



# HEART DISEASE AND STROKE

## PREVENTION PROGRAMS ARE MAKING A DIFFERENCE IN HEALTH OUTCOMES

2009

### Success Stories

#### Utah: Helping Residents Manage High Blood Pressure

Nationally, less than one-third of adults have their high blood pressure under control. The Utah Department of Health has partnered with two managed care organizations to improve blood pressure control among Utah residents. These efforts included development of a care model that served as the basis for continuing medical education for health care professionals throughout the state.

In addition, the Utah Heart Disease and Stroke Prevention Program distributed guidelines on how to manage high blood pressure to residents. It also developed self-management kits in English and Spanish in response to a need identified through focus groups with health care providers and patients with high blood pressure.

The kit includes tracking tools, an information guide, a video that explains what high blood pressure is and why controlling it is important, and a brochure that explains the DASH (Dietary Approaches to Stop Hypertension) diet.

The kits are distributed to health care providers and systems that serve priority populations, such as community health centers, Medicaid managed care plans, and other primary care networks for low-income residents.

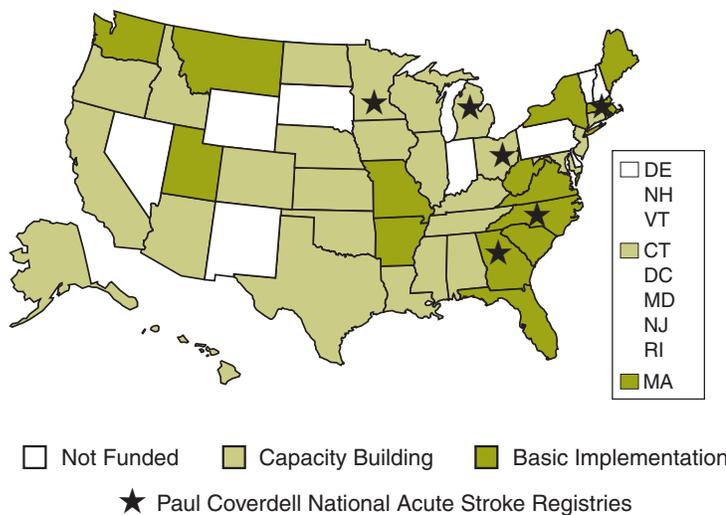
As a result of these efforts, one of the managed care organizations reported that blood pressure control improved 47% among its overall membership in Utah from 2004 to 2007.

#### Tennessee: Helping Health Care Providers Improve Patient Care

In 2005, the Tennessee Department of Health's Heart Disease and Stroke Prevention Program promoted the use of evidence-based guidelines for cardiovascular care to health care providers throughout the state. They gave current protocols and clinical decision-support tools to nurses and doctors working in state hospitals to help ensure that the care they provide to patients with coronary artery disease, stroke, and heart failure is in line with the latest scientific guidelines.

In 2008, three hospitals were recognized for achieving 85% adherence to all performance measures for acute care or prevention of coronary artery disease, stroke, or heart failure for 12 consecutive months. Six hospitals were recognized for achieving 85% adherence for 3 consecutive months.

**CDC-Funded Heart Disease and Stroke Prevention Programs, 2008**





## Georgia: Atlanta Hospital Wins AHA Award

Georgia's Paul Coverdell National Acute Stroke Registry implemented a plan and database to help improve the quality of stroke care in hospitals across the state. As a result, in 2008, the American Heart Association (AHA) awarded Atlanta's Grady Memorial Hospital, which participates in the registry, with a silver award for achieving at least 85% adherence to nine performance measures for stroke care for 12 consecutive months.

## Campaigns Increase Awareness

Increasing public awareness of the signs and symptoms of heart attack and stroke and the need to call 911 quickly will decrease death and disability from cardiovascular disease. The following examples show how three states are working to reach this goal.

### New York: Campaign Increases Awareness Among State Residents

New York's Healthy Heart Program launched a pilot campaign in Albany, Rensselaer, Saratoga, and Schenectady counties to increase awareness about the signs and symptoms of stroke. The program matched contributions from six area hospitals to fund the campaign's television, radio, and public transit advertising components.

This campaign resulted in an 18% increase (from 42.7% in 2006 to 50.3% in 2007) in the number of people who arrived at hospital emergency rooms in less than 2 hours after experiencing the first symptoms of a stroke. It also resulted in a 13% increase (from 51.6% in 2007 to 58.5% in 2007) in the number of people arriving at hospitals by ambulance.

### Massachusetts: Campaign Helps People Identify Stroke Symptoms

With state and federal funding, the Massachusetts Heart Disease and Stroke Prevention and Control Program created a public education campaign to increase awareness about the warning signs and symptoms of stroke. The campaign is called *Stroke Heroes Act FAST (Face, Arms, Speech, Time)*. In a pilot test, about 94.4% of participants correctly identified three symptoms of stroke, and 76.4% identified all five symptoms. In a 3-month follow-up survey, 100% of participants correctly identified slurred speech and facial drooping as symptoms, 98.5% recalled arm weakness or numbness, and 97% said they would call 911 if they thought someone was having a stroke.

## Arkansas: Radio and Internet Campaigns Raise Awareness

In November 2007 and February 2008, Arkansas launched radio campaigns to increase awareness about the warning signs and symptoms of heart attack and stroke. An Internet-based campaign also promoted the importance of knowing your cholesterol level because high blood cholesterol is a risk factor for heart disease and stroke.

The campaign reached more than 1.5 million radio listeners and another 639,000 people through the Internet. Surveys conducted before and after the 2007 campaign showed a 27.3% increase in knowledge of the signs and symptoms of heart attack and stroke among white residents in Arkansas. Among African Americans in the state, the increase was 37.2%.

### Heart Disease and Stroke Facts

- Heart disease and stroke are the first and third leading causes of death for both men and women in the United States, accounting for more than 35% of all deaths each year.
- An estimated 1 in 3 U.S. adults have high blood pressure, a major risk factor for heart disease and stroke.
- A 12–13 point reduction in systolic blood pressure is estimated to reduce heart disease risk by 21%, stroke risk by 37%, and risk for death from heart disease or stroke by 25%.
- Researchers estimate that a 10% decrease in total blood cholesterol levels in the U.S. population would lead to a 30% decrease in the nation's heart disease rate.
- Knowing the signs and symptoms of a heart attack or stroke, calling 911 immediately, and getting to a hospital right away will increase a person's chances of surviving a heart attack or stroke.

*For more information about how to prevent heart disease and stroke, visit CDC's Division for Heart Disease and Stroke Prevention Web site at <http://www.cdc.gov/dhds>.*