

**Michigan Cardiovascular Alliance**  
Meeting Minutes  
September 24, 2009

**In Attendance:**

Beth Anderson; Joan Bickes; Sandra Chase; Christi Demitz; Jo Doerr; Mark Fendrick; Patricia Heiler; Rochelle Hurst; Stacey Duncan Jackson; Henry Miller; Mary Niester; Sarah Poole; Robin Roberts; Stacey Roberts; Robert Ross; Elaine Schnueringer; Jill Scott Gregus; Velma Theisen; Nancy Vecchioni; Eileen Worden

**Welcome and Introductions** – *Sandra Chase*

**Meeting Purpose, Agenda and Logistics** – *Sandra Chase*

This was the first meeting since the printing of the strategic plan. The meeting purpose was to review the plan and discuss ways to disseminate.

**Information from the CDC Heart Disease and Stroke Conference** – *Velma Theisen*

Four MDCH staff attended the annual CDC Heart Disease & Stroke Training. There was representation from most states, primarily the heart disease and stroke and WISEWOMAN funded states. Three staff presented, and MDCH felt privileged to present the experiences in Michigan. IOM reports to be released within the next year include: sodium reduction strategies, high priority areas to address hypertension, second-hand smoke exposure and acute coronary events, and surveillance. Of interest was the National Sodium Reduction campaign; handouts were provided at the meeting on the initiative. Reducing salt intake could save 150,000 lives each year. Healthy People 2020 goals are being developed, with emphasis on being able to measure progress toward the goals. Michigan is fortunate to have CDC funding for heart disease and stroke, especially when money for prevention is decreasing.

**Update on Budget** – *Rochelle Hurst*

There was still no approved budget for 2010. The proposed cuts will have an impact on MDCH. There is a temporary budget for 30 days if a budget cannot be passed by September 30.

**Year One Strategic Plan Activities** – *Velma Theisen*

A handout of the unit poster was included in the packet. It's a summary of unit activities. Bob Ross shared a PowerPoint that was developed for professionals, and it's available on the Cardiovascular Health, Nutrition and Physical Activity website ([www.michigan.gov/cvh](http://www.michigan.gov/cvh)).

**A Vision for Michigan: A Strategic Plan for Heart Disease and Stroke – 2009-2014** – *Christi Demitz*

About one year ago we unveiled the Impact Document which helped be the basis of our Strategic Plan. About 80 of us participated in the plan which was supported by a grant from CDC. The PowerPoint is available on the Cardiovascular Health, Nutrition and Physical Activity website ([www.michigan.gov/cvh](http://www.michigan.gov/cvh)).

Feedback on presentation:

**Need a slide directing people where to go for additional information on specific topics. For example, if I want to start a hypertension program, what do I do? Where do you go for resources to provide to patients? That piece is missing from the presentation.**

The presentation will be modified to make resource location clearer. Resources are listed in the back of the plan and on the CVH website. There is also a list of partners that readers can review to identify common partners or partners in their area.

**There are no slides dealing with schools. Those would be useful in terms of health education. Are schools considered part of the “community?”**

Schools are included in the community venue in a broad sense. The CDC didn't request states focus on schools, and Michigan is doing a lot with schools in other programs.

## **Dinner**

### **Year One Strategic Plan Activities – Velma Theisen**

Alliance members voted for the first year recommendations, and those can be found on page 35 of the plan. An overview of how these were going to be achieved was given:

#### Public Awareness

Use the existing heart disease resources in Appendix J of the plan for public awareness strategies. Targeting high risk groups, both in the impact document and the strategic plan. Use the blood pressure CDs until supply is exhausted. AHA also has one online. The recommendation for the public to create a response plan for cardiovascular emergencies would be something similar to an emergency response plan that businesses and families have in place for security emergencies.

#### Professional Education

15 hospitals are being funded in the (MSCVPR) Michigan Society of Cardiovascular & Pulmonary Rehabilitation. Partnering with the National Kidney Foundation on the *Hypertension Core Curriculum* designed for medical students and nurses in academic programs.

#### Systems Change

EMS Section at MDCH is helping advocate for a Statewide Trauma System. Eileen Worden going to the Upper Peninsula the week of September 28 for EMS training. Partnering with the American Heart Association and funding hospitals in *Get With the Guidelines* Programs, collaborate on educational programs and statewide initiatives such as *Mission Lifeline* and advocacy for regional trauma system. Partnering with the Michigan Society of Cardiovascular and Pulmonary Rehabilitation and providing funding to support assessment and improvement of services to cardiac rehabilitation patients in 15 hospitals.

Let us know if you're doing a program and if we can help be involved.

Questions on presentation:

#### **Did CDC provide guidance around the efficacy of public education/awareness campaigns?**

They did have sessions where states shared – some are doing paid messages. One state developed their own material, but the majority is doing the FAST campaign. The question was asked, but no real guidance given by the CDC.

#### **Dissemination Strategies and Resources – Christi Demitz**

Some ways organizations would use the strategic plan were already discussed:

- Will be able to discuss the HD and Stroke priorities and objectives for MI with my colleagues
- Will be able to provide input on the strategies most relevant to my organization
- Will utilize to identify collaborative partners
- Will utilize to guide future projects

#### **Ideas for distribution:**

Local health departments

Premier Conference (Michigan Public Health Association/Michigan Association of Local Public Health)  
Tobacco Section - MDCH  
Healthy Kent Celebration – Barbara Hawkins

Host a webinar event

WISEWOMAN annual meeting in April or May

Diabetes Partner Action event

Michigan Medical Assistance and Primary Care - Stacey Jackson will check out

MSMS meeting in November

Osteopathic annual meeting in the spring

Universities

Hospitals - MHA

Employee health – is there a way to reach all?

Blue Cross Blue Shield – like all others, they have employee initiatives

Alliance for Health – you catch all on west coast (Meijer, Steelcase)

Facebook page

Share with listservs and virtual groups (e.g. business coalitions)

Develop a way to report number of people attending a presentation where plan is disseminated.

Develop a short survey and ask how endorsing organizations used the strategic plan.

Develop “what’s in it for them” message to sell to organizations. Why should they endorse the plan? What will they have to do?

Use number of downloads to count how many are accessing and number of presentations given.

Chain letter-type campaign

If you come up with more ideas share them with Christi on the evaluation or email her.

### **Stroke Conference in 2010 – Eileen Worden**

It will be a one day conference. Want to take the opportunity to discuss stroke in a large venue. It’s invaluable to sit next to someone and talk about what you do. We are looking for partners and would love to have to sign up on the planning committee. The target audience is a wide range of clinical and we plan on offering CME’s. Michigan has 37 MI Stroke Registry hospitals; it’s time to talk about issues and what we can do. Email Eileen Worden if interested in being on the planning committee ([wordene@michigan.gov](mailto:wordene@michigan.gov)). If you know of an upcoming conference of similar topic, please let Eileen know. Might be a possible partnership and don’t want to compete with them. Last stroke conference was in 2004. A lot has happened and it’s a good time to share.

Also have the Michigan Stroke Initiative – we would love to have your support, email Stacey Roberts ([robertss@michigan.gov](mailto:robertss@michigan.gov)) if interested.

### **Adjournment**

The next meeting will be in March 2010.