January 2011

In This Issue:

- Message from Keith Mason, Executive Director
- National Forum Bridge Activities
- Member Opportunities

**Message from Keith Mason, Executive Director**

As you know, the National Forum for Heart Disease and Stroke Prevention was established in 2003 to implement A Public Health Action Plan to Prevent Heart Disease and Stroke. Many of you helped to create the Action Plan and were present at the first National Forum. As we move into 2011, we thank you for your support as a leader in the National Forum. The organization has made substantial progress in convening key stakeholders and focusing attention on the need to implement proven strategies to prevent and manage heart disease and stroke. This progress was possible through the dedication of strong volunteer leaders like you.

**2010 National Forum accomplishments:**

- The National Forum for Heart Disease and Stroke Prevention was incorporated under the laws of the State of Georgia on February 15, 2010 as a Domestic Non-Profit Corporation and as a 501(c)3 tax-exempt organization on July 14, 2010.
- The National Forum was a signatory to several national sign-on letters to Congress and the Executive Branch calling for support of inclusion of prevention components in health reform legislation and protection of the Prevention Fund.
- The 8th National Forum attracted approximately 200 people representing 100 organizations. The two-day event featured nationally-recognized speakers on health reform, hypertension, sodium reduction, and surveillance as well as ushered in new National Forum leadership with Dr. Thomas Pearson as Chair.
- The National Forum issued an op-ed response to the Institute of Medicine’s report on hypertension, calling for increased funding for a national surveillance system and growth in stakeholder collaborations.
- The National Forum was represented at over 15 external stakeholder events including the AHA Health Equity Summit, HHS Nutrition Summit, AF Stat Roundtable, APHA Health Reform Summit, and the Healthy People 2020 Launch.
- The National Forum released the white paper “National Heart Disease and Stroke Surveillance Program Proposal for a Unit” and provided it to the Institute of Medicine (IOM) Committee on a National Surveillance System for Cardiovascular and Select Chronic Diseases.
Diseases.

- The National Forum held an inaugural Leadership Roundtable at the AHA Scientific Sessions on heart disease and stroke components in the National Prevention Strategy, with attendance from 37 organizations representing multiple sectors.

As we move into 2011, let us remember our accomplishments while turning our focus towards the work needed to transition the National Forum forward and collectively prevent heart disease and stroke as called for in the Action Plan.

**National Forum Bridge Activities**

Over the coming months, the National Forum will accomplish its work of collectively preventing heart disease and stroke via a series of Bridge Activities. The Bridge Activities are focused efforts that will allow the organization to provide greater member engagement, manage resources, and impact heart disease and stroke prevention at a heightened level. The Bridge Activities are outlined below and are offered for your consideration as you determine your ability and desire to engage with the organization in 2011. Bridge Activity kickoff meetings will be held later this month and additional information is available on the website as well as below. After reviewing the information, please indicate which Bridge Activity effort(s) you would like to join by signing up via the link(s) below. The National Forum looks forward to your continued participation.

**Health Reform**

Challenge: Health reform legislation presents numerous opportunities to improve the cardiovascular health of our nation. However, a coordinated effort to implement the relevant heart disease and stroke prevention provisions and maximize these opportunities does not exist. Without a focused approach, the cardiovascular health of our nation will not be improved.

Goal: Develop and implement a coordinated strategy that integrates the heart disease and stroke prevention provisions of health care legislation in order to improve the cardiovascular health of our nation.

Focus of Effort: 1) Develop and implement a strategy that mobilizes leadership to provide advocacy for needed heart disease and stroke prevention policy and practice changes, and 2) Link the strategy with efforts of other stakeholder organizations (e.g. American Heart Association, etc.).

[Click here for link to detailed scope of work and to sign up for this team.](#)

**Policy Toolkit**

Challenge: It is estimated that the global epidemic of cardiovascular disease is not only increasing, but also shifting from developed to developing nations. Over a billion people will die from cardiovascular disease in the first half of the 21st century unless current trends are halted or reversed. The majority will be in developing countries and most of the life years will be lost in middle age. Any major reduction in deaths and disability from CVD will come from prevention. Policies and regulations to prevent heart disease and stroke are yet to be formulated in a large majority of nations.

Goal: Provide stakeholders with a reference resource by which to study successful policies, develop strategies, consider implementation tactics, evaluate impact, and share best practices in order to maximize their influence upon local, state/provincial, and/or national governments to develop and implement evidence-based, effective legislation for the prevention of heart disease and stroke.

Focus of Effort: Develop and implement a Heart Disease and Stroke Prevention Policy Toolkit which will serve as a global resource for national, state/provincial, and local policy makers and advocates for a heart healthy and stroke-free society.

[Click here for link to detailed scope of work and to sign up for this team.](#)
Surveillance

Challenge: Accurate and timely national and state level data on heart disease and stroke, including their causes, prevention, detection, treatment, outcomes and disparities, does not exist.

Goal: Establishment and activation of a national cardiovascular disease surveillance unit toward the development of a coordinated, comprehensive surveillance system designed to support the prevention and management of heart disease and stroke.

Focus of Effort: 1) Communicate the National Forum’s perspective on the creation of a surveillance unit, 2) Offer concrete suggestions for implementation of the National Forum’s and IOM’s recommendations, 3) Align support of surveillance advocates, and 4) Engage legislators / caucuses and stakeholders.

Click here to link to detailed scope of work and sign up for this team.

Target 2020

Challenge: CDC, NF, AHA, and NHLBI convene separate meetings to bring together their constituents to build capacity and awareness, network, and/or call for specific action(s) to be taken.

Goal: Sponsor an inaugural bi-annual meeting beginning in 2012 to improve and sustain the effectiveness and reach of heart disease and stroke prevention interventions and activities in states, tribes, and territories in alignment with and obtainment of the Healthy People 2020 cardiovascular objectives.

Focus of Effort: In an effort to promote the sharing of resources among partners as a more efficient and cost-effective way of providing capacity-building, networking, and a unified call for action, the National Forum, CDC, AHA, NHLBI and additional partners will design and host a bi-annual national conference on heart disease and stroke beginning in 2012.

Click here to link to detailed scope of work and sign up for this team.

Website Design

Challenge: The current tools the National Forum possesses to effectively communicate to and provide a virtual collaboration space for Members via its current online presence is limiting the capacity for the organization to maximize its effectiveness in preventing heart disease and stroke.

Goal: Establish the organization’s on-line niche to provide a collaboration space in order to communicate key messages, relay essential information, and increase the capacity and effectiveness of the National Forum and its Members.

Focus of Effort: Develop a web site that meets the communication and collaboration needs and goals for the National Forum and its members related to online presence.

Click here to link to detailed scope of work and sign up for this team.

Member Opportunities

- The Centers for Disease Control and Prevention (CDC), Division for Heart Disease and Stroke Prevention, has contracted with ICF Macro, a health research and evaluation firm, to identify and evaluate policy approaches or system-level strategies that prevent or reduce high blood pressure. The Division is currently seeking nominations of innovative initiatives that focus on the following two topic areas: the use of community health workers to improve management of blood pressure and improvement of physician adherence to high blood pressure treatment
The Division is interested in identifying programs and/or policies in the field which show promise, but have not yet undergone a comprehensive evaluation. From among the nominees, some practices will be further evaluated with the ultimate aim of identifying and disseminating promising practices to the field.

CDC has extended the deadline for nominating your work or the work of your colleagues to noon on Monday, January 10, 2011. The nomination form requires only a brief description of the program and/or policy. To complete the form online, click here. Nominations are due by January 10, 2011. For further information or questions about eligibility, please contact Erica Krisel at ICF Macro, CDC’s contractor for the project, at ekrisel@icfi.com or 404-321-3211.

- The National Prevention, Health Promotion, and Public Health Council seeks comments on draft recommendations for the National Prevention Strategy (deadline January 13th). Click here.

- The 2011 National Quality Forum Annual Conference will be “Achieving Health of Individuals and Populations Within Their Communities” and will be held in Washington, DC February 24-25. The two-day event includes a membership meeting and public sessions addressing key policy and implementation issues. Click here.

**Story Ideas**

Who better to tell your story than yourself? If you have an idea for a story or a Partner Update or Happenings for the National Forum Action Update, we’d love to hear about it. Send ideas for stories or news briefs, updates, etc. to Julie Harvill at jharvill@DANYA.com.

**National Forum Staff**

Keith Mason, Executive Director  
Telephone: 765.918.5888  
E-mail: keith.mason@nationalforum.org

Julie Harvill, MPA, MPH, Operations Director  
Telephone: 217.483.2828  
E-mail: jharvill@DANYA.com

National Forum for Heart Disease & Stroke Prevention  
9 Corporate Boulevard, Suite 100  
Atlanta, Georgia 30329  
Phone: (678) 510-7078  Fax: (404) 604-2739  
www.hearthealthystrokefree.org

Click here to unsubscribe

9 Corporate Boulevard, Suite 100, Atlanta, GA 30329