

**Million Hearts® and Sodium Reduction Strategies: State and Federal Innovative Actions
August 11, 2014 2-3pm ET (Panelists (Leaders) join at 1:30pm ET)**

Leader access information: (Leaders can join the event directly - will need codes)

<https://www.mymeetings.com/nc/join.php?i=PG8034661&p=24867&t=c>

Conference number: PG8034661 Leader Passcode: 24867 Dial in-numbers: 800-369-1886

Audience:

Million Hearts® Collaboration Partners and Stakeholders, State and Local health departments, Healthcare Professionals, National Organizations

Purpose:

Decreasing sodium intake of the population is a priority of the Million Hearts® Initiative. The Webinar will highlight ways to translate sodium reduction strategies into practical application and share best practices and collaborative efforts.

Objectives:

At the end of the webinar, participants will be able to:

- Recognize sodium reduction strategies as one of the Million Hearts® priorities
- Share messaging from the American Heart Association's sodium campaign for their audiences
- Identify public health strategies to reduce dietary sodium consumption
- Identify implementation of Washington State's Healthy Nutrition Guidelines that help to decrease sodium intake of its residents
- Identify how Iowa's healthy vending initiative (Nutrition Environment Measures Survey – Vending or NEMS-V) & its associated partnerships have helped to decrease sodium intake of Iowans

Agenda:

Welcome, Overview

The Million Hearts Initiative

Public Health Strategies to Reduce Dietary Sodium Consumption

Emily Ann Miller, National Program Lead, Sodium Reduction Initiative, American Heart Association

Public Health Strategies to Reduce Dietary Sodium Consumption

Kristy Mugavero, Division for Heart Disease and Stroke Prevention
National Center for Chronic Disease Prevention and Health Promotion, CDC

Choose Well Live Well, Washington State Department of Health

Amy Ellings, Healthy Eating Active Living Program Manager

Healthy Vending in the Work Place, Iowa Department of Public Health

Carol Voss, MEd, RD, LD, Nutrition Coordinator and Terry Y. Meek, Health Systems Coordinator

Q and A

Jill Birnbaum JD, Vice President, State Advocacy & Public Health, American Heart Association

Final Remarks

Emily Ann Miller



Welcome, Overview

Opening:

Good afternoon, I am Emily Ann Miller....

Today's webinar, Million Hearts® and Sodium Reduction Strategies: State and Federal Innovative Actions, is presented by the American Heart Association, a member of the CDC Million Hearts Collaboration.

Before we begin, I would like to share some great options within Mymeetings:

- *Review and download slides and handouts go to the top right-hand corner where you will see an image that looks like 3 pieces of paper. Click on this icon and you can download the presentation and handouts.*
- *For the q and a, you will submit questions online go to the Q&A tab and type in your questions. We will be answering questions at the end of the presentations.*

Emily Ann Miller, MPH, RD, National Program Lead, Sodium Reduction Initiative American Heart Association

Emily Ann Miller, MPH, RD is the National Program Lead for the American Heart Association's (AHA) Sodium Reduction Initiative. In this role she provides oversight and management of the AHA sodium reduction strategy, which includes coordinating, developing, implementing, and collaborating on strategic plans related to policy, consumer, and science issues. Prior to joining AHA, Emily was a Program Officer at the Food and Nutrition Board of the Institute of Medicine (IOM) in Washington, DC where she provided program management and research support on reports and workshops focused on environmental and policy strategies for obesity prevention and strategies to reduce sodium intake. She was highly involved in IOM's partnership in The Weight of the Nation public health campaign. Emily also provides nutrition counseling to low-income, uninsured adult patients at a free county health clinic and has spent time in Ethiopia providing medical care and health education and hygiene skills trainings in the country's rural villages. She completed an MPH program in Nutrition at the University of North Carolina at Chapel Hill and earned her undergraduate degree in Dietetics, summa cum laude, from Miami University in Ohio. She is also credentialed as a Registered Dietitian.

The Million Hearts Initiative Public Health Strategies to Reduce Dietary Sodium Consumption (10 minutes)

- Million Hearts® and Sodium (ABCs)
- AHA Sodium Campaign, "I love you salt but your breaking my heart"

Resources:

Website

Sodium Video

Toolkit (resources to help stakeholders promote the campaign – see below)



AHA Sodium Toolkit -



AHA Sodium



MH_infographic.pdf

Appendix Materials.zip | Toolkit_EXTERNAL.pdf

Seed Questions

How did the AHA come up with the sodium campaign tagline – “I love you salt, but you’re breaking my heart”?

Will the AHA’s sodium website be updated over time?



Public Health Strategies to Reduce Dietary Sodium Consumption

Kristy Mugavero, Division for Heart Disease and Stroke Prevention

National Center for Chronic Disease Prevention and Health Promotion

Centers for Disease Control and Prevention

Kristy Mugavero joined the Centers for Disease Control and Prevention’s Division for Heart Disease and Stroke Prevention (DHDSP) in November 2010 to lead the Sodium Reduction in Communities Program. Prior to joining DHDSP, Kristy worked in the Policy Office of the National Center for Chronic Disease Prevention and Health Promotion. In this role, Kristy worked on multiple chronic disease related issues including adolescent and school health, obesity and physical activity, and cardiovascular health. Prior to joining CDC, Kristy began her career as a registered nurse in post-cardiovascular surgical unit. Kristy earned Master’s Degrees in nursing and in public health in 2006.

Public Health Strategies to Reduce Dietary Sodium Consumption (10 minutes)

- **Importance of sodium reduction**
- **National efforts to reduce sodium**
- **Monitoring sodium intake and reducing sodium consumption**
- **State and local action**



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Webinar EXT.pptx

Resources:

Centers for Disease Control and Prevention
www.cdc.gov/salt

Food and Drug Administration
www.fda.gov

United States Department of Agriculture
www.usda.gov

Seed Questions

Do you know when the next opportunity to apply to be a part of SRCP will be? I think some of the communities in our state could really use a program like this.

Can you tell me how some of the SRCP communities were able to engage with their local restaurants to reduce sodium? Are the restaurants open to changing their menu?



Choose Well Live Well, Washington State Department of Health Amy Ellings, Healthy Eating Active Living Program Manager

Amy Ellings is the Healthy Eating Active Living Program Manager at Washington State Department of Health. She works to make it easier for people to eat healthy and be active where they live, learn, work and play. Amy received her Bachelor's degree in Nutrition/Dietetics from State University of New York at Oneonta. She received her MPH from Portland State University. She has worked in the public health field for over 10 years, and in the Department of Health for 9 years. Amy writes a Department of Health blog, "Adventures in Health," where she shares her family's journey to eat healthy and be active, and connects everyday situations to a wider context of how the environment shapes choices.

<http://wahealthadventures.blogspot.com/>

Choose Well Live Well, Washington State Department of Health, (12 minutes)

- **Overview of Washington State Department of Health's Healthy Nutrition Guidelines**
- **Review of technical assistance provided to state agencies for implementation, including TA for sodium reduction**
- **Progress on implementing Healthy Nutrition Guidelines Xxx**

Resources:

Guidelines, Implementation Guide, Model Policy, other resources:

<http://www.doh.wa.gov/CommunityandEnvironment/WorksiteWellness/HealthyNutritionGuidelines>

Communication and Marketing Materials:

<http://www.doh.wa.gov/CommunityandEnvironment/WorksiteWellness/HealthyNutritionGuidelines/Materials.aspx>

Questions for presenter:

What partners are you working with to make sure this is successful?

How are you promoting this to state agencies that do not fall within the executive order?



MillionHearts.ppt

- **Healthy Vending in the Work Place**
Iowa Department of Public Health
Carol Voss, MEd, RD, LD, Nutrition Coordinator
Terry Y. Meek, Health Systems Coordinator



Carol Voss, MEd, RD, LD, Nutrition Coordinator

Carol Voss is the Nutrition Coordinator for Health Promotion and Chronic Disease Control Partnership. During Carol's 16 year tenure with the Iowa Dept. of Public Health, she has also worked with the Diabetes Control Program and the Food Stamp Nutrition Education Program. Carol has been involved in the development of various coalitions and organizations that are related to food and nutrition and was very active in Iowa's Pick a better snack™ campaign. Carol is project lead for Nutrition Environment Measures Survey - Vending (NEMS-V). She also serves on the leadership team for the Food Access and Health Working Group, Iowa Food Systems Council and is the Fruit and Vegetable Nutrition Coordinator for the state. Carol received her Masters of Education and dietetics degree from Iowa State University. Carol's prior career opportunities have included secondary teaching, hospital continuing education, clinical dietetics and inventory management and program director at Midland Dairy Council.



Terry Y. Meek, Health Systems Coordinator

Terry Y. Meek is currently Health Systems Coordinator for the Iowa Department of Public Health, Division of Health Promotion & Chronic Disease Prevention, Bureau of Chronic Disease Prevention and Management, CDC-funded 1305 Program, which is called the Health Promotion and Chronic Disease Control Partnership, (HPCDCP). In this position she coordinates Domain 3 activities and collaborates with other team members on Domain 2 and 4 activities. Previously,

Terry was the Program Manager for the CDC-funded, Heart Disease and Stroke Prevention program from 2009 to 2013. It was during this period that she began her work related to sodium reduction. Her education includes graduation from high school in Mexico City, MX and a Bachelor of Arts Degree from the University of Iowa with majors in Social Work, Spanish and a secondary teaching credential that has now expired.

Healthy Vending in the Work Place (15 minutes total)

- Nutrition Environment Measures Survey – Vending (NEMS-V) assessment tool and supporting resources
- Sodium Task Force’s role in implementing food service procurement guidelines
- Successes, challenges and opportunities

Question for Carol

Can other states or programs use NEMS-V and the social marketing campaign resources? How do they go about it?

Question for Terry

Has Terry had any positive response from the targeted population for the issue brief?

Resources:

www.nems-v.com

<http://www.centertrt.org/?p=intervention&id=1191§ion=8>



- **Q and A, Jill Birnbaum JD, Vice President, State Advocacy & Public Health, American Heart Association
(10 minutes)**

See Page 9 for 2 seed questions from each presenter

- **Final Remarks, Emily Ann Miller, MPH, RD, National Program Lead, Sodium Reduction Initiative, American Heart Association
(3 minutes)**

- Call to Action
 - Pledge and to review the items presented on the webinar
 - Identify where your state/community can implement
 - Resources
 - Salt Video

Speaker Bios



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Amy Ellings

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Jill Birnbaum JD

Jill Birnbaum is an advocate for nutrition policy, tobacco control, and health care reform who has worked at the federal, state, and local levels. After beginning locally in Minnesota, she is now the Vice President of State Advocacy and Public Health at the American Heart Association. Her grassroots experience, combined with her national role, gives her unique insights into public health policy at all levels of government. Jill currently serves as the Executive Director of Voices for Healthy Kids, a unique advocacy collaboration between the American Heart Association and Robert Wood Johnson Foundation working to engage, organize and mobilize people to improve the health of their communities and reverse the childhood obesity epidemic.

Question and Answer facilitated by Jill Birnbaum JD (Seed Questions from Presenters)

Emily Ann Miller, National Program Lead, Sodium Reduction Initiative, American Heart Association

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Choose Well Live Well, Washington State Department of Health, Amy Ellings, Healthy Eating Active Living Program Manager

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**Healthy Vending in the Work Place, Iowa Department of Public Health
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