



Preventing 1 Million Heart Attacks and Strokes

A Turning Point for Impact



2014



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Many of the examples in this document reflect activities conducted by organizations outside of the U.S. Department of Health and Human Services (HHS) and the federal government without funding by HHS, the Centers for Disease Control and Prevention (CDC), the Centers for Medicare & Medicaid Services (CMS), or other federal agencies. These examples are provided for illustrative purposes only and do not constitute an HHS, CDC, CMS, or other federal government activity or endorsement.

Million Hearts® Progress

2012-2014

Million Hearts® applauds the partners and supporters that are putting into action comprehensive strategies to prevent heart attacks and strokes. In this section, we highlight some key successes since 2012. We hope they will inspire you or your organization to do even more.

Sharing Million Hearts® Messages

A key objective is spreading the word about the initiative and driving individuals and institutions to adopt its tools and messages. Some key metrics include:

- More than 1 million visits to the Million Hearts® website; we also launched a **Spanish site** in 2013.
- E-newsletter distribution to more than 48,000 subscribers.
- More than 140 free downloadable resources, from infographics to heart attack survivor testimonial videos to provider tools.
- More than 63,000 Facebook fans and 15,000 Twitter followers as of August 2014.



Stay Connected

Sign up to receive the latest **news and activities from Million Hearts®** directly to your inbox.

Collaboration at the Heart of Success

Since 2012, Million Hearts® has garnered the support of many organizations, including more than 100 partners that have formally committed to specific activities, such as the Association of State and Territorial Health Officials (ASTHO), National Committee for Quality Assurance (NCQA), Association of Black Cardiologists, Kaiser Permanente, Men's Health Network, Preventive Cardiovascular Nurses Association, American Heart Association, National Forum for Heart Disease and Stroke Prevention, and many others.

The most exciting and promising collaborations in Million Hearts® bring together the complementary assets of the public health and health care sectors. Many powerful examples exist across the nation, from Maryland Million Hearts® (see box on following page) to the 10 funded state grantees and the communities where CDC and ASTHO are supporting rapid-cycle improvement projects for blood pressure control. These examples highlight how experts are coming together to put evidence-based strategies into action to improve heart health.



Employee Benefits Funds wanted to identify smokers and help them quit by joining Health eQuits, a smoking cessation intervention program launched by the New York City Department of Health and Mental Hygiene. Health eQuits paid community health centers \$20 per smoker receiving an intervention (e.g., smoking cessation counseling, nicotine replacement therapy or medications, or fax-to-quit referral to a quit line). When the program ended in March 2012, **the Funds reported** that 91% of documented smokers received smoking cessation interventions—a substantial increase from just 27% in 2010.

Now that the Million Hearts® ABCS clinical quality measures have been widely adopted by quality reporting initiatives, it is time to put these actionable data to work, driving improvement and preventing more acute cardiovascular events every day. To showcase progress on the ABCS and understand gaps, Million Hearts® has developed the **Clinical Quality Measures dashboard**. This dashboard displays data from select quality reporting initiatives at the state, HHS region, and national levels, including performance on the ABCS, demographics, and state-level comparisons. We encourage public and private partners to share aggregate data with us for display in the Million Hearts® Clinical Quality Measures dashboard or to display data on their own website in a similar manner.

Resource Spotlight

Healthy Eating and Lifestyle



Healthy Eating & Lifestyle
RESOURCE CENTER



In 2014, Million Hearts® launched the **Healthy Eating and Lifestyle Resource Center** in partnership with CDC and *EatingWell* magazine. The website features lower-sodium, heart-healthy recipes and family-friendly meal plans, with an emphasis on managing sodium intake, a major contributor to high

blood pressure and heart disease. Find and share recipes with your friends and family today.

Fast Stat

As a result of the 2012 *Tips From Former Smokers* campaign, more than 100,000 Americans quit smoking permanently, and an estimated 1.6 million smokers attempted to quit.

Changing the Environment

While working hard to improve clinical care, we also must improve the environments in which people live, learn, work, and play to make healthy living easier. Million Hearts® inspires communities to take their own action to address the cardiovascular risks associated with smoking, high sodium consumption, and trans fat intake.

Smoke-Free Environments

Cigarette smoking and exposure to second-hand tobacco smoke are major risk factors for heart disease and stroke. Since 2012, 102 U.S. communities have implemented local laws making workplaces, restaurants, and bars 100% smoke-free. Research indicates that smoke-free policies are linked to improved health: Studies have shown a 19% reduction in heart attack hospitalization rates after implementation of smoke-free laws.

Sodium Reduction

Too much sodium can increase blood pressure and the risk for heart attack and stroke. About 90% of Americans eat more sodium than recommended. Shasta County Health and Human Services, a CDC **Sodium Reduction in Communities Program** grantee, worked with the California Department of Public Health and eight independent restaurants in northern California to reduce sodium in meals, achieving a more than 26% average reduction in sodium content per meal across 15 meals offered at the restaurants.

Trans Fat Elimination

Consuming trans fat increases low-density lipoprotein (LDL, or “bad”) cholesterol, a risk factor for heart attack and stroke. In November 2013, the Food and Drug

Partner Spotlight

Measure Up/Pressure Down®

Million Hearts® proudly partners with the American Medical Group Foundation's national **Measure Up/Pressure Down®** (MU/PD) campaign to support hypertension control and improvement in medical groups and health systems nationwide. To date, nearly 150 participants delivering care to more than 42 million patients have put into action at least one of eight evidence-based care processes ("campaign planks") with a goal of achieving blood pressure control in 80% of patients with the condition by 2016. Early successes illustrate the value of using hypertension guidelines to treat high blood pressure and the ability to influence large numbers of clinicians and their patients. By improving patients' blood pressure control, 30 participating medical groups helped 30,000 more people reduce their risk for heart attack and stroke.

Administration (FDA) **tentatively determined** that partially hydrogenated oils (PHOs)—the primary dietary source of industrially produced trans fatty acids, or "trans fat"—are not generally recognized as safe for use in food, changing the classification of PHOs to "food additives." If the FDA's decision is finalized, food manufacturers will no longer be permitted to sell PHOs—either directly or as ingredients in food products—without prior FDA approval.

Addressing Health Disparities

African American adults are 40% more likely than their white counterparts to have high blood pressure and 10% less likely to have their blood pressure under control. Million Hearts® works to eliminate lingering inequities like these through projects like **100 Congregations for Million Hearts®**. This program encourages faith-based organizations to increase awareness and action around heart disease prevention and high blood pressure by designating a Million Hearts® Advocate to serve as a source for heart health information and as a connection to local health care providers and community resources. Since the program launched in 2013, 64 congregations from 10 states have committed to the program goals. **Get your congregation involved today.**



Rolland Slade

Rolland Slade is the senior pastor of Meridian Baptist Church and a Million Hearts® Advocate. He encourages his congregation and the surrounding community to improve heart health by reducing trans fat and sodium in communal

meals and adding more fresh vegetables. Pastor Slade also emphasizes the importance of medication adherence for those taking prescriptions for hypertension and high cholesterol. In 2014, he received a Live Well San Diego Public Health Champion Award in honor of his work in the community.

Million Hearts® has developed a number of tools and resources focused on at-risk populations, including a **Spanish-language website** and materials as well as information and tools for African Americans. We will continue to gather and share stories about successful strategies for closing the gap.

State Spotlight

Maryland Million Hearts®

Recognizing Million Hearts® as a valuable way to enhance existing cardiovascular health programs, some states have formed their own Million Hearts® coalitions. For example, **Maryland Million Hearts®** includes five core components affecting the cardiovascular health of all Marylanders: improving clinical care within public and private settings, strengthening tobacco control, promoting a healthy diet, encouraging workplace wellness, and incentivizing local public health action.

The Maryland Department of Health and Mental Hygiene and its public and private sector partners have created several tools and resources to support Maryland Million Hearts®, including an implementation guide for organizations interested in joining the effort that features strategies, resources, and metrics; a website; an annual symposium for partners to share best practices and reconnect; a state-specific hypertension fact sheet for consumers, and an educational cooking initiative called "ChopChop Maryland" that promotes cooking at home and family meals. We hope Maryland's efforts inspire your state to get on board.

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