



State Engagement Guide

August 2014

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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1. The Million Hearts® Initiative

Million Hearts® (<http://millionhearts.hhs.gov/>) is a national initiative to prevent 1 million heart attacks and strokes in the U.S. by 2017. Launched by the U.S. Department of Health and Human Services (HHS) in September 2011, it aligns existing efforts, as well as creates new programs, to improve health across communities and help Americans live longer, more productive lives. The Centers for Disease Control and Prevention (CDC) and Centers for Medicare & Medicaid Services (CMS), co-leaders of Million Hearts® within HHS, are working alongside other federal agencies and private-sector organizations to make a long-lasting impact against cardiovascular disease.

Million Hearts® is seeking participation from states interested in targeting improvements in clinical preventive practice and/or community prevention through the following goals:

- Improving care for people who do need treatment by encouraging a targeted focus on the “ABCS”—Aspirin when appropriate for people at risk, Blood pressure control, Cholesterol management and Smoking cessation—which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.
- Empowering Americans to make healthy choices such as preventing tobacco use and reducing sodium and trans fat consumption. This can help reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.

Actions states can take to advance Million Hearts® include the following:

- Align existing initiatives and programs with Million Hearts® goals
- Convene partners, stakeholders and policy makers for Million Hearts® for planning purposes
- Share success stories from states and communities on Million Hearts®



2. Ways to Support Million Hearts®

2.1 Background:

Chronic disease public health practitioners must make measurable contributions to the prevention and control of chronic disease – and by doing so, improve quality of life, increase life expectancy, improve the health of future generations, increase productivity and help control health care spending.

It is increasingly recognized that individual health depends on societal health and healthy communities. In addition to having strong medical care systems, healthy communities promote and protect health across the lifespan, across a variety of sectors, and through a range of policies, systems and environmental supports that put health in the people's hands and give Americans even greater opportunity to take charge of their health.

2.1.1 Alignment of State Activities with Million Hearts®

The CDC supports efforts nationwide to reduce cardiovascular disease and its related risk factors. As part of this effort, states have aligned their initiatives and programs with Million Hearts® goals and objectives. States are conducting a variety of activities in support of Million Hearts® which fall within the following categories:

- Enhancing clinical management of CVD, including focusing on the ABCS (**A**spirin when appropriate, **B**lood pressure control, **C**holesterol management, and **S**moking cessation), utilizing health information technology, encouraging improvements in care delivery (i.e., team-based care, incentives for patient outcomes, treatment protocols, etc.) and enhanced use of clinical and preventive services.
- Encouraging environmental changes aimed at reducing smoking and improving nutrition, including reducing sodium intake and eliminating trans fats from the food supply.
- Facilitating linkages between community and clinical efforts to support optimized care, prevention, and improved cardiovascular disease outcomes.
- Improving the use of data for monitoring and tracking of CVD, related risk factors, and delivery of evidenced based CVD prevention strategies.



2. Three Ways to Support Million Hearts®

2.1.2 Purpose of State Recognition

States have 2 options to be recognized for their contributions towards Million Hearts®. State recognition encourages others from the public and private health sectors to join the movement to help prevent 1 million heart attacks and strokes by 2017.

Recognizing states* efforts allows for the public and others to learn from other states actions. These efforts include the implementation of the initiatives that align with Million Hearts® commitments that contribute to the development of state success stories and individual/personal vignettes, etc.

**State = Entities owned and operated by public state government; includes territories and District of Columbia*

Being recognized as a Million Hearts® state allows for a range of benefits. These include, but are not limited to:

- Enhance Reputation
 - State, peer and public recognition as official Million Hearts® partner
 - Recognition by HHS, CMS and CDC as a partner in a high priority national initiative
- Support Strategic Goals
 - Opens door to collaboration opportunities with other Million Hearts® partners
 - Provides basis for aligning strategies, initiatives, goals and objectives
 - Provides basis for engaging with partners, such as:
 - Employers
 - Community-based organizations
 - Policymakers/community officials
 - Health systems/hospitals/medical practices
 - Payers
 - Schools
 - Offers opportunities to collaborate with organizations, from multiple sectors
 - Supports quality improvement strategies and goals, including:
 - Improve patient outcomes
 - Track organizations contributions towards Million Hearts® goal
- Boost Marketing
 - Use Million Hearts® name and logo on Million Hearts® activities
 - Opportunities to present at state, regional and national meetings/events



2. Three Ways to Support Million Hearts®

2.2 Options for State Recognition:

- 2.2.1 Contribute a Million Hearts® Success Story
- 2.2.2 Submit a Million Hearts® Commitment Statement

2.2.1 Contribute a Million Hearts® Success Story

A Million Hearts® state success story will be a summary of achievements, outcomes, and/or lessons learned from state-led initiative(s) and/or program(s) that focused on heart disease and stroke prevention. A Million Hearts® state success story can help demonstrate the value and impact of a state's leadership efforts as well as provide a mechanism for other states and/or stakeholders to see the achievements and progress across time.

A Million Hearts® state success story may describe a new or innovative effort that have promising results or outcomes (i.e., reduces blood pressure in a defined group or population), but has not necessarily been replicated yet, therefore there may be limited to no evidence base supporting it. A Million Hearts® state success story can help share highlights of what states are doing to make an impact on Million Hearts® as well as provide insight for what other states can do to implement or enhance their existing efforts.

A Million Hearts® state success story may take several forms including:

- Case study - systematic capturing of data (narrative and/or quantitative) to depict a program and its impact on CVD
- Population Level - stories highlighting the impact of CVD prevention activities on a population or group
- Personal Vignette - individual stories opinions or personal perceptions highlighting personal successes and impact of CVD prevention program

Million Hearts® State Success Stories will be gathered by AHA, and Million Hearts® Collaboration members and will be:

- Short, clear, and concise;
- Simple and readable;
- Reflecting positive change and transformation;
- Highlighting project interventions;
- Empowering for communities;
- Generating a buzz/attracts immediate attention

For more information on how to submit a Million Hearts® success story please contact Laura King Hahn at: laura.king.hahn@heart.org.



2. Ways to Support Million Hearts®

2.2.2 Submit a Million Hearts® Commitment Statement

States may submit a Million Hearts® Commitment Statement in order to be recognized and listed as a Million Hearts® partner on the Million Hearts® partner webpage. States interested in submitting a Million Hearts® Commitment Statement are asked to review their mission and portfolio, and identify specific steps they will take to support the Million Hearts® goal.

1. Please provide the name of your organization, and URL address of your organization as you would like it to appear on the website
2. Please describe in 1-2 sentences your organization's mission.
3. Please describe in a bulleted list each specific activity your organization is committing to doing to help Million Hearts® reach its goal.

Hint: Each bullet should have a 1-4 sentence description, be clear and concise, and could include information such as:

- A description of the specific activity;
- Who the activities will reach (i.e., health care providers, employees, patients, public, community members);
- How the activity will contribute to the goal of preventing one million heart attacks and strokes by 2017;
- The timeframe in which the activities will occur;
- How the outcomes will be monitored and measured.

4. Please define the issue that your state program/activities address.

Hint: Describe the problem being addressed and its importance, use data to frame the problem, including health burden and economic costs, and specify the affected population using local statistics and other information.

Note: Your commitment should be 1 page in length. Once received, the commitment statement will be reviewed for follow-up questions. Once it has been approved it will be posted on the Million Hearts® website.

For more information on how to submit a Million Hearts® commitment statement please contact Laura King Hahn at: laura.king.hahn@heart.org.



2. Three Ways to Support Million Hearts®

Sample Million Hearts® Commitment Statement:

Pennsylvania Department of Health

www.health.state.pa.us

The Pennsylvania Department of Health's mission is to promote healthy lifestyles, prevent injury and disease, and to ensure the safe delivery of quality health care for all citizens of the Pennsylvania Commonwealth.

Pennsylvania is committed to helping HHS reach the Million Hearts® goal of preventing 1 million heart attacks and strokes in the United States by 2017. To do our part in the Million Hearts® initiative, the Pennsylvania Department of Health will support the initiative in the following ways:

- Support systems change to increase the number of patient-centered medical homes and utilize health care extenders.
 - Form partnerships to begin incorporating pharmacists into health systems and the patient-centered medical home.
 - Provide trainings to pharmacists ensuring consistent service statewide.
- Reduce sodium consumption.
 - Form a sodium reduction work group to assess the current food environment; identify opportunities and barriers; and write, implement, and evaluate procurement policies.
 - Establish procurement guidelines for cafeterias, vending and concessions over which the Commonwealth has procurement control.
- Reduce tobacco use and exposure to second-hand smoke by implementing practices from the CDC's Best Practices for Comprehensive Tobacco Control Programs with an emphasis on systems and environmental approaches.
- Educate partners and the public about the Million Hearts® initiative.
 - Raise awareness of the Million Hearts® initiative, by sharing Million Hearts® resources and creating a webpage to store this information.
 - Plan and host a Million Hearts® workshop to educate partners on the Million Hearts® initiative, learn about partners activities contributing to the Million Hearts® goals, and brainstorm on potential collaborative projects and strategic planning for identified priorities.



2. Three Ways to Support Million Hearts®

2.3 Connect, Share, and Collaborate on Million Hearts® Activities

All states are encouraged to do the following:

- [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®.
- Sign up to join the Million Hearts® movement on the [Community Commons](#) website

Many organizations at all levels are hearing about Million Hearts® and are committing to various Million Hearts® Goals. Helping these organizations find each other is a main function of Community Commons (<http://www.communitycommons.org/>). Community Commons is a web-based interactive mapping, networking, and learning utility where you can highlight your organization's Million Hearts® activities; share ideas and best practices; and collaborate with other organizations in your community. Individuals can register and join the Million Hearts® hub profile. We encourage you to post your Million Hearts® activities, questions, and comments on Community Commons. By joining the Group, you can:

- ✓ Highlight the work your organization is doing to prevent heart disease and stroke
 - ✓ Connect and collaborate with organizations in your state, community, or sector
 - ✓ Learn about other organizations' successes to guide your organization's work
 - ✓ Share heart disease and stroke prevention resources and best practices
- Disseminate the Million Hearts® Collaboration for Heart Disease and Stroke Prevention's monthly messages through your 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.



3. Lessons Learned from States

A number of states 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 state health agency and their healthcare partner organizations. Topics addressed in the case studies include key activities, how the state 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 states implement similar initiatives. For more information, along with the full case studies and webinar archive, please visit:

<http://www.astho.org/Programs/Prevention/Chronic-Disease/Million-Hearts/>.

3.1 New York

The New York State Department of Health (NYSDOH) is partnering with its state quality improvement organization (QIO), IPRO (formerly the Island Peer Review Organization), to implement [New York's Cardiovascular Population Health Initiative \(NY CPHI\)](#). CPHI is a program required for each state's QIO to implement through its Center for Medicaid and Medicare Services funding. The CPHI aims to reduce risk factors and improve health outcomes for patients with CVD or at high risk of developing CVD in approximately 150 practices across the state through quality of care improvement at the practice level. These improvements will be achieved by providing technical assistance and practice support to enhance access and continuity of care, identify and manage practices' patient populations, plan and manage care, provide self-care support and community resources, track and coordinate care, and measure and improve performance around the ABCS.

3.2 Ohio

Stemming from a 2006 report indicating that African-American males in Ohio (OH) experience more than twice as many fatal strokes than any other population in the state, the OH Department of Health (ODH) and the Ohio Academy of Family Physicians (OAFP) partnered to develop a toolkit designed to improve screenings, prevention, and treatment rates for hypertension and high cholesterol among African-American adult males. The toolkit, titled ["Check It, Change It, Control It: Your Heart Depends on It."](#) provides patients with culturally appropriate educational information to increase cholesterol and blood pressure management and physicians with information to improve communication with African-American male patients surrounding these health concerns. It was recently piloted in 10 primary care practices across the state, and results of the pilot are currently being analyzed.



3. Lessons Learned from States

3.3 Maryland

The Maryland Million Hearts® Initiative is a broad state-level effort led by the Maryland Department of Health and Mental Hygiene Million Hearts® that leverages existing initiatives and engages many partners across sectors to support five core components affecting the cardiovascular health of all Marylanders. These five core components are: *improve clinical care, strengthen tobacco control, promote a healthy diet, address workplace wellness, and incentivize local public health action.*

To hear more about this project, the website noted above also has an archive of a webinar entitled, ["The Maryland Department of Health and Mental Hygiene Works with Partners to Support Million Hearts®."](#)

Presenters provided updates on ongoing and new programs and initiatives that focus on preventing heart disease and its risk factors - high cholesterol, high blood pressure, obesity and tobacco use - and promoting healthy lifestyles. They also discussed how the collaboration between Delmarva Foundation, a QIO, and the Maryland Department of Health and Mental Hygiene can serve as a model for CMS-and CDC-funded entities at the state level aiming to improve quality of care and decrease health disparities.



3. Lessons Learned from States

3.4 Lessons Learned From the State Case Studies

1. Collaboratively define metrics for your state

Agreeing up front on how to define success and whether all or some of the Million Hearts® should be tracked makes the entire data collection and analysis more efficient and reduces burden on practices. This is true not only for external groups requesting information, but also across Electronic Health Records (EHR) systems.

2. Maintain longevity of focus and resources allocated to improve cardiovascular health

Improving cardiovascular care at a systems level is complex and takes a long time. Shifting focus and resource allocation every few years does not support lasting, sustained change. Specifically, CMS should continue requiring focus and resource allocation toward cardiovascular disease in its next statement of work for QIOs.

3. Leverage public health-healthcare system partnerships

Forming public health-healthcare system partnerships results in a more robust initiative because it is able to leverage the unique assets and resources of each partner. Make the effort to reach out to healthcare partners early, and commit to cultivating long-term partnerships that continue beyond individual projects or initiatives. Develop key contacts at partner organizations so it is easier to reach out.

4. Don't reinvent the wheel

Find out what resources and partners exist in the state.

5. Target both providers and patients

Addressing cardiovascular disease is a partnership between the patient and clinical provider, so initiatives should support that partnership by addressing the needs of both physicians and patients.

6. 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.

7. 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.

3. Lessons Learned from States

8. Improve payer reimbursement for high quality preventive care

Payers should support reimbursement for the high level of preventive care and counseling for cardiovascular disease.

9. Set a big table

Bring together stakeholders from across sectors, including inside and outside of public health. Be sure to engage leaders at the “grassstops” such as elected officials.

10. 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.

11. 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.

4. Key Recommendations

The Association of State and Territorial Health Officials (ASTHO) recently convened an *Expert Roundtable on the Role of Public Health to Support Million Hearts®*. Members of the Expert Roundtable included state health officials, chronic disease directors, ASTHO affiliates, federal partners, academia, and provider organizations. Specific recommendations and key themes from the roundtable include:

- Catalyze policy and environmental change
- Convene a wide variety of stakeholders
- Raise awareness, educate, and engage patients, providers, and other stakeholders
- Improve and integrate metrics and data management
- Expand coverage for preventive services and integration efforts
- Consider alternative funding mechanisms to sustain efforts
- Identify and promote models that leverage “natural integrators”
- Identify, develop, and share success stories, tools and resource

5. Million Hearts® Stakeholders Workshop

5.0. Million Hearts® Stakeholder Workshop

A key component of promoting Million Hearts® in your state is by engaging partners to address the ABCS, either as part of a statewide coalition, or through independent initiatives. One way to enhance partner engagement is by sponsoring a one-day Million Hearts® Stakeholders Workshop. This workshop brings partners together to focus on **one or two aspects** of Million Hearts® related issues, to scan the landscape of current activities in the state, 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.

State Health Departments can use a Million Hearts® Stakeholders Workshop to enhance their activities in Health System Interventions (Domain 3) and Community-Clinical Linkages (Domain 4) as outlined in the CDC Funding Opportunity Announcement (FOA) *State Public Health Actions/1305*. Selecting a focus area for the Workshop that aligns with Million Hearts® and with SPHA/1305, such as improving hypertension control in the primary care setting, or reducing sodium in the retail food environment, allows the state to engage specific partners in these endeavors, and work with those partners on new strategies.

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

1. Assemble a planning team

Usually this will include individuals from the state chronic disease unit assigned to work on heart disease prevention, but they may also include staff working on diabetes or obesity prevention, community transformation, or health care quality improvement. These planning team members may include state staff working in Domains 2, 3 or 4 in SPHA/1305, depending on the Workshop focus areas. The team may also include external partners such as the American Heart Association or the state 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.

2. 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



7. Million Hearts® Stakeholders Workshop

- c. Promoting the use of community-based pharmacists or community health workers in blood pressure control or cholesterol management
- d. Promoting team-based care or patient centered medical homes
- e. Promoting the tracking, monitoring and reporting of blood pressure control rates in a primary care or clinic practice through the use of electronic health records, registries, or other health information technology
- f. Reducing the number of patients who have hypertension but are not yet diagnosed

3. 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 state fit into the national work going on? You may want to invite the Regional Health Administrator from the federal Department of Health and Human Services Regional Office to provide this session.
- c. Discussion of the areas of focus – partner need to know why these areas were selected. You may review the burden in the state, the requirements of your CDC funding, the momentum you want to build on, etc. This session could also include a brief description of the SHD's relevant work in the focus area, in order to engage new partners in your current efforts. This may also include a brief discussion of the CDC domains that states are now working in, so partners have an understanding of the changes that have occurred recently in state chronic disease programs.
- d. Current activities in this area – this can include an overview of the focus area(s) selected, and specific examples of successful projects in your state, with data demonstrating effectiveness. For example, if your focus area is improving blood pressure control for patients with hypertension, you can begin the session with a description of the challenges, and the potential solutions. This can be followed by presentations from providers in your state who have shown success in implementing these solutions.
- e. 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, two to four priorities can be selected by the group, either through a facilitated consensus or by voting.



7. Million Hearts® Stakeholders Workshop

- f. 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.
- g. 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.
- h. A written report detailing the discussions and selected priorities and strategies should be sent to participants as soon as possible after the Workshop. This will help maintain momentum and partner engagement.
- i. States may then decide to continue that momentum by having partners participate in ongoing conference calls or meetings, to begin implementing the strategies.

7. Million Hearts® Stakeholders Workshop

5.1. List of Stakeholders

Given the focus of Million Hearts® includes the community, 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. Stakeholders should be determined by the focus area selected, but consider including the following:

- 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
- Managed care organization
- Area Health Education Centers
- State Business Group on Health
- School of Pharmacy
- School of Public Health
- Health equity advocacy groups
- State Department of Health
- Voluntary organizations (American Heart Association, for example)
- Professional organizations (American College of Cardiology state chapter, state pharmacy association, state academy of family practitioners, for example)
- Regional office of the Department of Health and Human Services
- Quality Improvement Organization

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



7. Million Hearts® Stakeholders Workshop

5.2. Workshop Speakers

To make the Million Hearts® Stakeholders Workshop meaningful to the participants, have as many speakers as possible from state organizations. A welcome from the State 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 state 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 state 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 state and its needs and challenges.

A skilled facilitator is key, especially for the group discussions in the afternoon. Someone familiar with your state 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.



7. Million Hearts® Stakeholders Workshop

5.3 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 state health department chronic disease unit can provide this support, but this may not be the case for every state. 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 state, 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 you 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.



6. State Activities Database

6.1 Colorado

[Colorado Department of Public Health and Environment](#) (CDPHE) hosted a Million Hearts® Stakeholders Workshop in December 2012. Participants included CDPHE staff as well as about 50 individuals representing 31 organizations. The purpose of the 1-day workshop was to improve capacity through knowledge and improved competencies of state partners to address strategy options targeted to address the goals of the Million Hearts® Initiative, and to build collaboration and consensus among Colorado partners implementing strategies that address the goals of the Million Hearts® Initiative. CDPHE staff decided prior to the workshop that they would focus the workshop on blood pressure and, as such, sought to identify a prioritized set of blood pressure-related strategies related to both the health systems and the clinical-community linkages domains. Staff from CDPHE identified the types of partners to invite and worked with facilitators to finalize the agenda for the workshop.

The morning established the framework for the day, including providing an overview of both Million Hearts® and CDPHE's work in the context of the four CDC Domains. In addition, CDPHE identified three partners to give presentations on the blood pressure-related work they had conducted; the partners represented work in the two major CDC domains that CDHPHE was focusing on—health systems and clinical-community linkages.

The partners attending the stakeholder meeting were able to identify additional activities being conducted to address hypertension, as well as where there may be gaps. The attendees then identified goals of a Million Hearts® Colorado initiative, and potential strategies for reaching these goals. The attendees prioritized the strategies — reimbursement, education, and awareness, — and have followed up with work groups to begin to refine and implement the strategies.

6.2. Wisconsin

In March 2013, the [Wisconsin Heart Disease and Stroke Alliance](#) met to discuss the merits of beginning a statewide Million Hearts® initiative in Wisconsin. Unlike Colorado, Wisconsin chose to begin with a small, already well-established coalition, to explore the feasibility of an initiative, and if agreeable, to begin to outline its elements and outcomes. Participants represented community and professional organizations, state and county public health, health care, a pharmaceutical company and the state medical society. After reviewing Million Hearts® strategies and principles for collective impact, attendees generated a high-level inventory of organizational assets, gaps and promising practices in four areas related to elements in the national initiative:

- Communications



7. Million Hearts® Stakeholders Workshop

- Patient engagement
- Team-based care
- Clinical quality improvement

Through small and large group work, participants generated these observations and recommendations:

Observations

1. Million Hearts® is fertile common ground.
2. There is a broad list of potential partners.
3. Building a sustainable infrastructure is paramount.
4. Focus on Hypertension.
5. Clearly define the target population for the campaign.
6. Aim for bold, shared performance measures.

Recommendations for Their Next Steps

1. Form a Steering Committee.
2. Secure partners and project sponsors.
3. Inventory hypertension screening, management and lifestyle support activities in the state.
4. Develop a Million Hearts® Clearinghouse website.
5. Analyze hypertension data (prevalence, claims, and control rates) to deepen understanding of hypertension “hot spots” and high-risk populations.
6. Explore opportunities for a custom Heart Health App, similar to the one created by meeting participant, Marshfield Clinic.

The National Association of Chronic Disease Directors has developed an activities database (<http://chronicdisease.site-ym.com/?databasebase2public>) that captures initiatives that the state departments of health are engaged in related to blood pressure. For states that are not sure where to begin to work on Million Hearts® activities related to blood pressure, this is a helpful place to start. Activities currently in the database can be searched by state or by more specific criteria, such as the type of initiative (e.g., quality improvement, pharmacist, self-measurement of blood pressure). Contact information for the person who submitted the activity is included, so others may contact them for more detailed information. The database includes activities and success stories related to several chronic conditions.



8. State Partners Recognized on the Million Hearts® Website

Below are some of the state organizations listed as Million Hearts® partners on the website:

State Health Department

- [Arkansas Department of Health \(ADH\)](#)
- [Maryland Department of Health and Mental Hygiene](#)
- [New York State Department of Health](#)
- [Pennsylvania Department of Health](#)
- [Virginia Department of Health](#)

Universities

- [The Ohio State University](#)
- [University of Minnesota-Minnesota Heart Health Program: Partners in Prevention](#)



9. Technical Assistance

9.1. American Heart Association

<http://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.

9.2. Association of State and Territorial Health Officials

<http://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.

9.3. National Association of Chronic Disease Directors

<http://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:

1. Provide telephone consultation to your planning team—either 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 experienced facilitators for your Workshop, although you will need to pay for their travel costs.
4. 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*.



9. Technical Assistance

9.4. National Association of City & County Health Officials

<http://naccho.org/>

The National Association of City & County Health Officials (NACCHO) can provide assistance in developing Community Health Coalition Workshops and assistance with coordinating state chronic disease plans with local community health improvement plans.

9.5. National Forum for Heart Disease and Stroke Prevention

<http://nationalforum.org/>

The National Forum for Heart Disease and Stroke Prevention (National Forum) can help you identify national, regional and local clinical and public health subject matter experts; identify effective heart disease prevention strategies and programs; connect your organization with allied organizations in other sectors (industry, government, academia, nongovernmental); expertise on A Public Health Action Plan to Prevent Heart Disease and Stroke; provide speakers; serve on or lead advisory and action committees; and assist with becoming a Millions Hearts® Partner.

