

# 2022 Mid-Year Impact Report

Results as of 6/30/22

Collaborating to achieve health equity and optimize cardiovascular health and well-being.

## MOVE WITH THE MAYOR™

### Move with the Mayor™

Continuing successes across Cardiometabolic Health, Flu Vaccination and new COVID Vaccination initiative with 62 mayors active or committed to using MWTM in their communities to encourage physical activity and vaccination.

#### CARDIOMETABOLIC HEALTH



**IMPLEMENTED COMMUNITY GUIDE INTERVENTIONS** proven to improve cardiometabolic health.



participated in **SPRING CHALLENGE**, a partnership with SparkAmerica.

#### FLU CAMPAIGN

Mayors urged community members to **GET VACCINATED AGAINST FLU**.



**13**  
MAYORS FROM 12 DIFFERENT STATES



**192K**  
PEOPLE REACHED



**170K**  
VIDEO PLAYS

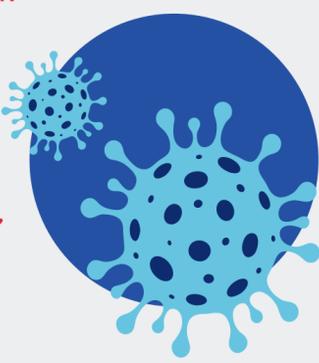


**129%**  
AVERAGE ENGAGEMENT RATE\*  
VS. **6%**  
FACEBOOK AVERAGE

#### COVID CAMPAIGN

**43 OF 60**  
(GOAL) CITIES

have committed to initiative, with representation across geography, party, age, gender and race.



The US Conference of Mayors voted unanimously to urge cities to use Move with the Mayor™ to improve mental and physical health for individual and community resilience.

## Midyear Convening

Virtual convening on increasing use of Self Measured Blood Pressure (SMBP) helped National Forum members answer the Surgeon General's call to action to control hypertension.

RECORD PARTICIPATION:

**241**  
INDIVIDUALS FROM

**165**  
ORGANIZATIONS

**83%**

OF PARTICIPANTS SAID THEY LEARNED AT LEAST 1 ACTION THEY WANT TO IMPLEMENT.

**97%**

OF ATTENDEES SURVEYED SAY THEY'RE LIKELY TO ATTEND THE ANNUAL MEETING.

## Value and Access

The Value & Access Collaboration empowers patients, providers, public health officials, and payers to influence public policy and healthcare practice.



**18**

STATES enacted laws recommended in V&A Joint Policy Statement.



**21**

The Federal Trade Commission announced an inquiry into PBM business practices' effects on access to therapies, **AS RECOMMENDED BY 21 VALUE & ACCESS COLLABORATIVE ORGANIZATIONS.**



**104**

ADVOCATES ATTENDED briefing on increasing minority participation in medical research.



**BIPARTISAN LEGISLATION** (HR7213) introduced in Congress to codify recommendation in the Value & Access Collaboration Joint Policy Statement.

National Forum released four enhanced shared decision-making guides, produced in both English and Spanish.

**MAYO CLINIC TEST SHOWED PATIENT ENGAGEMENT INCREASED 50% WHEN USED.**

**50%**  
INCREASE



Advisory Committee on Immunization Practices recommended enhanced flu vaccines for senior and appropriate individuals. The National Forum urged the ACIP to make this change to its vaccine recommendations.

## Know Your Numbers

The campaign encouraging engagement with healthcare professionals to find out blood pressure, cholesterol, and blood sugar levels saw explosive engagement and high-profile support.

**86%**

FACEBOOK ENGAGEMENT\*

VS. **<1%**

FACEBOOK AVERAGE

**50%**

YOUTUBE ENGAGEMENT\*

VS. **31%**

YOUTUBE AVERAGE



IDEATION



Campaign went from ideation to implementation in just 10 weeks resulting in **EXPLOSIVE ENGAGEMENT AND HIGH-PROFILE SUPPORT.**



IMPLEMENTATION

**24**

heart health, primary care and professional **ORGANIZATION PARTNERS.**

**OVER 6M**

IMPRESSIONS on social media and 3.2 million video views.

**237K**

Highly efficient influencer campaign generated **237K IMPRESSIONS.**

\* Engagement rate measures the total engagement (likes, comments, shares) as a percentage of total impressions delivered.