

# Michigan Cardiovascular Alliance

Tuesday, May 5, 2009

2:00 p.m. – 4:30 p.m.

**Michigan Public Health Institute  
Interactive Learning Center**

2436 Woodlake Circle, Suite 380

Okemos, MI

517- 324 -7345



**Michigan  
Cardiovascular  
Alliance**

## Agenda

	<b>Registration, Return Endorsement Form and Refreshments</b>	
2:00	<b>Welcome and Meeting Purpose Review</b>	<i>S. Chase &amp; M. Fendrick</i>
	<b>Strategic Plan Document</b>	<i>V. Theisen</i>
	<i>A Vision for Michigan 2009-2014: A Public Health Plan for Heart Disease and Stroke</i>	
	<b>Feedback Summary from Town Hall</b>	<i>C. Demitz</i>
	<b>Strategies Review</b>	
	<ul style="list-style-type: none"><li>• <b>Public/Patient Awareness</b></li><li>• <b>Professional Education</b></li><li>• <b>Systems Change</b></li></ul>	<i>C. Demitz P. Heiler D. Whiton/E. Worden</i>
	<b>Overview of Prioritization</b>	<i>S. Chase</i>
3:10	<b>Break</b>	
	<b>Voting on Priorities</b>	<i>All</i>
	<ul style="list-style-type: none"><li>• <b>Public/Patient Education Awareness Priorities</b></li><li>• <b>Professional Education Priorities</b></li><li>• <b>Systems Change Priorities</b></li></ul>	
	<b>Discussion about Priorities</b>	
	<b>Dissemination Strategies</b>	<i>C. Demitz</i>
4:30	<b>Next Steps and Discussion</b>	<i>V. Theisen</i>

Next Meeting Date: Possibly Week of September 21. Future meetings in January and May 2010.

*Please be sure to return your evaluation. Thanks!*



**Attendance:** Sandra L. Chase, Mark Fendrick, Victoria Russo, Sandy Waddell, Philippa Clark, Morgan Martin, Brenda Marenich, Beth Anderson, Robert Ross, Jay Fiedler, Mary Anne Ford, Jo Doerr, Marianne Morrissey, Alice Betz, Patricia Heiler, Diane Whiton, Christi Demitz, Sia Bangura, Henry Miller, Velma Theisen, Eileen Worden, Jill Scott-Gregus

- **Welcome and Meeting Purpose Review** – Sandra Chase & Mark Fendrick  
Since March 5 meeting, strategies have been revised. The purpose of the meeting is to 1) review strategic plan document and receive approval from Alliance members; 2) review final strategies and vote; 3) discuss dissemination plan.
- **Strategic Plan Document** – Velma Theisen  
We have a series of strategic plans focusing on CV disease prevention. It will be six years since the last strategic plan. We plan to generate regular reports over the next five years so partners know what progress has been made to accomplish the plan strategies. Alliance members' vote determined the plan title: *A Vision for Michigan: A Strategic Plan for Heart Disease & Stroke, 2009-2014*. The burden document information was used to develop strategies information. We had great support from co-chairs of the work groups: Sandra Chase, Mark Fendrick, Mary Anne Ford, Rebecca Blake, Robin Roberts, and Marianne Morrissey. Significant feedback received at the Town Hall meeting, and it helped further develop the strategies. We are fortunate to have such a strong partnership in Michigan and to have internal collaboration, such as genomics and epidemiology. Michigan is the first to recognize sudden cardiac death in the young, one of two states elected to work on GIS, and we have a strong history of worksite programs.

A draft document was sent to members for review prior to the meeting. Comments will be taken until May 13. An overview of the document was present for attendees. Members were directed to the *Call to Action* (page 33) for examples of how partners can support strategic plan. Also requesting partners to complete a *Partner Organization Endorsement Form*.

Attendees were asked for feedback on the model that was created at the August 2008 meeting showing the strategic plan priorities, workgroup focus, and settings. It was suggested the labels be flipped so they're readable and add settings to the model (healthcare, worksite, community). In addition, be sure all dimensions of the model are reflected.

Attendees were also asked for input on the plan format and graphics. Suggestions included using real pictures/people. Use graphics/layout to make it less sterile and more inviting. Use quotes throughout the document to represent thoughts. Use colored boxes to help highlight key information. Anecdotes are always powerful. Consider using journal article case studies. Reading level should be checked.

- **Feedback Summary from Town Hall** – Christi Demitz  
We integrated much of the feedback received from the evaluation and the feedback session at March 5 meeting into this revised strategic plan document. This information helped to clarify some of the strategies. A copy of the evaluation results and a summary of the feedback session were distributed and reviewed at the meeting. A suggestion was made to change the title of the document from *A Vision for Michigan: A Public Health Plan for Heart Disease & Stroke - 2009-2014* to *A Vision for Michigan 2009 - 2014: A Strategic Plan for Heart Disease & Stroke*. The term "public health" might have

different meaning for different readers. The majority of attendees agreed, and the title of the document was changed.

- **Strategies Review**

*Public Awareness* – Overview given by Christi Demitz

*Professional Education* – Overview given by Patricia Heiler

*Systems Change* – Overview given by Diane Whiton and Eileen Worden

- **Overview of Prioritization** – Sandra Chase

Attendees were asked to vote for up to three strategies *per workgroup* they felt were achievable and feasible to accomplish during the next fund year (October 2009 – September 2010). Members should consider maximizing reach and outcomes.

- **Discussion about Priorities** – Mary Anne Ford

Attendees were asked for feedback on the voting process. Was the process effective?

- It wasn't easy making the decision and people are looking at it from different professions.
- Systems change has more strategies.

Did people put dots on areas that had no dots?

- No, my vote wouldn't count if I put it on one that didn't have any dots.

Do staff from workgroups have thoughts about it?

- It's helpful for us to see what we should focus on.

Would people have preferred to vote for one category?

- That would be easier. It helped me re-focus again.
- The fewer choices helped see what was doable in a year.

The process now is to have the non attendees of today's meeting the chance to vote. We will send an online survey for voting with a deadline of one week.

Complements to Velma for having gotten it done in 6 months.

- **Dissemination of Strategies** – Christi Demitz

The plan should be printed by mid July. It will also be posted on the CVH website, so you can send people to it. Are there other ideas about dissemination?

- The Call to Action is a great jumping off point.
- We plan to have a reflection of this vote in the plan.
- The Call to Action may allow you to do shorter term priorities.
- Updates are important so that it's not just something someone puts on the shelf.
- We can do it annually like the CVD Fact Sheet – another vehicle that we talked about developing a template which could be like a report card in another 2-3 years out.
- Need a piece to present to legislators and public. Easy to read and scan; they don't have much time.
- If you have success stories, please forward them to Christi Demitz ([demitzc@michigan.gov](mailto:demitzc@michigan.gov)) they help to speak to the legislators. There are success stories in cardiology and other places that we could throw in.
- Do you do any press releases on things like this? It's expensive and people usually don't show up, it's not typically done. The organizations and alliances could do it if they want.

- **Next Steps and Discussion** – Velma Theisen

Non-attendees will vote via survey. Some sections in the plan still need to be completed. Need to submit for approval within MDCH then submit for formal desktop publishing. Thinking mid-July if all goes well.

Plan to have 200-300 copies printed. Plan to use downloadable version as a main way to distribute. All MiCA membership will receive a printed copy, but can request more. Plan to distribute to other relevant programs, such as WISEWOMAN.

Future meetings: September 24 in the afternoon at Genoa Woods to present the projects and work plan for the coming year. Future meetings will be in January and May 2010.

- **Announcements**

**Bob Ross** - Trying to get awareness of PAD, printed 10,000 copies and getting mailing lists from nurses, physician assistants, going to get a list from Velma, etc. We have availability for free Peripheral Artery testing.

**Beth Anderson** – Working on obesity report. Four chapters: physical activity; nutrition; breastfeeding; and obesity. The CVD Fact Sheet is updated, we'll send out a message when it's available.

**Alice Betz** - Healthy Kids Healthy Michigan kick off with six priority issues. Group looking for members we can use all the support we can get. Go to

**Kidney Foundation – Hypertension Core Curriculum** – 2-3 years close to completion. Will have a draft by mid- June. Written by physicians – Bob Ross has a part in it. Various professions trying to get it rolled out in phases the latest and greatest “How to Treat Hypertension.” Dr. Norman and Dr. Flack also involved.

- **Adjourn**