



A FIRST STATE COALITION TO PREVENT HEART ATTACK AND STROKE

MILLION HEARTS DELAWARE

Million Hearts in Action

[Strategies for Achieving Million Hearts Goals]



Research shows focusing on the “ABCS” can help prevent heart attacks and strokes: Aspirin when appropriate, Blood pressure control, Cholesterol management, and Smoking cessation. The ABCS are the primary target for Million Hearts Delaware, a public-private coalition working on cardiovascular disease prevention by raising awareness in the community and promoting best practices for providers.

[Fast Facts]

- Heart disease and stroke combined are the leading cause of death in Delaware. Nationally each year, nearly 800,000 people die from cardiovascular disease (CVD), accounting for one in every three deaths.
- Million Hearts Delaware has 12 founding partners and includes four major hospital systems, The State Division of Public Health, The Delaware Center for Health Promotion, The Delaware Healthcare Association, and Quality Insights of Delaware (QID).

[What We Did]

- Christiana Care Health System formed Million Hearts Delaware and aligned the efforts and resources of more than 70 statewide partners on the ABCS, to fulfill our three-fold effort: public awareness, blood pressure screening and provider engagement.
- Our partners delivered consistent statewide messages during Million Hearts Delaware month, in September. Many, such as local pharmacies and hospitals, local hospitals and Delaware State University, held additional blood pressure screenings.
- We carried out a successful health challenge – Keep the Beat – through the local newspaper, which encouraged readers to increase and track physical activity for improved heart health.
- We reached the community in a variety of ways, including health fairs and screenings; articles in local newspapers and newsletters; and through various forms of social media.
- Our messaging focused on knowing your numbers for blood pressure and waist circumference, two easily measured risk factors. Our tobacco cessation efforts concentrated on the two most effective, evidence-based methods for reducing tobacco use—negative advertising and increasing taxes.
- For provider engagement, we used videos, articles, presentations, and educational materials to promote best practices of the ABCS.



[What We Accomplished]

Public outreach and coalition-building were the focus for Million Hearts Delaware, using limited resources and a small geographic area to spread the message of prevention and awareness.

- We delivered key messages to more than 20,000 people through face-to-face interactions and to more than 450,000 through media impressions. In our personal connections with community members, we provided free tape measures while teaching about knowing your numbers for waist circumference and assessing risk.
- We screened more than 1,200 people for hypertension. More than half of our blood pressure screenings are of African Americans, who have a higher prevalence of hypertension, are more likely to have unknown and untreated hypertension, and who have greater rates of complications.
- About 2,700 Delawareans registered for Keep the Beat challenge, which encouraged readers to increase and track physical activity. As part of the program, ten articles on the ABCS and other prevention strategies (e.g., DASH diet) were printed in the state's largest newspaper.
- We created a website (www.millionheartsde.com) that houses our public and provider videos and toolkits and is updated regularly with relevant CVD news and events.
- Through our partnerships with QID, Delaware hospitals, and health care professional organizations, we promoted best practices of the ABCS to providers.
- Under the leadership of the Delaware Healthcare Association, all hospitals are promoting similar messaging related to tobacco cessation and working on best practices for smoking cessation upon hospital admission through discharge and follow up.
- With limited funding, the organization won the 2013 Christiana Care Focus on Excellence Award in Community Health.
- The group's work was presented as the winning abstract at The Preventive Cardiovascular Nurses Association's Annual Symposium in April 2015 and published in the Journal of Cardiovascular Nursing.



“It's been about keeping it simple, working with our partners, using the small size of our state, sharing resources and collaborating to make a difference.”

- Denise Taylor, Project Manager, Million Hearts Delaware

[What We Learned]

- It's important to budget for administrative help and to build in support for website development and management.
- Plan ahead for how to recognize coalition partners, and set clear expectations of those partners.
- With limited funding, it can be a challenge to collect outcomes data.
- A true partnership is key! Christiana Care Health System spearheaded the initiative and funded a project manager, printing, give-aways, and billboards. Other partners helped with video production, website development, brochures, posters, and strategic planning.
- Our state healthcare association was instrumental in getting all hospitals on board and participating in the initiative.

[What We Are Doing Now]

The first two years, which were funded by a grant from Christiana Care Health System, focused on getting the public to know their numbers, such as blood pressure and waist circumference, and smoking cessation. Now, Million Hearts Delaware is looking for funding for its third year, and for the rest of the initiative to 2017, so that it can continue to hone its ABCS messaging and prevention outreach.

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