

Executive Summary

A Vision for Michigan: A Strategic Plan for Heart Disease and Stroke - 2009-2014

EXECUTIVE SUMMARY

Even though we have witnessed dramatic decreases in both heart disease and stroke mortality rates over the past 50 years, heart disease remains the number one cause of death and stroke remains the third cause of death in both Michigan and the nation. The goal of this strategic plan is to achieve a “heart-healthy and stroke-free Michigan” by providing the “leadership to prevent and control heart disease, stroke and their precursors.”

This plan, developed by the Michigan Cardiovascular Alliance, will provide guidance to community groups, healthcare organizations, researchers, worksites, and other internal and external stakeholders as they collaborate on the development and implementation of projects and programs leading to improvements in cardiovascular disease outcomes for Michigan residents.

Built on evidence-based guidelines established for heart disease, stroke, and related risk factors, this plan provides a collaborative and comprehensive approach to secondary prevention and care. Six priorities determined by the United States Department of Health and Human Services Centers for Disease Control and Prevention include: 1) controlling high blood pressure, 2) controlling high blood cholesterol, 3) increasing understanding of the signs and symptoms of heart attack and stroke and calling 9-1-1, 4) improving emergency response to heart attacks and stroke, 5) improving quality of heart disease and stroke care, and 6) eliminating heart disease and stroke disparities.

The scope of work outlined by the plan is ambitious yet achievable: a future in which Michigan is heart-healthy and stroke-free. Statewide strategies identified for consideration in the first year of implementation are as follows:

- Utilize available resources that support heart disease and stroke prevention and control for patients and the public.
- Target high-risk groups, present heart disease and stroke prevention education in variety of venues and multiple communication channels, utilize lay health educators, use appropriate educational materials for targeted populations, explore alternative venues to reach the public and promoting projects that address gaps in disparities for cardiovascular disease care. For healthcare professionals, incorporate strategies and materials in educational programs that are culturally sensitive, and language and literacy appropriate.
- Encourage the public to develop a response plan for cardiovascular emergencies.
- Utilize existing community resources to promote management of high blood pressure and high blood cholesterol.
- Provide professional education to reinforce standards and treatment guidelines.

The strategies in this plan build on partnerships, current program efforts, and existing resources to build a foundation for sustainable change.



Lake Michigan Beach near Frankfort
Photo Credit: Travel Michigan

- Disseminate evidence-based protocols and screening guidelines.
- Increase awareness and usage of programs and tools that track and report patient progress.
- Ensure consistent messaging regarding signs and symptoms of heart attack and stroke and emergency response and calling 9-1-1.
- Collaborate with partners to identify best practices in cardiovascular disease care and disseminate information about models leading to improvement in healthcare in Michigan.
- Educate and engage decision and policy makers on cardiovascular disease burden and costs and implications for prevention.

To chart the progress, measurable objectives have been identified and a sample report included in the appendices with timelines for feedback.

The strategies in the plan focus on opportunities identified in three areas: public awareness, professional education, and systems change. Strategies build on existing heart disease and stroke efforts as well as initiatives implemented by chronic disease colleagues. Across Michigan, many people and organizations are engaged in work that supports the priorities of this plan. Through these partnerships and current program efforts, the strategic plan capitalizes on these collaborations and existing resources to build a foundation for sustainable change.

A Vision for Michigan: A Strategic Plan for Heart Disease and Stroke - 2009-2014 is focused on reducing disparities, utilizing existing resources, and strengthening and creating partnerships to reduce heart disease and stroke in Michigan. Success of this plan depends on collaboration between healthcare, worksite, and community settings to affect policies that ensure quality of care for those affected by heart disease and stroke, and also provide education and system re-engineering to manage and control risk factors.

