

Massachusetts CVH Statewide Plan

Advocacy Group
David Day, Chair

Phys Activity,
Nutrition &
Tobacco Experts

Stroke
Advisory
Group

Mass Coalition for Cardiovascular Health

AHA, MDPH, Mass PRO

Plus Other Organizations, Agencies &
Experts

Surveillance, Evaluation & Monitoring
Co-chairs:
Christine Macaluso, MDPH
Bruce Cohen, MDPH

Policy, Systems & Programs
Co-chairs:
Tony Schlaff, Tufts University Sch of Med
Cathy O'Connor, MDPH

Health Communications & Education
Co-chairs:
Rachel Fulp, Brigham and Women's Hospital
Kim Kronenberg, MDPH

Work Site
Advisory Group

Community
Advisory Group

Healthcare
Advisory Group

Schools
Advisory Group

Guiding Principles

The focus is to prevent and control heart attack and stroke.

Populations will be viewed as:

- General population
- At risk population
- Those having a heart attack or stroke emergency
- People who have had a heart attack or stroke

Guiding Principles

Major emphasis is on policy, environmental and systems changes leading to behavior change that impact heart disease and stroke.

Making healthy behaviors the easier behaviors

Impact will be statewide

Priority locations are Springfield, Fall River and New Bedford and other high risk populations as they become identified

Timeline for completion of core activities

- Summer 2003 CVD Burden Document complete; objectives identified
- Fall/Winter 2003 Objectives of Statewide Plan adopted by partners
- Winter 2004 Statewide Plan finalized and endorsed
- March 2004 Apply for comprehensive funding

A Process of Developing a Statewide Action Plan

Advisory Group Members

- Developed surveys
- Directed analysis
- Developed focus group and Key Informant Questions
- Identified Participants



CVHI Staff and Consultants

- Conducted & analyzed surveys
- Conducted & analyzed focus groups, KII
- Researched existing policies
- Summarized ALL
- Identified relevant HP2010 objectives
- Develop Burden Document (not yet completed)

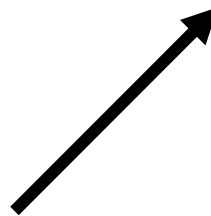
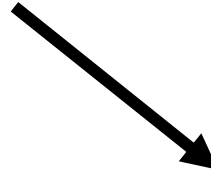


Advisory Group Members

Voted on HP2010 objectives that pertain to their setting

Advisory Group Co-chairs

- Reviewed and reformatted information grids
- Established process for ranking importance



All Advisory Groups and Potential Partners

Statewide, Full-Day Meeting to Determine Important Objectives for Massachusetts Statewide Action Plan

Advisory Groups

Voted on feasibility criteria

Advisory Group Co-chairs

Reviewed and clarified objectives

All Advisory Groups and Potential Partners

Statewide, Full-Day Meeting to Determine **Feasible** Objectives for Massachusetts Statewide Action Plan

CVHI Staff and Consultants

- Identify important & feasible objectives
- Develop measurable objectives for State
- Conduct lit search for best & promising practices
- Identify and develop policies, systems and environmental strategies
- Identify & recruit additional partners
- Develop & release survey results
- Develop Statewide Plan format



Advisory Groups

- Identify & develop policies, systems and environmental strategies
- Identify & recruit additional partners
- Develop & release survey results

Steering Subcommittees

- Develop Vision & Mission Statement
- Develop Communications Plan
- Develop MOU/MOA
- Develop Evaluation Plan

Advisory Groups and Potential Partners Become Partners

“Adopt” Objectives and sign MOU/MOA to implement strategies and tactics

Statewide Action Plan