and recommended strategies/approaches that cities and counties can undertake to address the Million Hearts® ABCS.

Recommended strategies or approaches that local communities can undertake include promoting:

- Aspirin, when appropriate
- Blood pressure control
- Cholesterol management
- Smoking cessation
- Sodium reduction
- Trans fat reduction
- Improved access to effective care

Section 2: Supporting Million Hearts® in Municipalities, Cities and Counties

2.1. Local Health Official Messaging Guide

GOAL OF LOCAL HEALTH OFFICIAL PARTICIPATION

To educate the public and policymakers about Million Hearts® and the role of local health departments in preventing heart attack and stroke in the U.S.

MILLION HEARTS®

Million Hearts®, a national initiative designed to prevent 1 million heart attacks and strokes in the United States by the end of 2016, was launched in September 2011. The Centers for Disease Control and Prevention and Centers for Medicare & Medicaid Services co-lead Million Hearts®. Other U.S. Department of Health and Human Services (HHS) agencies are involved in Million Hearts® including the Agency for Healthcare Research and Quality, the Health Resources and Services Administration, the HHS Office of the Secretary, the Indian Health Service, the National Institutes of Health, the Office of the National Coordinator for Health IT, and the Substance Abuse and Mental Health Services Administration.

The American Heart Association, YMCA and other private-sector organizations have significant participation in the initiative. Forging strong partnerships is key to the success of Million Hearts®.

Additional information about Million Hearts® is available at www.millionhearts.hhs.gov/Docs/MH_Partner_FAQs.pdf.

KEY MESSAGE

Local health departments lead initiatives that make it easier for people to be healthy.

SUPPORTING MESSAGES - PARTNERSHIPS

- Local health departments work with a wide range of community partners to create conditions and policies that help people make healthy choices, such as avoiding tobacco use, becoming more physically active, and eating healthier foods. All these proactive measures contribute to the prevention of chronic diseases such as heart disease, obesity, and diabetes.
- Local health departments engage government partners, health care providers, the public, and other stakeholder groups at the regional, state and local level to advance Million Hearts® in the following ways:
 - Drive awareness of the initiative by conducting presentations and hosting partner recruitment events with existing coalitions, leadership groups, advisory groups or committee meetings; push out earned media; share success stories; pledge their organization's commitment on the Million Hearts® website, and recruit other partners and stakeholders to do the same.
 - Align existing health department initiatives and programs with Million Hearts® goals, such as education programs, tobacco prevention, worksite wellness/business programs, prevention collaboratives, health information exchanges, Beacons, Regional Extension Centers, provider or community recognition programs, clinical innovation programs and medication therapy management programs.

SUPPORTING MESSAGES – CLINICAL CARE

- Some local health departments have the capacity to sponsor and host screenings to identify people with chronic diseases, such as diabetes and heart disease, and connect them with services and tools to help them manage their diseases.
- Many local health departments provide clinical care. Those not offering clinical services work closely with the clinical community and encourage linkages to care for those at risk.
- When local health departments screen for risk behaviors, educate the public about cardiovascular disease, and link individuals to needed care, they advance Million Hearts® in the following ways:
 - Prevent heart attacks and strokes, two of the leading causes of death and disability in the United States, making cardiovascular disease responsible for 1 of every three deaths in the country.
 - Reduce a patient's risk for heart disease and stroke by

promoting the ABCS: That's aspirin when appropriate, blood pressure control, cholesterol management, and quitting smoking.

- Empower community members to make healthy choices such as improving nutrition and reducing excess sodium, a major contributor to high blood pressure.



partners such as the American Heart Association or the local Quality Improvement Organization. If there is an established chronic disease coalition, the planning team could be a subset of that group. Leadership for this planning team can come from any of the organizations involved, but someone will need to schedule meetings, and take notes. All members should expect to do some work in between meetings. Keep the planning team small; ideally, six members.

- II. Discuss local cardiovascular disease data
 - a. GIS mapping
 - b. Surveillance
 - c. Hospital admissions/discharge rates
- III. Determine a focus for the workshop – you will not be able to cover every aspect of Million Hearts® in one day, so you need to decide what you will focus on. You may want to select two areas of focus, but more than that is not recommended. Possible areas of focus:
 - a. Improving blood pressure control in primary care settings
 - b. Reducing sodium in communities
 - c. Promoting the use of community-based pharmacists or community health workers in blood pressure or cholesterol control
 - d. Promoting team-based care or patient centered medical homes
- IV. Develop an agenda – the focus areas you select will determine the specifics of the Workshop agenda but you can use the following topics as a template:
 - a. Welcome and introductions – don't shortchange this section. If you want partners engaged with each other, you have to spend some time for them to learn about each other and their organizations.
 - b. Million Hearts® overview – how does our local health department fit into the national work going on?
 - c. Discussion of the areas of focus – partners need to know why these areas were selected. You may review the burden in the community, the requirements of your CDC funding, the momentum you want to build on, etc.

2.2. Million Hearts® Local Stakeholders Workshop

A key component of promoting Million Hearts® in your local health departments is by engaging partners to address the ABCS, either as part of a community health coalition, or through independent initiatives. One way to fast-track partner engagement is by sponsoring a one-day Million Hearts® Stakeholders Workshop. This workshop will bring partners together to focus on one or two aspects of Million Hearts® -related issues, to scan the landscape of current activities locally, to learn about successful approaches others have used, to identify assets and opportunities, and to develop a set of strategies and priorities and the beginning of an action plan.

Each local health department will have different partners and different needs, but in general, these are the steps to begin planning a Stakeholders Workshop:

- I. Assemble a planning team – Usually this will include individuals from the local health department chronic disease unit assigned to work on heart disease prevention, but may also include staff working on diabetes or obesity prevention, community transformation, or health care quality improvement. The team may also include external

- d. Current activities in this area – what are other local health departments or communities doing to address this focus area? Is there a successful example in the community that you can highlight?
 - This may include a brief discussion of the CDC domains that local health departments are now working in, so partners have an understanding of the changes that have occurred recently in local chronic disease programs.
 - V. Survey participants – you may wish to do a brief survey of participants before the workshop about their activities in the focus area, and share that during the Workshop.
 - VI. Planning
 - a. Large group discussion to develop list of potential strategies to address the focus area, based on current efforts, or gaps in those efforts. Once a list is developed, the group, either through a facilitated consensus or by voting, can select two to four priorities.
 - b. Small group action planning – partners can be broken into two to four small groups to begin identifying action steps to begin each selected priority strategy. Use of an action planning form can be helpful here, to identify who should be involved, first and second steps, timeline, etc.
 - c. Wrap up and next steps – let partners know what to expect, including that they will now be part of a smaller workgroup to begin addressing the strategies that were developed.
- Managed care organization
 - Area Health Education Centers
 - Local Business Group on Health
 - School of Pharmacy
 - School of Public Health
 - Health equity advocacy groups
 - Local Department of Health
 - Community-based organizations
 - Professional organizations (American College of Cardiologists local chapter, local pharmacy association, local academy of family practitioners)
 - Regional office of the Department of Health and Human Services
 - Quality Improvement Organization

There may be other specialized organizations within your local community that would also be critical stakeholders to invite to an initial workshop. Look critically at the objectives for the meeting—what types of partners are needed for the discussion to help make this a successful workshop?

WORKSHOP SPEAKERS

To make the Million Hearts® Stakeholders Workshop meaningful to the participants, have as many speakers as possible from local organizations. A welcome from the Local Health Officer and/or a political leader demonstrates support for the work. Look for successful local projects in the focus area you have selected, and invite those organizations to present their work. Speakers from local organizations can briefly discuss their current efforts related to your area of focus, even if they have not yet been successful. It's important to give Workshop participants an idea of the activities happening around the local community that can be added to, replicated, or spread.

A welcome and Million Hearts® overview can be provided by the Regional Health Administrator, who represents the federal Health and Human Services Agency. This connects your efforts to the larger, nationwide Million Hearts® activities, presented by someone familiar with your local community and its needs and challenges.

A skilled facilitator is key, especially for the group discussions in the afternoon. Someone familiar with your community and its activities is best; the facilitator should also be familiar with the Million Hearts® initiative. If you have more than 20 participants, you may need two facilitators.

LIST OF STAKEHOLDERS

Given the focus of Million Hearts® is both the health care system and linkages between the clinical and community settings, it is important to consider a variety of stakeholders to attend the initial Million Hearts® workshop.

- Local health departments
- Community health centers/CHC networks
- Health systems
- Hospital systems
- Health insurers—private and Medicaid
- Health insurance exchange
- Health information exchange/health information organizations
- Organization focused on statewide health care reform



FOLLOW-UP ACTIVITIES – STRATEGY WORKGROUPS

Once the Million Hearts® Stakeholders Workshop has ended, you should have two to four priority strategies to take action on; each strategy needs a workgroup. You should get commitments from Workshop participants to become part of a workgroup, although not everyone attending will agree to take part. The invitation to the Workshop should make clear that you are looking for ongoing support, not just a one-day attendance. This will boost the number of commitments you have at the end of the Workshop.

Each workgroup will need support – someone to schedule and facilitate meetings, arrange conference call lines, take notes and disseminate information between calls. This need should be discussed and determined by the Workshop planning team; don't expect to get this level of commitment during the Workshop. Often, the local health department chronic disease unit can provide this support, but this may not be the case for every community. You may want to consider rotating support among the primary members of the planning team.

Once the workgroup members and support staff are identified, it is time to hold the first meeting. Possible agenda items to include are:

- Determine clear and concrete long-term goals and short-term objectives – this will be what drives the rest of the work. Look at what is feasible in the local community, what small part of the long-term goal can be achieved in the next 12 to 18 months. This will likely be the major focus of the first call.
- Determine who else needs to be involved, based on the goals and objectives.
- Decide what information you need to move forward and where to get it.
- Assign tasks to each member, to be reported on the next call, or via email before the next call.
- Develop a timeline of activities that have to occur to meet your objectives, and set up a meeting schedule to get the work done within that time.

This is a workgroup, not an advisory committee, so members should expect to do some work in between meetings.

SUCCESS STORIES

After conducting a workshop, be sure to share your success story using the template provided in Appendix B.

TECHNICAL ASSISTANCE WITH A LOCAL STAKEHOLDERS WORKSHOP

The National Association of County & City Health Officials (NACCHO) can provide for your workshop. See Section 4.5 of this guide for more information.

Section 3: Local Examples and Lessons Learned

A number of local health departments are integrating efforts with healthcare partners to address components of Million Hearts®, particularly around blood pressure control. The examples below were developed through interviews with key staff at each local health agency and their healthcare partner organizations. Topics addressed in the case studies include key activities, how the local health agency and its healthcare partner organization are integrating efforts to address components of Million Hearts® efforts to address health equity, resources required, measurement and data collection, sustainability facilitators and challenges, and recommendations to help other local health departments implement similar initiatives. For more information, along with the full case studies and webinar archive, please [click here](#).

3.1. Denver

DENVER PUBLIC HEALTH

The [Denver Public Health Department](#) has done considerable work in elucidating the role patient navigators could play in promoting cardiovascular health in their communities and leveraging their community partnerships to achieve a number of objectives.

- **Exploring the Role of Patient Navigators:** In a study conducted from 2007-2009, Denver Public Health found that there were improvements in nutrition-related behaviors and a decrease in the Framingham Risk Score, evidencing the considerable impact individualized counseling and facilitated linkage to community resources by patient navigators could achieve.
- **Working with Community Partners to Transform the Community:** Through the Community Transformation Grant and their community partnerships, Denver Public Health is focusing on promoting several important objectives such as smoke-free living, healthy eating, active living, clinical preventive services, and healthy and safe environment.

3.2. Philadelphia

PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH

The [Philadelphia Department of Public Health](#) faces a health care environment dominated by a lack of collaboration among larger payers, health systems, and fragmented health information sources. Through a multi-sector approach, the Philadelphia Department of Public Health aims to achieve goals aligned with Million Hearts®.

- **Targeting Multiple Sectors to Achieve a Broad Impact:** Get Healthy Philly is an initiative that focuses on multiple health behavior goals across the city. Some of the programs include lactation support, healthy corner stores, wellness in schools, placing bike racks throughout the city, training restaurants to reduce sodium content, and employer-focused effort to reduce medication copayments for hypertension, cholesterol, and smoking cessation measures.
- **Sharing Data to Gain Perspective and Promote Collaboration:** The Philadelphia Department of Public Health worked with insurers, health systems, and providers in the region to collect data on hypertension and cardiovascular disease prevalence. This information was used to launch a new initiative, “Know your numbers”, which aims to increase awareness of free health screening throughout the city.

3.3. Washington, D.C.

DC DEPARTMENT OF HEALTH

The [District of Columbia Department of Health](#) is addressing the burden of cardiovascular disease by aligning with Million Hearts®, dedicating efforts to foster clinical innovations, and expanding community initiatives to support healthier behaviors. The efforts are focused around policy and environmental approaches, health system interventions, and community-clinical linkages.

- **Foster Clinical Innovations:** Quality management of ABCS by partnering with QIO and other cardiac stakeholders in the area; incorporation of health care extenders to promote medication adherence, patient education, and navigation services.
- **Expand Community Initiatives to Support Healthier Behaviors:** Partner with local workforce associations to enhance the community health workforce and increase access to self-management programs and support in community settings; intervention focused on barbershop-based blood pressure and diabetes screening, education, and navigation to follow-up care specifically targeting African-American males; enhancing accessibility of healthier food options through delivery of fresh produce to corner stores in high traffic locations and a voucher program implemented at community education sessions.

3.4. Southern Nevada

SOUTHERN NEVADA HEALTH DISTRICT

The [Southern Nevada Health District](#) embraced an innovative approach in promoting Million Hearts® messages and activities through the social media platform. They were able to leverage their community, clinical, and faith-based partnerships to communicate Million Hearts® messages to diverse, low socioeconomic communities.

- **Utilizing Free Social Media Outlets:** The Southern Nevada Health District used Facebook, Twitter, their blog, and their website to provide tools and resources to promote reduction in sodium intake, adequate blood pressure management, and increased physical activity.
- **A Dually Focused Approach to Compiling Resources:** Since preventing and managing cardiovascular disease requires collaboration between the patient and clinical provider, the resources compiled by the health department address the needs of both as well. Patient tools include a sodium intake calculator, a blood pressure journal, risk tests,

and more. Clinical provider tools include patient education resources as well as contact information for nutrition and exercise programs in the area.

3.5. Lessons Learned and Recommendations from Local Health Departments

Don't reinvent the wheel: Find out what resources and partners exist within the local community.

- **Involve target populations/audiences in planning and tool development:** Getting physician and target patient population input on barriers, needs, and language are key to developing the most effective tools and materials.
- **Emphasize cultural sensitivity:** Be very wary of unintentionally playing into stereotypes and cultural sensitivities. Take the time and effort to ensure materials are culturally sensitive to the specific population you are serving.
- **Improve payer reimbursement for high quality preventive care:** Payers should support reimbursement for the high level of preventive care and counseling for cardiovascular disease.
- **Set a big table:** Bring together stakeholders from across sectors, including inside and outside of public health. Be sure to engage leaders at the "grasstops" such as elected officials.
- **Focus on shared goals:** Public health and healthcare partners have shared interests and goals. Take the time to identify and develop common goals up front.
- **Build on existing initiatives:** Particularly in times of resource scarcity, building on the work of both public health and healthcare partners is key to maximizing impact. Leverage initiatives that are already funded and figure out how to incorporate Million Hearts® goals into those. Don't duplicate efforts with partners, but find ways to leverage each other's work.

Section 4: NACCHO Resources

4.1. Model Practice Database

NACCHO's [Model Practices Database](#) is an online, searchable collection of innovative best practices across public health areas. These practices allow you to benefit from your colleagues' experiences, to learn what works, get strategies on how to re-implement effective programs with good results, and save time and resources.

4.2. Million Hearts® Toolkit

NACCHO hosts a free, online collection of local public health tools produced by members of the public health community called the NACCHO Toolbox. Million Hearts® tools are also stored in the toolbox and may be accessed by anyone. While anyone can search for tools, users must log in to access, bookmark, or rate tools. Logins are free, available to all, and only take a few minutes to create. Organizations are also welcome to submit a tool for the [toolbox](#).

4.3. NACCHO Million Hearts® Webinar

NACCHO hosts two webinars to help guide health departments in implementing Million Hearts® initiatives:

- State/Local Practice-Based Successes in Addressing Cardiovascular Health through Chronic Disease Self-Management, and
- Making the Case for Coordinated Community Health Homes.

The webinars are free and accessible on [NACCHO's website](#).

4.4. NACCHO Million Hearts® Website

NACCHO has created a website to assist local health departments in joining the Million Hearts® initiative by providing resources to meet the objectives of the program. The website features resources such as webinars, a toolkit, and articles to help you educate your communities on preventive practices.

For more information on the resources NACCHO provides, [click here](#).

4.5. Million Hearts® Workshop Development

An important component of promoting Million Hearts® in your region is engaging partners to help promote healthy behaviors in the community. If you're interested in the Community Health Coalition workshop, NACCHO can provide assistance throughout the entire process:

1. Provide telephone consultation to your planning team one time to get you started or ongoing throughout the planning process.
2. Assist with development of the agenda, the speakers' list and the meeting logistics
3. Provide a list of experienced facilitators for your workshop

For more information, visit [NACCHO's website](#).



Section 5: Technical Assistance

5.1. Partnering with State Health Departments

Local health departments have considerable resources at their fingertips through state-level support. Here are some helpful tips for coordinating efforts with your state health department to help you expand your partnerships and resources for Million Hearts®.

- **Align your priorities with the state’s health plan initiatives:** You can partner with your state health department by aligning your local efforts with the statewide priorities outlined in the state’s health plan. The state health plan details the foci of statewide initiatives to improve the cardiovascular health of the entire population. Working alongside the state health department can afford you additional opportunities for collaborations with other local health departments in the state.
- **Inquire about sponsorship and funding opportunities:** The state budget may allocate funding to promote certain initiatives at a local level. Starting a conversation with the state health department may help you discover additional sources funding for your department.
- **Participate in regional Million Hearts® planning efforts:** There may be mobilization of resources and coordination of brainpower from the state-level. It would be helpful to get involved in regional projects with other local health departments to increase awareness and community participation in your initiatives.
- **Invite state health department members to your local events and meetings:** The state health department will only be able to coordinate the efforts that it is aware of; by

inviting the state health department officials to attend your local events and meetings, they may be able to facilitate partnerships with organizations that have a similar focus.

- **Plan joint activities:** The state health department has a plethora of options to support your efforts, ranging from sponsorship to facilitating partnerships to identifying speakers for events. Working with the state health department on joint events may increase the quality of your events through the larger network it provides.

5.2. Incorporating Cardiovascular Health into Chronic Disease Self-Management Programs

The resources available through Million Hearts® may be incorporated into the workshops of the Stanford Chronic Disease Self-Management Program (CDSMP). Workshop participants who have been affected by cardiovascular disease, hypertension, or stroke can benefit from the additional resources. See Appendix C for a listing of which Million Hearts® resources align with CDSMP workshops.

5.3. National Organizations

In addition to support from NACCHO and local stakeholders in your community, the following national organizations can provide Million Hearts® resources and support.

AMERICAN HEART ASSOCIATION

www.heart.org

The American Heart Association (AHA) can provide technical assistance, training, mentoring/coaching, and social networking to states and communities by AHA staff and volunteers through its National Center, affiliates and community-based offices. AHA volunteers and staff can help the public understand the importance of healthy lifestyle choices, provide science-based treatment and prevention guidelines to healthcare professionals, and educate lawmakers, policymakers and the public on evidence-based approaches to protect and improve the health of communities. AHA state level staff and volunteers can serve and/or lead your planning committees/teams, assist with stakeholder workshops, serve as speakers and offer assistance with becoming a Millions Hearts® Partner.

ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS

www.astho.org

The Association of State and Territorial Health Officials (ASTHO) can provide support to your Million Hearts® efforts or to

connect you with other states that are implementing innovative strategies. The ASTHO website features recommendations for state health agencies along with case studies and lessons learned from your colleagues.

NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS

www.chronicdisease.org

The National Association of Chronic Disease Directors (NACDD) can provide you with support in developing a Million Hearts® Stakeholders Workshop, and throughout the process:

- Provide telephone consultation to your planning team—either one time to get you started or ongoing throughout the planning process.
- Assist with development of the agenda, the speakers' list and the meeting logistics.
- Provide experienced facilitators for your Workshop, although you will need to pay for their travel costs.
- Once the Workshop is over, NACDD can provide support for your planning team, to get your workgroups underway and thriving.

NACDD can also support states in aligning the work done on Million Hearts® with the State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity, and Associated Risk Factors and Promote School Health, CDC-RFA-DP13-1305.

NATIONAL FORUM FOR HEART DISEASE AND STROKE PREVENTION

www.nationalforum.org

The National Forum for Heart Disease and Stroke Prevention (National Forum) can help your organization review opportunities where Million Hearts® goals and priorities align with your work and help you become a Million Hearts® partner. The National Forum can also assist with subject matter experts; identify effective heart disease prevention strategies and programs; connect your organization with allied organizations in other sectors (industry, government, academia, nongovernmental); provide expertise on A Public Health Action Plan to Prevent Heart Disease and Stroke; provide speakers; serve on or lead advisory and action committees. Email info@nationalforum.org for more information.

FOR MORE INFORMATION, PLEASE CONTACT:

NACCHO's Chronic Disease Program
chronicdisease@naccho.org

Appendix A: Million Hearts®

The Collaboration for Heart Disease and Stroke Prevention developed a comprehensive guide for local municipalities and counties to become Million Hearts® Partners. This package provides recommended strategies and approaches that align with Million Hearts®. To access the full document, [click here](#).

MILLION HEARTS® (MH) APPLICATION SUBMISSION SUMMARY

Name of organization:

Organization's mission and guiding principles:

Please identify which of the following areas your organization will support (please select two or more):

- Focusing on the ABCS (please identify two or more)
 - Aspirin when appropriate
 - Blood Pressure Management/Control
 - Cholesterol Management/Control
 - Smoking Cessation
- Sodium Reduction
- Transfat Reduction
- Improving the effective delivery and use of clinical preventative services
- Improving access to effective care by re-orienting health services (e.g. building public health/community and clinical practices linkages)

Briefly describe how the proposed activities support MH and will contribute to the goal of preventing one million heart attacks and strokes by 2017:

What approach(es) will your activities address? Please check all that apply.

- Developing Personal Skills/Behavior Change (e.g. blood pressure monitoring)
- Policy Development (e.g. sodium reduction policies)*
- Reorienting Health Services/System Change (e.g. building public health/community and clinical practices linkages)
- Create Supportive Environments
- Strengthening Community Action

Briefly describe how the proposed activities support MH and will contribute to the goal of preventing one million heart attacks and strokes by 2017:

* No appropriated Federal funds can be used by CDC or CDC grantees for grassroots lobbying activity directed at inducing members of the public to contact their elected representatives to urge support of, or opposition to, proposed or pending legislation or appropriations or any regulation, administrative action, or order issued by the executive branch of any Federal, state or local government.

Briefly describe how are these activities are new and/or different from your organization’s previous activities/efforts (e.g. working with a new partner, focus on community-clinical linkages etc.):

Briefly describe your target audience and anticipated reach (e.g. demographics, age group, targeted approach reaching vulnerable or at-risk populations or population health strategy etc.):

Please describe your rationale for the activities/strategies selected:

Where and how can your services be accessed (if applicable)?

Where and how can your services be accessed (if applicable)?

Are you partnering with other organization on this activity/initiative?

What is your delivery timeframe? Are your activities time limited or ongoing?

What is your evaluation plan? What are your anticipated outcomes? How will these be monitored and/or measured?

Additional submission requirements include:

- Letter of endorsement of the MH initiative from your organization.
- How you would like the name of your organization to appear on the CDC website and the URL address for your organization’s website.

QUESTIONS AND COMMENTS

If you have any questions or require assistance in completing your submission application please contact:

Laura King Hahn, Program Initiatives Manager

The Collaboration for Heart Disease and Stroke Prevention

American Heart Association/ American Stroke Association

Phone: 408.412.8825

Mobile: 650.646.1899

laura.king.hahn@heart.org

Appendix B: Success Stories

Success stories help document your program's actions, process steps, outcomes and impact on improving health outcomes. When presented effectively, success stories can demonstrate the value of your program's activities, and are a useful tool for educating stakeholders about the outcomes of your work and the results you are achieving. Sharing success stories may include capturing progress over time; educating decision makers about the impact of your program; demonstrating responsible use of resources to stakeholders; and sharing best practices with other similarly funded programs/initiatives. Success stories help us share highlights of what others can implement or enhance existing efforts.

Success stories will be shared broadly among Collaboration members and stakeholders. As you write your story, consider your primary audience(s). You may identify multiple audiences for your success story. You should recognize that their needs, interests, or concerns may differ from yours and the area(s) of focus in your success story may vary from audience to audience. What is important to them? What do they care about? What type of outcomes will be meaningful to them? How will they use your success story?

Use the template below to submit your success story via email to www.nacchostories.org.

MILLION HEARTS® IN ACTION: STRATEGIES FOR ACHIEVING MILLION HEARTS® GOALS

Agency Name:

Title of Project:

What we did:

- Overview/Challenge Addressed (describe problem or issue, including context, target audience)
- Program Description (provide a brief description of program goals, activities, strategies used, expected outcomes, etc.)

What we accomplished:

- Demonstrated Results (describe outcomes of program activities, including reach, impact, change in health outcomes, etc.)

What we learned:

- Lessons Learned (describe what other organizations seeking to implement similar programs would need to know to be successful)
- Barriers/Challenges (describe challenges or barriers encountered, if applicable)
- Success Factors/Best practices (describe key strategies used, facilitators of success)

What we are doing now:

Address, e-mail, telephone, website

Appendix C: Million Hearts® Supplemental Resources for CDSMP

Million Hearts® Supplemental Resources for Chronic Disease Self-Management Program

OVERVIEW

Million Hearts® is a national initiative with the ambitious goal of preventing one million heart attacks and strokes by 2017. The resources available through Million Hearts® may be useful to CDSMP workshop participants who have been affected by cardiovascular disease, hypertension, or stroke. Listed below are Million Hearts® resources that are good to introduce at different points throughout your CDSMP workshops. The resources can also be found at <http://millionhearts.hhs.gov/resources.html>.

ABOUT MILLION HEARTS®

Million Hearts® brings together communities, health systems, nonprofit organizations, federal agencies, and private-sector partners from across the country to fight heart disease and stroke.

Million Hearts® aims to prevent heart disease and stroke by:

- Improving access to effective care.
- Improving the quality of care for the ABCS.
- Focusing clinical attention on the prevention of heart attack and stroke.
- Activating the public to lead a heart-healthy lifestyle.
- Improving the prescription and adherence to appropriate medications for the ABCS.

WEEK 1

- [What You Need to Know about Blood Pressure](#)
- [Know the Signs and Symptoms of a Stroke](#)
- [Be One of the Million Hearts®](#)

WEEK 2

- [The Be Active Your Way: A Guide for Adults](#) (English)
- [The Be Active Your Way: A Guide for Adults](#) (Spanish)

WEEK 3

- [Fact Sheet for Health Professionals on Physical Activity Guidelines for Older Adults](#)

WEEK 4

- [My Food Diary](#)
- [Choose MyPlate](#) (English)
- [Choose MyPlate](#) (Spanish)
- [Tracking Down the Salt in Food](#)
- [MyPlate Mini-Poster](#)
- [Let's eat for the health of it!](#)

WEEK 5

- [Focus on Fruits](#) (English)
- [Focus on Fruits](#) (Spanish)
- [Make Half Your Grains Whole](#) (English)
- [Make Half Your Grains Whole](#) (Spanish)
- [Add More Vegetables to Your Day](#) (English)
- [Add More Vegetables to Your Day](#) (Spanish)
- [Got Your Dairy Today?](#) (English)
- [Got Your Dairy Today?](#) (Spanish)

WEEK 6

- [How to Use Fruits and Vegetables to Help Manage Your Weight](#)
- [How to Avoid Portion Size Pitfalls to Help Manage Your Weight](#)
- [Rethink Your Drink](#)
- [Eat More, Weigh Less?](#)



NACCHO

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The National Connection for Local Public Health

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