Overview of the American Heart Association and Programs and Resources that align with Million Hearts®

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Mission
Building healthier lives, free of cardiovascular diseases and stroke.

Our 2020 Impact Goal
By 2020 to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.

Building a Culture of Health
A culture in which people live, work, learn, play and pray in environments that support healthy behaviors, timely quality care and overall well-being.

AHA and Million Hearts® Spotlight on Kentucky

Health Strategies
➢ Advocacy
➢ Quality and Systems Improvement
➢ Community Health
➢ Communications

AHA and Million Hearts® Spotlight on Kentucky

Advocacy
We work at the federal, state and local level to advocate for evidenced-based health policies that address cardiovascular and brain health.

Policy priorities are determined each year by working closely with our state advocacy advisory committee.
AHA and Million Hearts® Spotlight on Kentucky

Advocacy Priorities
- **Tobacco Free** - comprehensive smoke-free policies, program funding, cessation, raising the tobacco excise tax and removing the state restriction on local tobacco retail policies
- **Quality Systems of Care** - Stroke and STEMI facility designations, registries and T-CPR
- **Healthy Eating** – healthy restaurant kids' meals, healthy eating in public places, healthy food financing initiatives, early care and education centers

Advocacy Successes:
- Pulse oximetry screening for newborns
- Stroke facility designation and registry
- CPR for all KY high school students
- Comprehensive coverage of smoking cessation services for Medicaid and private insurance
- Healthy vending policy in Louisville
- Telephone CPR training and implementation for 911 telecommunicators

How You Can Help/Ways to Engage:
- Join our You're the Cure Network: [http://www.yourethecure.org](http://www.yourethecure.org)
- Follow us on social media
- Join our HDSTF Advocacy Subcommittee
- Join the AHA Kentucky Advocacy Advisory Committee
- Attend our KY Advocacy Day at the Capitol February 2019

Quality & Systems Improvement

Get With The Guidelines & Mission: Lifeline

When medical professionals apply the most up-to-date evidence-based treatment guidelines, patient outcomes improve.
2018 Mission: Lifeline EMS Quality Achievement Awards

- Boyle County EMS
- Independence Fire District
- Jessamine County EMS
- Louisville Metro EMS
- Madison County EMS*
- Mercy Regional EMS
- Central Campbell Fire District
- Shelby County EMS
- Woodford County EMS

EMS Central Campbell Fire District

2018 Get With The Guideline Quality Achievement Awards

- Get With The Guidelines Stroke
  - Baptist Health Lexington
  - Baptist Health Floyd
  - Baptist Health sulf.:cine
  - Frankfort Regional Medical Center
  - Trigg Memorial Regional Hospital
  - St. Elizabeth Edgewood
  - St. Elizabeth Florence
  - Sts. Mary and Elizabeth Hospital
  - The Medical Center - Bowling Green
  - UK HealthCare
  - University of Louisville Hospital

- Get With The Guideline Quality Achievement Awards
  - Get With The Guidelines Heart Failure
  - Baptist Health Lexington
  - St. Elizabeth Edgewood
  - St. Elizabeth Florence
  - St. Elizabeth Ft. Thomas
  - The Medical Center - Bowling Green

- Get With The Guidelines Revasculation
  - Baptist Health Louisville
  - UK HealthCare

- Get With The Guidelines A Fib
  - St. Elizabeth Edgewood
  - St. Elizabeth Florence

Tools and Resources

Online Tools
- My Life Check
- Heart Attack Risk Calculator
- AHA's Smoking Cessation Tools and Resources

Resources
- Get With The Guidelines – www.heart.org/quality

AHA and Million Hearts® Spotlight on Kentucky

Community Health Role
- First time position for Lexington office
- Focusing on a state-wide effort to improve cardiovascular disease and stroke death rates in Kentuckians
Vision

Increase life expectancy throughout the state of Kentucky

Goals

- Increase food access
- Increase support for physical activity
- Improve blood pressure control

Strategies

- Leverage existing American Heart Association programs (Target BP, Mobile Kitchen, Check, Change, Control)
- Expand upon existing relationships with stakeholders and develop new partnerships as needed

Community Health Strategies

- Existing AHA initiatives
  - Target BP
  - Check.Change.Control
  - Check.Change.Control Cholesterol
  - Mobile Kitchen Series
  - Simple Cooking with Heart

Discussion

1. Is there a program you were unaware of that you would like to explore further for implementation or application in the state?
2. On which topics would you like additional information?
3. Other questions?

Contact Information

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