

MESSAGES FOR STATE HEALTH OFFICIALS

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, and recruit at least 20 partners to do the same:
<http://millionhearts.hhs.gov>
- **Align existing initiatives** and programs with Million Hearts™ goals. Examples include 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.
- **Convene partners, stakeholders and policy makers** for 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.

- **Share success stories** from communities on the Million Hearts™ website when available.

Some of the existing investments in cardiovascular health that can be leveraged include:

- [Community Transformation Grants](#)
- [HITECH Act programs](#)
- [CMS Innovation Center Initiatives](#)
- Health Resources and Services Administration (HRSA) and CMS [Federally Qualified Health Center \(FQHC\) Advanced Primary Care Project and other FQHC programs](#)
- [Medicare Quality Improvement Organization \(QIO\) Program](#) initiatives, including [cardiac care learning and action networks](#) and support for provider participation in the Physician Quality Reporting System
- [Worksite wellness program](#) tax incentive programs and other employee wellness programs
- [Partnership for Patients](#) programs that address cardiovascular health transitions of care and patient self-management