



A STATEWIDE APPROACH

MISSOURI MILLION HEARTS PARTNERSHIP

Million Hearts in Action

[Strategies for Achieving Million Hearts Goals]



The national goal for the Million Hearts campaign is to prevent 1 million heart attacks and strokes by 2017. Missouri's share of that would affect 20,000 people, enough Missourians to fill the Scott Trade Center sports arena in St. Louis. To fulfill this objective, advocates have been working over the past three years to create a diverse public-private partnership that focuses on the entire state, rather than only limiting work to smaller pilot projects, counties or local health departments. The mammoth job includes use of technology, team-based care, community health workers and the use of "Provider Champions." The partnership also focuses on the ABCS (Aspirin, Blood pressure, Cholesterol and Smoking Cessation) and advocating for smoke-free policies and reducing sodium in the food supply.

[Fast Facts]

- With a central committee of 25 to 30 people, the partnership has woven a statewide collaborative, including: the American Heart Association, Missouri State Medical Association, Primaris (a non-profit quality improvement company), Missouri Primary Care Association, Missouri Pharmacy Association and the Missouri Department of Health and Senior Services. Regional health system members include Ozark Technical College Health and Wellness Clinic, Mercy Health System and Saint Luke's Health System.
- In Missouri, the prevalence of heart attack (5.4 percent), stroke (3.2 percent) and the associated risk factors, including hypertension (32 percent), high cholesterol (38.8 percent) and smoking (22.1 percent), are higher than the median for the United States.

[What We Did]

- A key strategy for spreading best practices, health statistics, awareness and education is the use of Provider Champions. These "influencers," 10 so far, are able to share information one-on-one with peers; put the focus on the ABCS of heart attack and stroke; recruit other physicians or healthcare professionals; and share best practices.
- Each champion follows the health statistics in their own state region. Missouri Million Hearts has separated the state into seven regions following the Behavior Risk Factor Surveillance Survey (BRFSS), a comprehensive data set of self-reported information about heart disease, stroke, hypertension and cholesterol.
- We created and sustain a comprehensive website – www.heart.org/momillionhearts – with three separate galleries, one with resources and a welcome packet for the "champions", one for the public and another to share all communications about Million Hearts. Visitors to the website can take the Million Hearts pledge to help spread the word to friends and family about maintaining a healthy lifestyle.



- We convened a large workshop of heart disease and stroke prevention stakeholders from statewide to share evidence-based and best practice interventions. Participants worked on how their organization aligned with the Million Heart goals; how they could enhance the ABCS in primary care settings; and they discussed possible barriers and solutions.

[Examples of Impact]

- Partners at Mercy Health System East created a process to standardize blood pressure monitoring at each practice and created a now-mandatory training video and a 30-minute, onsite educational program. This project provided education to 27 clinics.
- Partners at the Ozark Technical College and Wellness Clinic created a program to reduce labile or “white coat” hypertension. When a clinic patient has an elevated blood pressure, and no previous Home Blood Pressure Monitor (HBPM) record, they take and record their BP at home for a week twice in the morning and twice in the evening just a few minutes apart each time. If they do not own a BP cuff, the clinic loans one and shows patients the proper technique. At least 30 percent of the time, patients, even though they may have had high BPs in the office, are found to be normotensive when home readings are used for establishing diagnosis.
- Partners at St. Luke’s Hospital in Kansas City created a custom blood pressure kiosk with basic education and messaging outside the cafeteria to encourage staff and visitors to check their blood pressure. It created an internal walking trail to encourage employees and guests to walk their 10,000 steps daily. The hospital’s nutritional services created “Eat Well, Be Well” meals, snacks and side items that meet government calorie, salt and fat guidelines to assist employees with making healthier food choices. Salt shakers were removed from cafeteria tables and replaced by Mrs. Dash spices.

“We have spread the word and are making an impact in getting health systems and physicians to join us. We are highlighting what is already working within the state and coordinating the promotion of those best practices.”

*- Robin Kiser, Director, Quality and Systems Improvement,
Get With The Guidelines American Heart Association Midwest Affiliate*

[Next Steps]

A major focus of the 2015/2016 year for Missouri Million Hearts will be Blood Pressure Awareness and Control. Our work will focus on these areas:

- Develop and implement a blood pressure training program, using the Mercy Health System training video and emphasizing home-monitored blood pressure under clinical supervision.
- Create tools for patient engagement around ABCS with an emphasis on low health literacy populations.
- Develop Regional Missouri Million Hearts Chapters with a regional coordinator, community resource kits and the help of professional provider organizations to recruit Provider Champions.
- Create uniform social messaging and increase communication.

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