

## MESSAGES FOR VOLUNTARY/COMMUNITY-BASED & MEMBER ORGANIZATIONS AND ADVOCACY GROUPS

Million Hearts™ is a public-private initiative led by CDC and CMS to prevent 1 million heart attacks and strokes in the U.S. over the next five years by focusing the nation on evidence-based **community and clinical prevention** actions. Heart disease and stroke are two of the leading causes of death in the United States, making cardiovascular disease responsible for one of every three deaths in the country. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation, accounting for \$444 billion in health care expenditures and lost productivity in 2010 alone.

### Million Hearts™ priorities include:

- **Empowering Americans to make healthier choices** by preventing tobacco use and limiting sodium and trans fat consumption. This can reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.
- **Improving care** for people who do need treatment by encouraging a targeted focus on the “**ABCS**” –**A**spirin for people at risk, **B**lood pressure control, **C**holesterol management and **S**moking cessation – which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

### Your help is vital to the success of Million Hearts™:

Your help in engaging government, health care providers, consumers, and other groups at the regional, state and local level is vital to the success of Million Hearts™.

**Actions you can take to advance Million Hearts™ at the regional, state, and local levels include the following:**

- **Drive awareness of the initiative:**
  - Conduct presentations and host partner recruitment events with existing coalitions, leadership groups, advisory groups or committee meetings; push out earned media; share success stories; pledge your organization's commitment on the Million Hearts™ website <http://millionhearts.hhs.gov>, and recruit at least 20 partners to do the same.
  - One opportunity is Million Hearts™ events such as the February 21 CDC Grand Rounds broadcasted 1:00 – 2:00 PM EST. This session will be available for viewing live or archived at <http://www.cdc.gov/about/grand-rounds/> and will feature CDC Director Tom Frieden, Million Hearts™ Executive Director Janet Wright, CMS Chief Medical Officer Patrick Conway, and partner organizations and communities who are making the kinds of changes that promote cardiovascular health. Lead discussions following Grand Rounds or similar events with partners on how they can join the effort.
  
- **Align existing initiatives** and programs with Million Hearts™ goals.
  
- **Provide policy support** for related Million Hearts™ priorities, including draft sample policies (e.g. eliminating co-pays for blood pressure and smoking cessation medications, capturing the ABCS in all electronic health records, measuring ABCS in all health systems, and reporting on smoke-free and sodium reduction policies annually).
  
- **Share success stories** on the Million Hearts™ website when available.
  
- **Disseminate** consumer and provider education related to the ABCS and community prevention.
  
- **Monitor** whether progress is being made in your community.