



American Heart Association's Strategic Policy Agenda 2020-2022

Overview

The American Heart Association is a global leader advancing public health and translating research into evidence-based policy that transforms systems, the environment, and delivery of care to help people live healthier, longer lives. The Association's strategic policy agenda guides our advocacy work at all levels of government and aligns with our impact goals, priorities and mission – to be a relentless force for longer, healthier lives. The Association speaks with one voice across our work at all levels of government, which enhances our credibility and ensures we are advancing for evidence-based, equity-focused policies that are strategically aligned with our mission and goals.

Impact Goal/Measurement

As we approach our work in the next decade, we have a new set of organizational impact goals. These impact goals are grounded in a strong foundation of cardiovascular health.

Equity Focus

The Association prioritizes equity throughout its policy development and advocacy campaigns. Equity means that everyone has an optimal and just opportunity to be healthy, giving special attention to the needs of those at greatest risk, assuring that no one is disadvantaged from achieving his or her potential because of social position or any other socially defined circumstance. Although we have made some progress toward longer, healthier lives, significant inequities persist across the United States and globally. Disparities in health and well-being are often driven by social determinants of health, *the conditions in the social, physical, and economic environment where people are born, live, work, and age including housing, access to care, crime, education, and wages.^{1,2}* These circumstances are shaped by the distribution of money, power, and resources at global, national and local levels.

Additional framing for our strategic planning

In addition to an equity and evidence focus, the Association applies other metrics to assess whether we will add an issue to our strategic policy agenda including health impact, strategic alignment, positioning, feasibility, likelihood of success, engagement of grassroots and external partners, resource commitment, internal will, level of risk, opposition, and potential unintended consequences. Evaluating our policy priorities across these criteria is important for strategic planning and internal prioritization, campaign planning and resource management, as well as engaging with the funding community.

Evidence for Impact – Policy Implementation and Outcome Evaluation

Fundamentally, to optimize our work in advocacy, we need to understand whether the policies we work so hard to get into place are implemented as intended, whether there is specific population impact, whether they improve equity or create disparities, the cost, their penetration and uptake, any unintended consequences, and their contribution to creating longer, healthier lives. Policy implementation and outcome evaluation are integral components of the policy process that provides an overall performance management framework to guide responsible decision-making.³ Effective policy implementation evaluation assesses adoption, acceptability, penetration, feasibility, fidelity, implementation cost, unintended consequences, and sustainability.

American Heart Association

Strategic Policy Priorities 2020-2022

Creating a Health Care System that is Accessible, Adequate and Affordable for All

<u>Accessibility</u>	<u>Adequacy</u>	<u>Value in Healthcare</u>
<ul style="list-style-type: none"> • Medicaid/Medicaid Expansion • Medicare • ACA Implementation • Private Market 	<ul style="list-style-type: none"> • Universal Health Coverage Private Market • Systems of Care (ECC, Cardiac, Stroke) • Telecommunicator CPR • Remote Patient Monitoring • Cardiac/Stroke Rehabilitation • Palliative Care 	<ul style="list-style-type: none"> • Payment and Delivery System Reform <p>Value in Healthcare System</p>
<u>Affordability</u>		
<ul style="list-style-type: none"> • Drug Affordability/Pricing 		
Tobacco - Achieve the end to tobacco use and nicotine addiction in the US and globally		
<ul style="list-style-type: none"> • FDA Regulation of Tobacco (Nicotine reduction in combustibles, flavorings, market review, regulating cigars, cigarillos, and little cigars) • Removing Characterizing Flavorings from all Tobacco Products • Excise Taxes 	<ul style="list-style-type: none"> • Tobacco 21 • Comprehensive Clean Indoor Air • Comprehensive Cessation Benefits 	<ul style="list-style-type: none"> • Funding for tobacco cessation and prevention programming • Not selling, manufacturing, or distributing tobacco products at pharmacies, other health-related institutions, or on government property.
Air Quality - Create a healthier, sustainable planet for all		
<ul style="list-style-type: none"> • Renewable portfolio standards 	<ul style="list-style-type: none"> • Air quality standards 	<ul style="list-style-type: none"> • Vehicle emissions
Healthy Food Systems, Access and Affordability - Support an equitable, sustainable food system that provides healthy, affordable food for all.		
<ul style="list-style-type: none"> • Sodium Reduction • Sugary Drink Taxes • Nutrition Standards in Schools • SNAP 	<ul style="list-style-type: none"> • WIC • Early Care and Education • Food Labeling • Menu Labeling 	<ul style="list-style-type: none"> • Food Service Guidelines • Healthy Restaurant Meals • Sustainable and Equitable Food System
Physical Activity Access and Infrastructure - Create and maintain safe spaces for active living where people live, learn, work, recreate and worship.		
<ul style="list-style-type: none"> • Active Transportation /Community Infrastructure *Complete Streets *Safe Routes to School *Bike/ped funding and infrastructure) *Recreational Spaces 	<ul style="list-style-type: none"> • Physical Education/Physical Activity in Schools and Early Care and Education 	<ul style="list-style-type: none"> • Physical activity assessment/prescription in the clinical environment and worksite health promotion Regular update of the Physical Activity Guidelines for Americans and achieve optimal implementation
Cardiovascular Disease and Brain Research - Increase federal and state funding for cardiovascular disease and brain research		
<ul style="list-style-type: none"> • NIH • CDC • Supporting translational research 	<ul style="list-style-type: none"> • State/Local Investment • Surveillance 	
Protect Local Level Policy Making - Allowing local jurisdictions to pass policies that support and protect the health and wellbeing of their constituents.		
<ul style="list-style-type: none"> • Preemption 		
Organizational Issues		
<ul style="list-style-type: none"> • Non-Profit Issues 	<ul style="list-style-type: none"> • UBID 	
Other SDoH Issues Currently Under Development		
<ul style="list-style-type: none"> • Rural Health 	<ul style="list-style-type: none"> • Housing 	<ul style="list-style-type: none"> • Adverse Childhood Experiences
Future Policy Development		
<ul style="list-style-type: none"> • Income stability (EITC, Paid Family Leave, minimum wage) 	<ul style="list-style-type: none"> • Education 	

¹ Heiman H, Artiga, S. Beyond health care: the role of social determinants in promoting health and health equity. *Disparities Policy*. November 4, 2015.

² Havranek, EP, Mujahid, MS, Barr, DA, Blair IV, Cohen, MS, Cruz-Flores, S, Davey-Smith, G, Dennison-Himmelfarb, CR, Lauer, MS, Lockwood, DW., Rosal, M, Yancy, CW. Addressing the social determinants of cardiovascular health for all: Defining the problem and creating solutions. *Circulation*. 2015; 132(9):873-898.

³ Kalucy, L., & Margarey, A. (2004). *The practice of health program evaluation*: David Grembowksi. Australia: EContent Management.