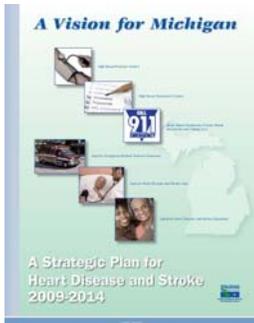


A Vision for Michigan:

A Strategic Plan for Heart Disease & Stroke – 2009-2014

What a Strategic Plan for Heart Disease and Stroke Means for You!

www.michigan.gov/cvh



What is A Vision for Michigan?

A Vision for Michigan: A Strategic Plan for Heart Disease and Stroke - 2009-2014, is a five-year strategic plan developed by the Michigan Cardiovascular Alliance.* The plan provides 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.

What is the goal of the plan?

The goal of the 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.”

How Did the Strategic Plan Get Started?

This plan was supported by a grant from the Heart Disease and Stroke Prevention Program at the Centers for Disease Control and Prevention (CDC). The objectives and strategies address the 6 priorities determined by the CDC, which include: 1) controlling high blood pressure, 2) controlling high blood cholesterol, 3) increasing understanding of risk factors and 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.

How Will the Strategic Plan Strategies Be Implemented?

Over 60 strategies were proposed by the members of three workgroups: Public Awareness, Professional Education, Systems Change. In May 2009, Alliance members voted for the three strategies per workgroup they felt were important as first steps, had a broad reach, were realistic for the next year, and had the greatest potential for public health impact. The results are the strategies identified for year one implementation. These strategies can be found on page 35 of the strategic plan.

How You Can Use the Strategic Plan?

1. Read the strategic plan. If a hard copy of the plan is not available, you can download it at www.michigan.gov/cvh under the “What’s New” or “Advisory Committees” pages.
2. Use the recommended strategies to guide your future program focus.
3. Collaborate with partners and integrate existing resources and programs into your organization’s efforts to control heart disease and stroke
4. Implement the Call to Action! ideas based on your organization type. These can be found beginning on page 37.
5. Encourage your organization to endorse the strategic plan by completing an endorsement form, which can be found on page 54 of the strategic plan or on the website www.michigan.gov/cvh under “What’s New” or “Advisory Committees” pages.
6. A list of resources is provided in the back of the plan. Talk to partners (listed on pages 5 & 6) who helped to develop the strategic plan. Contact a Heart Disease and Stroke Prevention staff person at MDCH. A listing of staff and some of their areas of focus is in the box on the right.
7. Stay involved! As a professional and as a citizen, you have a stake in the cardiovascular health of Michigan. Visit the Cardiovascular Health, Nutrition & Physical Activity website frequently for updates on the strategic plan and annual heart disease and stroke data.

Heart Disease & Stroke Prevention Unit

Velma Theisen, MSN, RN, Manager
theisenv@michigan.gov

Staff

- **Christi Demitz, MSW**
MiCA, Worksite Initiatives
demitzc@michigan.gov
- **Henry Miller, MPH**
Evaluation, GIS
millerhenry@michigan.gov
- **Jill Scott Gregus**
Project Assistant
scottj1@michigan.gov
- **Stacey Stoeckle-Roberts, RN, MS, CPHQ**
Stroke Registry, Quality Improvement Initiatives
robertss5@michigan.gov
- **Eileen Worden, RN**
EMS, Stroke & STEMI Initiatives
wordene@michigan.gov

* The Michigan Cardiovascular Alliance is an alliance with representation from a range of multidisciplinary individuals, groups and organizations that are committed to the prevention, control and reduction of cardiovascular disease in Michigan. The alliance is convened by the Michigan Department of Community Health, Cardiovascular Health, Nutrition and Physical Activity Section, Heart Disease and Stroke Prevention Unit.