

# Michigan Cardiovascular Alliance

Thursday, August 14, 2008

5:00 P.M.-7:30 P.M.

Genoa Woods

7707 Conference Center Dr.

Brighton, MI 48114

810/225-8600



**M**ichigan  
**C**ardiovascular  
**A**lliance

## Agenda

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| <b>V. Theisen</b>                                     | Welcome and Introductions  |
| <b>C. Downing</b>                                     | Meeting Purpose, Agenda and Packet Review, Logistics   |
| <b>V. Theisen</b>                                     | Overview of CDC Grants & MDCH Update <ul style="list-style-type: none"><li>● Capacity, Optional, Obesity Burden, Coverdell, Building Healthy Communities-STEPS, NGA, Partnership Survey</li><li>● Discussion</li></ul>                                       |
| <b>B. Anderson</b>                                    | The Impact of Heart Disease and Stroke in Michigan: 2008 Surveillance Report <ul style="list-style-type: none"><li>● Dissemination, Additional Supportive Materials and Reports (Stroke), Summary of Challenges</li><li>● Discussion</li></ul> <p>Dinner</p> |
| <b>S. Chase,<br/>M. Fendrick &amp;<br/>V. Theisen</b> | Strategic Planning Process and Participation <ul style="list-style-type: none"><li>● Overview of Previous Michigan HDSP Strategic Plans</li><li>● Discussion</li></ul>   |
| <b>C. Downing</b>                                     | Michigan Cardiovascular Business Alliance Update <ul style="list-style-type: none"><li>● MiCBA Workshop, Mini-grants, Worksite Toolkit/Resource Guide</li><li>● Discussion</li></ul>   |
| <b>P. Heiler</b>                                      | MDCH Cardiovascular Health Brochure & Fact Sheets <ul style="list-style-type: none"><li>● Discussion</li></ul>   |
| <b>V. Theisen</b>                                     | Meeting Evaluation, November 6 Meeting (2:30-4:30), Adjourn  |

*Please be sure to return your evaluation. Thanks!*



**Attendance:** Beth Anderson, Alice Betz, Sandra L. Chase, Philippa Clarke, Jamie Davis, Christi Downing, Deb Duquette, Gloria Edwards, Mary Anne Ford, A. Mark Fendrick, Jay Fiedler, Art Franke, Patricia Heiler, Rochelle Hurst, Kathleen Janke, Sarah Lyon-Callo, Henry Miller, Marianne Morrissey, Robin Roberts, Victoria Russo, Elaine Schnueringer, Velma Theisen, Sandy Waddell, Eileen Worden, Elaine Wowk

- **Welcome and Introductions** – Velma Theisen, MDCH
- **Meeting Purpose, Agenda and Packet Review** – Christi Downing, MDCH
- **Cardiovascular Health, Nutrition and Physical Activity Section Update** – Velma Theisen, MDCH
  - Heart Disease & Stroke Grant: the Impact document is finished, but not yet printed. A printed copy will be mailed to all Alliance members, and it will also be available on the MDCH/CVH website: [www.michigan.gov/cvh](http://www.michigan.gov/cvh) under “What’s New.” The next activity of the Alliance will be strategic planning. EMS improvement grant is in its second year. Assessments are complete and interventions are planned. Will continue to provide periodic updates in future meetings.
  - Obesity Burden Document: Beth Anderson will be working on an obesity burden document.
  - Stroke Registry Grant: Phase I of this project to improve hospital data regarding stroke/TIA and identifying QI activities is complete. Phase II will add hospitals, taking the total to 40 statewide. Currently we are in year two of this five year CDC grant.
  - Building Healthy Communities: RFP sent out to local health departments. Up to 26 health departments to be funded in 2008-2009.
  - Healthy Kids Healthy Michigan (NGA project): focusing on childhood obesity prevention. A policy agenda was presented last month, and the group will identify priority policies to promote.
  - Michigan Cardiovascular Alliance Partnership Survey: the survey is still open. Members are encouraged to complete the survey. The link to the survey is: <http://www.zoomerang.com/Survey/?p=WEB2283D6MSHNP>. The survey will stay open until Wednesday, September 3, 2008. Currently have a 44% response rate. Preliminary results show high scores for 1) clarity of what the Alliance is accomplishing, and 2) ability to accomplish tasks. Areas that scored low were 1) ability to guide/address policy, and 2) use of partner resources.
- **The Impact of Heart Disease and Stroke in Michigan** – Beth Anderson
  - PowerPoint presentation with the report highlights was given.
  - Distribution ideas: newspapers, bureau of health professions, legislators (especially in the 5 counties with highest rates), Michigan Health & Hospital Association’s MR & CAC reports, ACC’s website, small clinics serving underserved populations, and federally-qualified health centers.
  - A PowerPoint presentation is being developed that will be posted on the MDCH CVH website and surveillance briefs by topic.
  - Suggested adding graphics to executive summary to create a more public-friendly document.
- **Strategic Planning Process and Participation** – Sandra Chase, Mark Fendrick & Velma Theisen
  - History of CVH strategic planning at MDCH: *Promoting Cardiovascular Health in Michigan* (1990) was the first for MDCH (stroke not included), *Promoting Cardiovascular Health in Michigan: Update on the Continuing Challenge* (1997), *Michigan Stroke Initiative* (2000 - stroke strategic plan), *Improving Cardiovascular Health in Michigan: 2003 Update on the Continuing Challenge* (included heart disease and stroke), *Preventing Obesity and Reducing Chronic Disease: The Michigan Healthy Eating and Physical Activity Plan, A Five-Year Plan to Address the Epidemic of Obesity* (2005 - obesity strategic plan).
  - Since 2003, CDC has shifted focus to secondary prevention and looking at policy/systems change that focuses on priority areas identified by CDC.

- MDCH/CVH section progress includes: expanded programming and funding; policy & environmental assessment tools, local health department funding to implement evidence-based interventions related to policy/environment; Get With the Guidelines Stroke and Heart Failure projects; expanded stroke programs; several pilot projects that included: promotion of clinical guidelines, systems change in primary care practices; worksite-based interventions regarding signs and symptoms/CPR/AED; genomics and sudden cardiac death in the young, employer insurance design, and collaboration with EMS.
- Three options for organizing the strategic planning workgroups were presented. Option 1: Focus by Topic (prevention, detection and treatment of risk factors, disparities, improve quality of care for CVD patients); Option 2: Focus by Settings (community, healthcare, worksites); Option 3: Focus by Population/Environment (public awareness, professional education, systems change).
- Comments by Alliance members: all options important and relevant. Integrate all options together. Focus on CDC priority areas within options. Think about how to package the message of the strategic plan recommendations: should the message be clinical and/or environmental?
- Based on the discussion, the following option was developed: Option 4: Systems Change to Improve Cardiovascular Care (public awareness/person-centered; professional education/provider-centered; systems of care/organization-centered).
- Workgroup logistics: MDCH staff will provide assistance to each of the workgroups. Looking for a volunteer leader for each workgroup. Workgroups are asked to meet at least one time a month (September 2008 - April 2009) using whatever mode of meeting is most convenient for its members. At the November 6 Alliance meeting, workgroups will be asked to provide a brief update on their progress. A strategic planning retreat is tentatively scheduled for March 2009, and the final strategic planning recommendations will be presented at an Alliance meeting in May 2009. Additional information regarding the workgroups, leaders, and time line will be forthcoming.
- **Meeting adjourned** 7:30 p.m.
- **Future Meeting Dates**
  - Thursday, November 6, Lansing 2:30 – 4:30
  - March 2009 – Strategic Planning Retreat, TBD
  - May 2009 – TBD