

# PARTNER SPOTLIGHT: NATIONAL ASSOCIATION OF COUNTY AND CITY HEALTH OFFICIALS

#### Million Hearts® in Action

[Strategies for Achieving Million Hearts® Goals]

## [ A Critical Mission ]

The mission of the National Association of County and City Health Officials (NACCHO) is to improve the health of communities by strengthening and advocating for local health departments.



In fulfilling this mission NACCHO supports the agencies that are the backbone of "fulfilling society's interest in assuring conditions in which people are healthy."<sup>1</sup> Local public health agency programs, coordinated with state policy, include population-based services such as influenza pandemic planning and environmental health surveillance as well as chronic disease prevention and health promotion activities.

NACCHO is the only organization dedicated to serving every local health department in the nation. NACCHO serves 3000 local health departments and is the leader in providing cutting-edge, skill-building, professional resources and programs, seeking health equity, and supporting effective local public health practice and systems.

### Community Health Promotion and Million Hearts®

NACCHO has been a member of the Million Hearts<sup>®</sup> Collaboration since it began in 2012. NACCHO has worked with local health departments to implement Million Hearts<sup>®</sup> strategies and priorities; provided dedicated content on social media and their website, in newsletters and developed Million Hearts<sup>®</sup> tools and resources for public health staff. This includes webinars, a Local Engagement Guide and the Million Hearts<sup>®</sup> in Municipalities Toolkit.

NACCHO received funding from the Centers for Disease Control and Prevention (CDC) in 2018 to support community-level efforts addressing cardiovascular disease prevention. Over the two-year project, NACCHO provided funding, training and technical assistance to nine local health departments and community-based organizations, each implementing up to two Million Hearts<sup>®</sup> strategies. Some of the health departments used the funding to initiate new efforts, while others leveraged existing programs.

#### Million Hearts<sup>®</sup> in Municipalities Participants:

Albany County Health Dept., New York Bell County Public Health District, Texas Boston Public Health Commission, Massachusetts Dorchester County Health Dept., Maryland Gwinnett County Health Dept., Georgia Maricopa County Dept. of Public Health, Arizona

Nebraska Center for Healthy Families, Douglas County Health Department, Nebraska

Needham Public Health Division, Massachusetts

YMCA Greater Indianapolis, Marion County Public Health Dept., Indiana

Examples of the strategies implemented include promoting 1) Complete Streets policies and plans; 2) providing evidence-based tobacco cessation services to those with mental illness and/or substance abuse disorders; 3) working with community health workers to deliver cardiovascular disease prevention services to residents of public housing; 4) implementing mass media tobacco campaigns and 5) partnering with African American communities, including faith-based organizations and barbershops to educate congregants on cardiovascular health and expand Blood Pressure Self-Monitoring Programs.

Based on the lessons learned through the project, NACCHO teamed up with the CDC to compile tools and resources into the <u>Million Hearts<sup>®</sup> in Municipalities Toolkit</u>, to help city, county, state, and regional partners implement Million Hearts<sup>®</sup> strategies locally. Partners are encouraged to use one or more of the modules to address capacity needs related to goal-setting, partnerships, communications,

and evaluation and monitoring progress. Each module includes a list of online resources that may be used to inform program design and implementation.

NACCHO's Community Health Promotion Team engages local health departments to support building their capacity to implement, evaluate, and sustain evidence- and practice-based chronic disease prevention activities in their communities. Using a three-pronged approach, NACCHO disseminates the three P's: Policy, Practice and Partnership models that show best-and promising-practices at the local level to combat chronic disease.

Additionally, NACCHO leads the Cardiovascular Health Community of Practice (CoP). Members of the CoP learn and share through targeted webinars, resources, and technical assistance activities focused on cardiovascular health. Members are also able to connect with national partners, subject matter experts and other municipalities doing similar work.



Mark Fenton conducting walkability assessment in Albany County, New York.

In 2019, The CoP conducted an assessment to understand the facilitators, challenges, lessons learned, and resource needs of LHDs that are engaged in cardiovascular disease prevention work. A total of 37 of the U.S. largest metro health departments completed the assessment. An issue brief <u>Cardiovascular</u> <u>Health Community of Practice, Heart Disease and Stroke Prevention, Detection, and Control in Local</u> <u>Health Departments</u> resulted from the assessment.

This spotlight was developed from information provided by the National Association of County and City Health Officials website, the Cardiovascular Health Community of Practice assessment and other Million Hearts<sup>®</sup> materials.

<sup>1</sup> Institute of Medicine (IOM), The Future of Public Health. Washington, DC: National Academies Press, 1988.

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