

A Public Health Action Plan to Prevent Heart Disease and Stroke



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

The special contributions of the following partners to development of A Public Health Action Plan to Prevent Heart Disease and Stroke, through representation in the Working Group or Expert Panels, are gratefully acknowledged:

American Heart Association/American Stroke Association

Association of State and Territorial Health Officials (ASTHO)

Association of State and Territorial Directors of Health Promotion and Public Health Education (ASTDHPPE), ASTHO

Cardiovascular Health Council, Chronic Disease Directors, ASTHO

Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS)

Chronic Disease Directors (CDD), ASTHO

Health Canada

Heart and Stroke Foundation of Canada

International Stroke Society

National Association of County and City Health Officials

National Heart, Lung, and Blood Institute, National Institutes of Health (NIH), HHS

National Institute of Neurological Disorders and Stroke, NIH, HHS

National Stroke Association

Office of Disease Prevention and Health Promotion, Office of Public Health and Science, HHS

Prevention Research Centers Program, CDC, HHS

World Health Organization



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A PUBLIC HEALTH ACTION PLAN TO PREVENT HEART DISEASE AND STROKE

A historic opportunity: Meeting the challenge

The present burden and disparities in heart disease and stroke, the recent unfavorable trends, and the forecasts for the decades ahead pose a formidable public health challenge. But great challenges often present great opportunities.

Time for change: Potential impact of the Plan

By fully implementing the Plan, we can:

- *prevent the causes* of heart disease and stroke –no longer needing to *treat* the causes or their consequences, when earlier prevention is possible.

Time for change: Potential impact of the Plan

By fully implementing the Plan, we can:

- *strike a new balance in our investment in health,* by putting prevention first.

Time for change: Potential impact of the Plan

By fully implementing the Plan, we can:

- *transform our public health agencies into effective instruments for policy and environmental change*, supporting the entire range of public health approaches for heart disease and stroke prevention.

...as members of the “baby boom” generation fast approach the age when chronic diseases begin to increase rapidly in incidence and seriousness, we are faced with an urgency unlike any that we have faced before. There are but few years to make sure that the millions of members of this generation and their families are as healthy as possible. *Nevertheless, our biggest challenge is, as always, our biggest opportunity.*

- James S. Marks, MD, MPH, Director,
NCCDPHP

The Action Plan: A public health response

Purpose of the Action Plan

Rationale of the Action Plan

Development of the Action Plan

Framework of the Action Plan

Essential components of the Action Plan

Recommendations of the Action Plan

Purpose of the Action Plan

“... to chart a course for the Centers for Disease Control and Prevention (CDC) and collaborating public health agencies, with all interested partners and the public at large, to help in promoting achievement of national goals for preventing heart disease and stroke over the next two decades—through 2020 and beyond.”

The framework of the Action Plan

A framework that would embrace the *full scope of a comprehensive public health strategy for preventing heart disease and stroke* was needed to guide development of the Plan.

The framework of the Action Plan presents:

(1) the *present reality* of heart disease and stroke as these conditions develop in individuals and populations;

(2) a *vision of the future*;

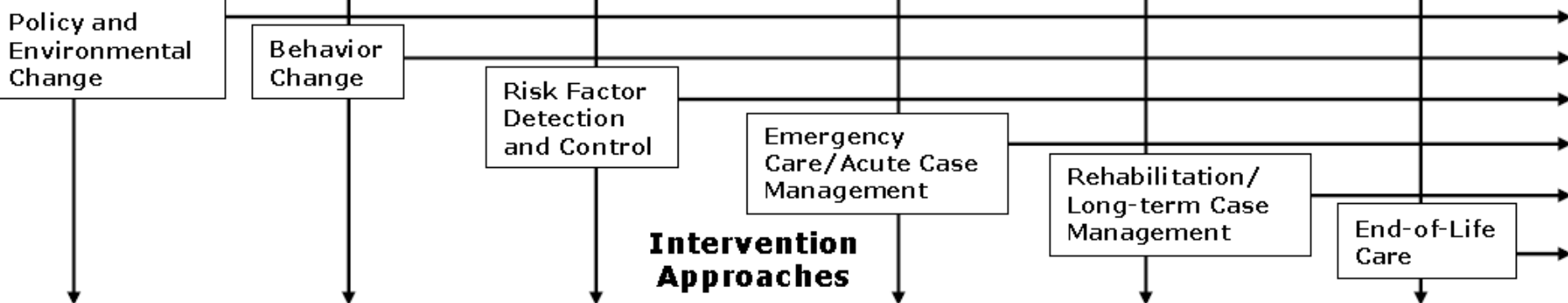
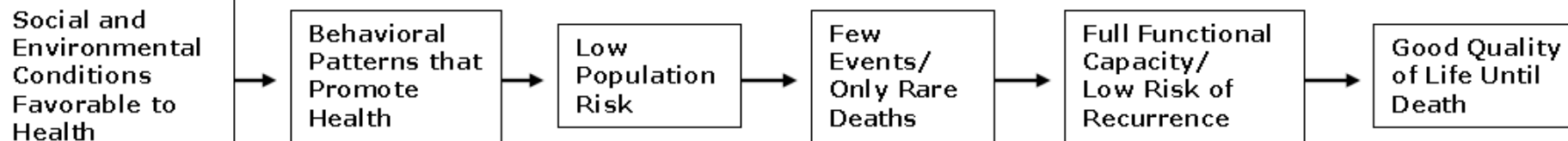
(3) the *intervention approaches* by which public health action can achieve this vision;

(4) the *relation of these approaches* to our *Healthy People 2010* goals; and

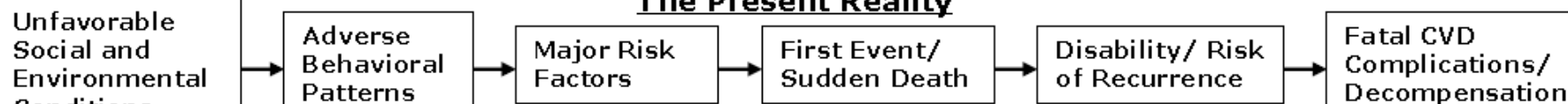
(5) the *target population* addressed by each approach.

Action Framework For A Comprehensive Public Health Strategy To Prevent Heart Disease And Stroke

A Vision of the Future



The Present Reality



The Healthy People 2010 Partnership Goals

Increase Quality and Years of Healthy Life

Eliminate Disparities

Goal 1

Goal 2

Goal 3

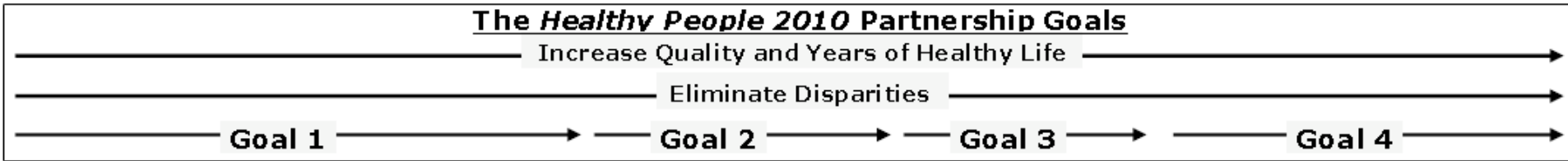
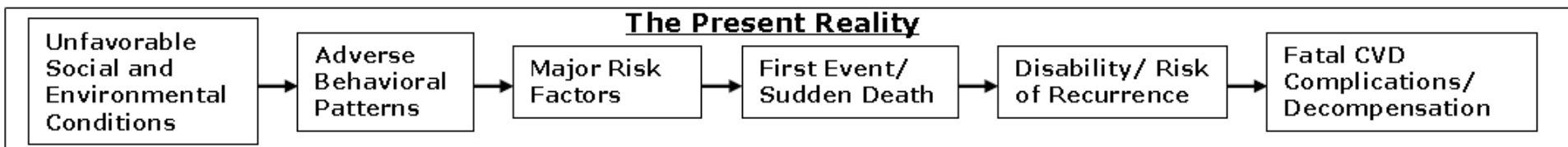
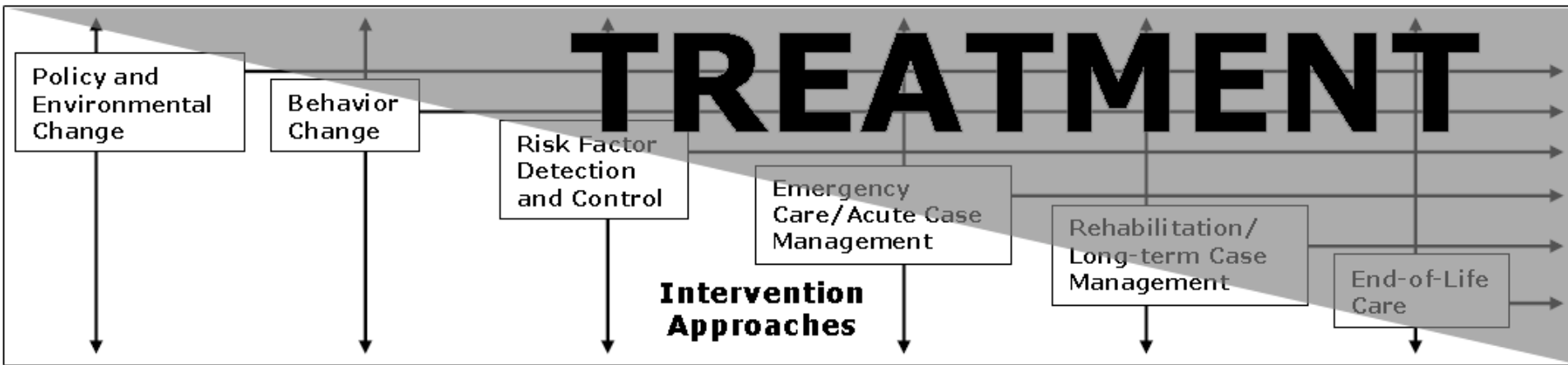
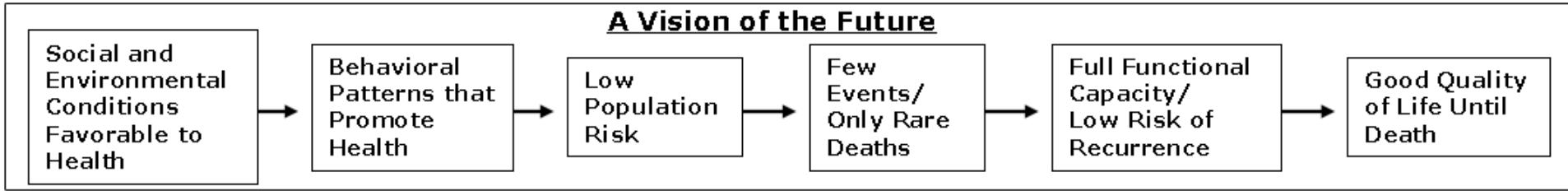
Goal 4

Target Population

Total Population	Total Population	TC	105,000,000	Stroke	500,000	Stroke	375,000	CVD	525,000
281,000,000	281,000,000	Smoking	53,000,000	MI	650,000	MI	450,000		
		HBP	50,000,000	CHF	550,000	CHF	450,000		
		DM	10,000,000						

This framework also offers a perspective on our *current investment in prevention* and its relation to treatment, as addressed by Secretary Thompson's *Steps to a HealthierUS* initiative.

Action Framework For A Comprehensive Public Health Strategy To Prevent Heart Disease And Stroke



Target Population

Total Population	281,000,000	Total Population	281,000,000	TC	105,000,000	Stroke	500,000	Stroke	375,000	CVD	525,000
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Action Framework For A Comprehensive Public Health Strategy To Prevent Heart Disease And Stroke

A Vision of the Future

Social and Environmental Conditions Favorable to Health

Behavioral Patterns that Promote Health

Low Population Risk

Few Events/ Only Rare Deaths

Full Functional Capacity/ Low Risk of Recurrence

Good Quality of Life Until Death

Policy and Environmental Change

Behavior Change

Risk Factor Detection and Control

Emergency Care/Acute Case Management

Rehabilitation/ Long-term Case Management

End-of-Life Care

PREVENTION

The Present Reality

Unfavorable Social and Environmental Conditions

Adverse Behavioral Patterns

Major Risk Factors

First Event/ Sudden Death

Disability/ Risk of Recurrence

Fatal CVD Complications/ Decompensation

The Healthy People 2010 Partnership Goals

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Eliminate Disparities

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Goal 2

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Goal 4

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TREATMENT
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Policy and Environmental Change

Behavior Change

Risk Factor Detection and Control

Emergency Care/Acute Case Management

Rehabilitation/ Long-term Case Management

End-of-Life Care

Intervention Approaches

The Present Reality

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CHF 450,000

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Action Framework For A Comprehensive Public Health Strategy To Prevent Heart Disease And Stroke

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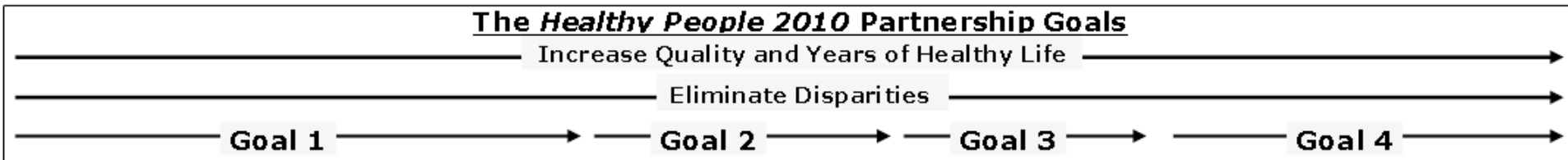
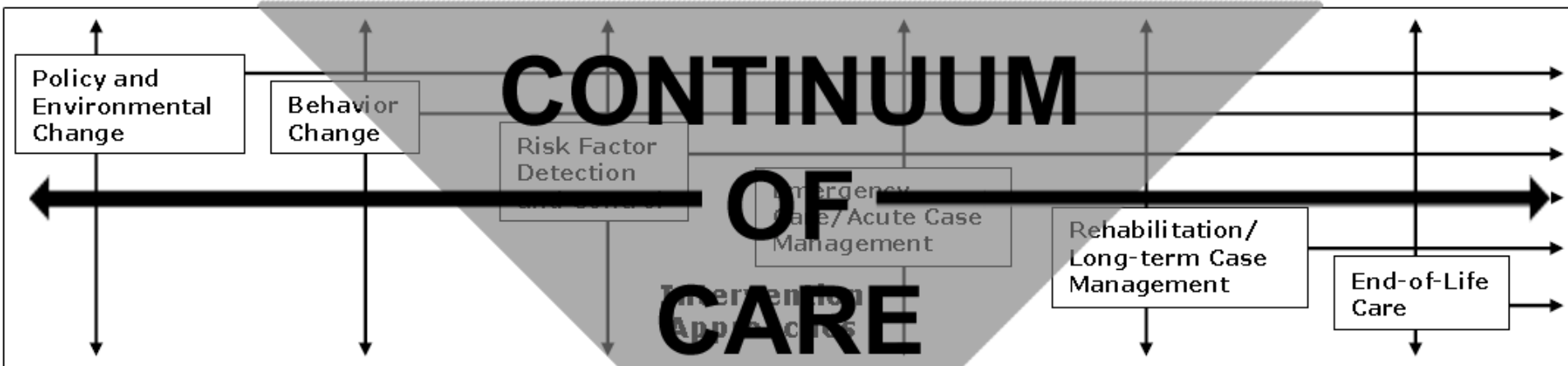
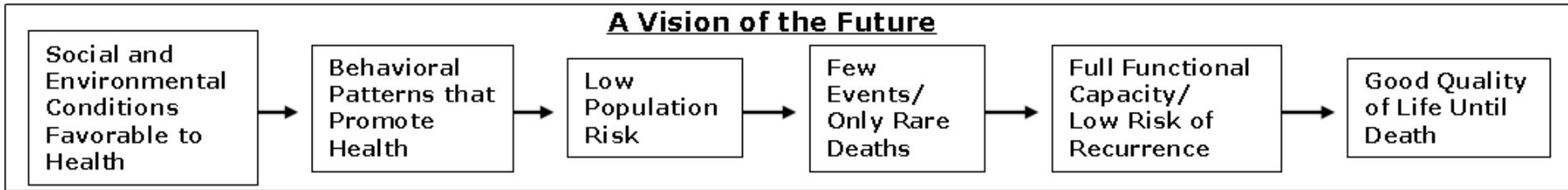
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Action Framework For A Comprehensive Public Health Strategy To Prevent Heart Disease And Stroke



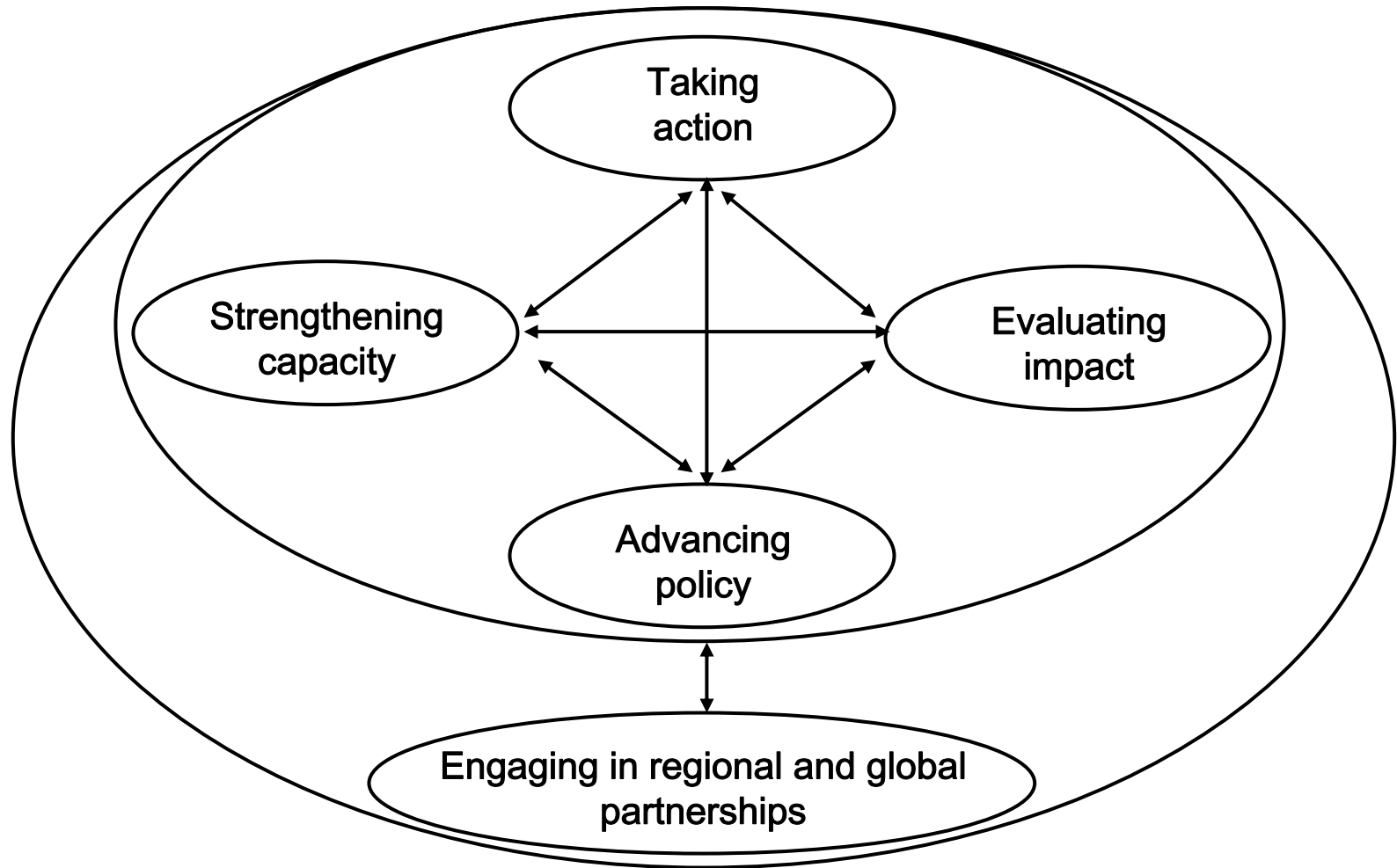
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Essential components of the Action Plan

Five cross-cutting components are regarded as essential for a long-term public health strategy to prevent heart disease and stroke. Each Expert Panel addressed one of these components in developing its recommendations and proposed action steps.

An Integrated Comprehensive Public Health Strategy To Prevent Heart Disease And Stroke



A historic opportunity: Meeting the challenge

The public health response to date sets the stage for such an opportunity –

by establishing the scientific basis, national goals and objectives, and partnerships needed for effective public health action;

by initiating programs that can potentially be brought to full-scale implementation and evaluated to measure their impact;

and by recognizing that prevention must come first.

A historic opportunity: Meeting the challenge

***With A Public Health Action Plan to Prevent Heart Disease and Stroke* and the will to implement it fully, we can seize this historic opportunity.**

*A PUBLIC HEALTH ACTION PLAN
TO PREVENT HEART DISEASE AND STROKE*

Thank you

Contact: www.cdc.gov/cvh



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION

