Move with the Mayor

**Cardiovascular Health**

**Implementation Community Engagement Interactions**

- **12**
  - Community members joined Mayors for ATL Vaccine Awareness and ENGAGEMENT
- **17**
  - Community members joined Mayors for ATL Vaccine Awareness and ENGAGEMENT

**Flu Campaign**

- **13 MAYORS FROM U.S. STATES**
  - Joining the flu campaign
- **192K**
  - Video views
- **170K**
  - Video plays
- **129%**
  - Engagement rate
- **6%**
  - Engagement rate

**COVID Campaign**

- **43**
  - Mayors committed to COVID vaccination
- **60**
  - Mayors committed to COVID vaccination

**Midyear Convening**

- **70 MAYORS FROM 13 STATES**
  - Participating in the Convening
- **12 DIFFERENT ORGANIZATIONS**
  - Attending the Convening
- **241 MIDYEAR RECEPTIONS**
  - Engaging with leaders
- **165 ENGAGEMENTS**
  - Engaging with leaders

**Value and Access**

- **83%**
  - Value & Access Initiative engagement
- **97%**
  - Value & Access Initiative engagement

Nationally, the Interagency Forum focused on:• Increased numbers of mayors and other local leaders who commit to increasing vaccine rates overall, as well as to increasing vaccination rates among vulnerable communities.

Advisor Committee on Implementation of the National Action Plan on Value and Access to Health Care for Low-Income, Underserved, and Vulnerable Populations• Increased voluntary commitment to increase access to vaccines for senior and appropriate individuals.

**2022 Mid-Year Impact Report**

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

**Value and Access Initiative**

- **104 ADVOCATES ATTENDED**
  - Annual meeting
- **97%**
  - Engagement rate

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

*Note. Adapted from "The SHARE Approach," by the Agency for Healthcare Research and Quality, Content last reviewed August 2018.


**Shared Decision Making (SDM)**

- **A**
  - Helps your patient explore and compare treatment options
- **B**
  - Assesses your patient’s values and preferences
- **C**
  - Decides which local resources will effectively support the patient
- **D**
  - Reaches a decision with your patient

**COVID Campaign**

- **50%**
  - Impact on social media and engagement and high-profile support
- **6M IMPRESSIONS**
  - Weekly
- **237K IMPRESSIONS**
  - Weekly

The campaign encouraging engagement with healthcare professionals to find out blood pressure, cholesterol, and other risk factors for ASCVD.

**Know Your Numbers**

- **86%**
  - Facebook engagement
- **50%**
  - Vulnerable engagement
- **31%**
  - Vulnerable engagement

- **242 postcard drop-offs**
  - 46p to key stakeholders, including policymakers
- **6M IMPRESSIONS**
  - Weekly
- **237K IMPRESSIONS**
  - Weekly

The campaign encourages participation in the 2022 Mid-Year Impact Report and executive Q&A.

**Value and Access Initiative**

- **104 ADVOCATES ATTENDED**
  - Annual meeting
- **97%**
  - Engagement rate