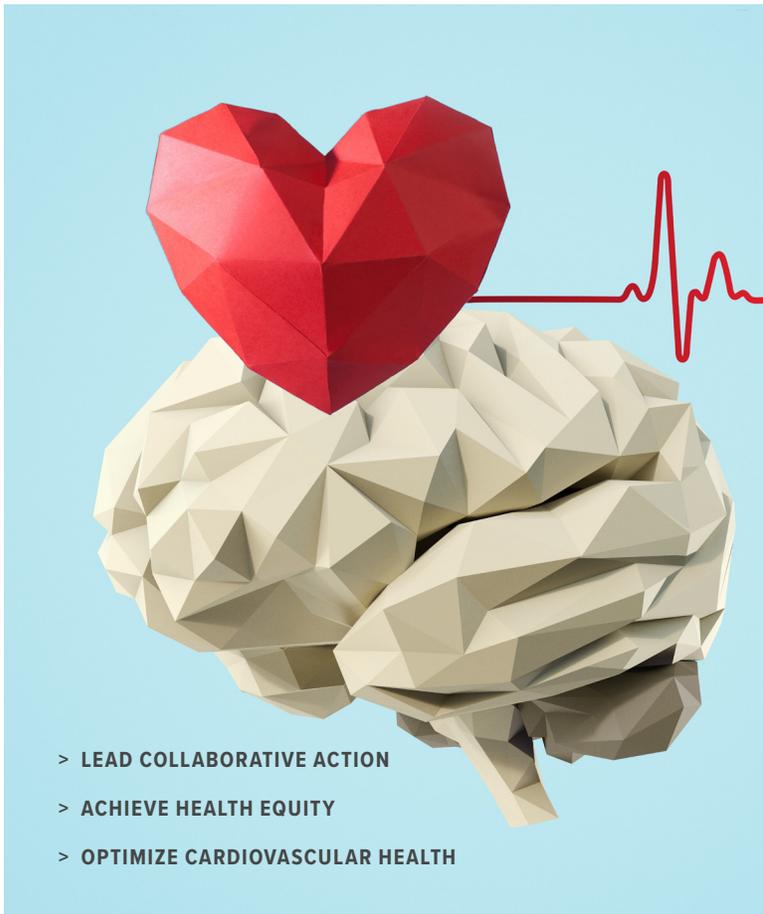


2021 Strategic Plan



OUR VISION

People throughout society living heart healthy, stroke-free lives.

OUR MISSION

To spark and lead collaborative action to achieve health equity and optimize cardiovascular health and well-being throughout the lifespan.

2021 Environmental Factors



COVID-19 and Emerging Pathogens

- Effects on cardiovascular health outcomes



Economic Landscape

- Changes to healthcare reimbursement frameworks
- Investment in digital health
- The cost of poor health can be measured
- Increasing evidence that prevention is cost effective



Health Equity

- Cultural competency is hard to teach but it can and must be done
- More people have access to care but big, unacceptable gaps remain



Health Landscape

- New/renewed interest in heart failure (HFpEF), LDL-C, Lp(a) (Industry brings funds to raise attention)
- Rising depression, anxiety, stress and other mental health concerns
- Demographic changes, e.g., increase in 65+ population
- Unhealthy diets and food insecurity
- Maternal and child health and well-being (HTN important)
- Lack of synergy between healthcare delivery and public health



Policy Landscape

- Built environment
- New Administration and Congress
- More states take on Medicaid expansion
- Surge in funding for public health
- National Forum members updating their agendas and priorities

2021 Drivers

Forces that shape our strategy

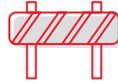
- + Economic prosperity dependent on community health
- + Community-level interest and commitment to improving cardiovascular health
- + Healthy People 2030 goals
- + The National Hypertension Control Initiative and the National Hypertension Control Roundtable
- + Preserve/protect ideal cardiovascular health through the lifespan
- + Shift from volume-based to value-based care
- Cardiovascular health inequity
- Cardiovascular disease mortality heading in wrong direction
- Systemic inequities in health and healthcare
 - a. Imbalance of investment in upstream determinants
 - b. Financial barriers to prevention and health promotion
 - c. Racism, sexism, heterosexism, and gender binarism
 - d. Delivery and implementation of evidenced-based interventions
 - e. Historically under-funded/under-valued/neglected public health infrastructure
 - f. Lack of specificity for inclusion of ethnic and racial groups

Our Focus

ISSUES



Health Equity



Social Determinants of Health: Strengthening Assets, Overcoming Barriers



Mental Health and Heart Disease and Stroke Risk Factors



Access to Equitable, timely and Optimal Care



Community Health and Economic Prosperity

GOALS

1

Ensure health equity and favorable social determinants of health are at the forefront of cardiovascular disease prevention and control

2

Enhance health and well-being by supporting access to cultural, financial, physical, and social assets and mental healthcare

3

Improve cardiovascular health:

- Prevention of risk factors
- Detection and treatment of risk factors
- Early identification and treatment of heart attacks and stroke
- Prevention of recurrent cardiovascular events

4

Enhance (and brand) the National Forum's strength as a health equity and cardiovascular health thought and change leader

5

Mobilize members and collaborators to improve health equity and cardiovascular health (deepen current members' engagement and diversify membership)



Our Approach

Leading collaborative action to achieve health equity and optimize cardiovascular health



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diseaseandstrokeprevention