The mission of the National Forum is to provide leadership and encourage collaborative action among organizations committed to heart disease and stroke prevention. The NF vision is: “Working for a Heart Healthy and Stroke Free Society”. The 2020 NF goal is: “Heart Disease and Stroke will no longer be the leading cause of death for all Americans by 2020.”

**Organizational Activities**
- Identify and engage organizations with commitment to heart disease and stroke prevention
- Serve as convener and coordinator of consortia of members to address issues of National Action Plan
- Communicate with and educate member organizations regarding major policy issues in heart disease and stroke
- Convene members for action on NF priority issues. Create a social network among NF members
- Create a virtual National Forum organization (staff, policies, etc.)

**Convene & Implement Special Projects**
- Convene and coordinate efforts in atrial fibrillation detection and management
- Implement the Policy Depot

**Assist and Support Members in HDS Prevention Programs**
- Assist federal agencies to coordinate national efforts in HDSP, such as Million Heart, CTG, NPS, HP2020, etc.
- Support members’ programs in obesity, physical activity, built environment, etc.
- Promote diversity and best practices among member organizations

**Implement Strategic Priority Areas**
- Logic models are strategic plans for Surveillance, Health Equity, and Sodium Reduction

**Funding**
- To provide national-level policy and advisory programs in heart and brain health
- Balanced and diverse portfolio of funding
- Engaged, expanded, and invested NF membership with increased diversity of sectors and organizations represented

**Evaluation**
- NF viewed as indispensable and trusted policy resource within the heart disease and stroke prevention community
- NF sustainable funding and business plan
- Reduced disparities in incidence of heart disease and stroke
- Reduced sodium in processed foods and in meals served in food services, restaurants, etc.
- Reduced incidence in prevalence of obesity, HDP, cholesterol elevation, and smoking
- Surveillance systems operational and inclusive of all racial and ethnic subgroups
- Cardiovascular surveillance demonstration project with sentinel centers in municipal and state organizations

**Motivating Conditions**
Heart disease and stroke policy issues benefit from multiple member consortia to support National Action Plan. Stakeholders in HDSP often are not coordinated or collaborative to optimize results. Industry has been difficult to engage in partnerships with government and academia.

**Inputs**
- Funding to provide national-level policy and advisory programs in heart and brain health
- Balanced and diverse portfolio of funding
- Engaged, expanded, and invested NF membership with increased diversity of sectors and organizations represented

**Outputs**
- National Forum provides credibility and capacity for a coordinated and collaborative national program for heart and brain health policy and advocacy
- Reduction in disparities in heart disease and stroke risk and burdens by race, ethnicity, geography, and socioeconomic status
- Heart healthy and stroke free society with reduced heart attacks and stroke events and deaths, meeting HP 2020 goals

**Long-Term Outcomes**
- Surveillance systems operational and inclusive of all racial and ethnic subgroups
- Cardiovascular surveillance demonstration project with sentinel centers in municipal and state organizations

**Impact**
- Reduced disparities in incidence of heart disease and stroke
- Reduced sodium in processed foods and in meals served in food services, restaurants, etc.
- Reduced incidence in prevalence of obesity, HDP, cholesterol elevation, and smoking
- Surveillance systems operational and inclusive of all racial and ethnic subgroups
- Cardiovascular surveillance demonstration project with sentinel centers in municipal and state organizations

**Contextual Factors:**
Heart disease and stroke constitute leading cause of death in US for 100 years; Lack of national surveillance systems to assess trends and set priorities; Multiple public and private initiatives frequently do not communicate or coordinate; Multiple governmental organizations now funded to prevent HDS; Competition between non-profit organizations for funding hinders a single coordinated effort based on best practices; Capacity to carry out environmental change is highly uneven; Declines in HDS suggest that goals of making it no longer the #1 cause of death in U.S. is attainable.