



**COMMITTEE:** Steering  
**DATE:** May 12, 2010  
**Time:** 12:30 PM – 4:30 PM  
**LOCATION:** BP Conference Center,  
 Anchorage

X	Martha Pearson – SEARHC, WISEWOMAN Committee Chair		Deborah Corker – AK Health Fairs, Inc.
X	Gary Ferguson – ANTHC	X	John McCleary – MOA, Parks and Recreation (Teleconference)
	Michelle Cassano – ADA		Sarah Paddock – SEARHC, WomenHeart
X	Sandra Carroll-Cobb – UAA, AAHPERD	X	Janice Gray – SOA, Heart Disease & Stroke Prev Pgm
	Karen Friedl – ANMC		Christie Artuso – PAMC, Neurosciences
X	Brenda Shelden – Mat-Su RMC (Teleconference)		Kelly Heithold – BP & WIN
X	Linda Shepard – PAMC, Parish Nurses		Open
	Chris Sherwin – AHA (WA)		Open
X	Renaë Mathson – SEARHC, WISEWOMAN		Open
	Stan Watkins, MD – American Heart Institute		Open
X	Andrea Fenaughty – SOA, Epidemiology	X	Miriam Lemke, secretary, SOA, HDSP
		X	Russ Stevens, SOA, HDSP

**1. Committee Chair Recruitment Update (Martha Pearson)**

- Membership Update
  - Retiring Steering Committee member: Diana Redwood, ANTHC
- Once the Take Heart Plan has been published, it can be used to recruit people

**2. Website Expansion Update (Russ Stevens) and Committee Discussion Involving the Website**

- Newly revised Heart Disease and Stroke Prevention Program publications now available on the website (or to order from the HDSP Program):
  - The BMI chart has been redone, also containing numbers showing underweight
  - F.A.S.T. Stroke Brochure
  - F.A.S.T. Stroke Bookmarks
  - Activity Pyramid Brochure
  - 30 Active Minutes Every Day Brochure
- Russ redid and expanded the Resource page: If anyone would like to add resources please send them to Russ
- Currently and in the future, the Take Heart Alaska website will show a special topic on the front page every month
- The APPA page is still under construction. Russ will continue to add buttons.
- Russ needs the coalition’s help with regard to collecting physical activity resources so he can make links to them. He would like to create one page with facts and one page that shows events. This can be broken down by age groups if there are enough events.
- Healthy Recipes resource is available on the website
- Russ would like to create a health care and healthy lifestyles media page containing a join button and a news room with widgets.
- Renaë suggests that we also use Facebook, Twitter and create a blog.
- Russ’ goal is to create a more user-friendly website
- Janice suggests to use the marketing campaign in order to advertise the website

- Gary suggested adding links for resources, evaluation aspects, PowerPoint presentations etc. on the website. He also mentioned the benefits of getting feedback: By showing that people use the website, the coalition could get more money
- Martha's suggestion for the website is to create a comprehensive resource list for the following groups:
  - Community Health Aides Program (CHAP)
  - Parish Nurse
  - Community Wellness Advocate (CWA) Program
  - Healthcare Provider
  - Parent

### 3. **Healthy Lifestyles** (Russ Stevens, Janice Gray)

- APPA & Eat Smart Alaska! suggestion is to update the 5-a-day recommendation to 9-or-more a day.

### 4. **Public Education** (Janice Gray, Linda Shepard)

- Janice: The Public Education committee is currently working on one project: the Know Your Numbers campaign  
The goal of the campaign is to educate the public, to recommend numbers and to offer card supplies at health fairs
- Linda: Our model is the Australian campaign which is present everywhere, however it only concentrates on blood pressure
- Janice: The goal is to create an event card and a long term tracking card to use as support for the campaign
- Russ: Suggests to offer a toolkit that contains resources, will review the Australian toolkit
- Andrea: Using "More Matters" is also a valuable message to help people easily understand the need to eat more fruits and vegetables in case they can't remember the 5 a day or 9 a day messages.

### 5. **Professional Education & Secondary Prevention** (Janice Gray)

- Has not met and needs resources

### 6. **Take Heart Alaska 2009 Cardiovascular Strategic Plan Update** (Martha Pearson/Janice Gray)

- Janice provided the committee with many resources like plans from other states which will help the committee to decide what it likes and how the plan should be designed
- Janice reviewed the CDC Requirements for the plan, which includes that the plan has to be printed in hardcopy
- Janice asked what the committee foresees for the plan - should it be educational, directive, just goals? Should it contain recipes or guidelines and which parts of the Burden Report the committee would like to insert?
- Janice stresses that Healthy Lifestyles is not a priority of the CDC for the Heart Disease and Stroke Prevention (HDSP) Programs, but it is a state priority. This lead to the question of what the plan should include?

#### Decisions - The plan should include:

- Executive Summary (What this plan is, Who is it for?)
- It should be a guidance and contain evaluations and as many weblinks as possible.

- The plan should include plan logic models for:
  - High Blood Pressure Indicators
  - High Cholesterol Indicators
  - HDSP Program Plan
- Martha suggested that we use phrases that people want to read
- What does success look like?
- Janice suggested that we set a timeframe for the plan like 2010-2015
- Janice suggested that we address the plan to healthcare providers as well as people from villages to let them know that they can (and how they can) make a difference in their communities by preventing a stroke or heart attack
- Andrea suggested to divide the plan into sections *for coalition members* and *for community members*
- Renae added that we should still provide phone numbers and contact information in the plan for people who are not comfortable with PCs – in addition to the website link. That way if they want more information they can call or find the website.
- Addressing disparities: Janice noted that when Clint Farr (epidemiologist) reviewed the Alaska Heart Disease and Stroke Burden Report, the major disparity involves elderly women (65+) with high blood pressure
- Gary suggests to use spiral binding rather than paper
- Discussed which Public Health Model to use – decided on the most basic block/step version
- Andrea suggests to take the conclusion, the executive summary and graphs from the Burden Report and insert it into the plan (2-3 pages)
- The most liked plans from other states so far: Ohio Plan, Washington Plan
- Gary suggests to include weaknesses and strengths into the plan of what has been reached and what not from the Healthy Alaskans 2010 and Healthy People 2010 Projects.
- The committee decided to include the Healthy Alaskans 2010 goals into the plan but leave out the numbers
- Two colors can be used for the plan; backgrounds could be highlighted, the request was not to use red as a primary plan document color
- It is not necessary to insert the coalition's evaluation into the plan
- **Risk Factors:** Will be included in a separate section, for more details a link will be made to the website or as a resource page in the plan
- Grids of measurable objectives will be inserted in the appendix
- Gary would like to add psychosocial protective factors (stress factors, suicide)
- Also include other cardioprotective factors
- Andrea suggests to combine each goal with an evaluation

At 15:30-16:30 PM Brenda Shelden and John McCleary joined the meeting by teleconference

## 7. Next Steps

- Janice and Russ will create the plan sections and send out drafts to the steering committee members for comments and editing before it will be published

## 8. Next Meetings

- Teleconference: September 8, 2010 1200-1300
- Face-to-face: During Public Health Summit, Anchorage Jan 10-12, 2011 (date/time TBA)

## Flip Chart Notes

### On Website:

- Basic education on CVD and risk factors
- Specific objectives by committee
- Detailed evaluation measures
- Resources for all levels
- Who is doing what?
- Who to contact?
- Traditional Foods efforts

### How do I make a difference?

- Comprehensive resource list for:
  - -CHAP
  - -Parish nurse
  - -CWA
  - -Doctor/Provider
  - -Parent

### What does success look like?

- Evaluation
- Logic models? Goal by goal
- In 5 years what will 'making a difference' look like?
- Access to Care (Ohio Plan model)
  - List resources
- Discussed which Public Health Model to use – decided on the most basic block version
- Layout: one that is easy to use, has a spiral binding (like in Ohio Plan) and includes dates (2010-2015)

### Umbrella Model CVD Plan

Use the plan as an umbrella to guide and support the coalition activities

- Executive Summary
  - trend highlights from Burden document
  - Alaska specific
  - Synopsis from Healthy Alaskans 2010
  - Answers: "Why should I pay attention? Why should I make changes?"
- Opportunities for action
  - goals from prior years; strategies
  - risk factor logic models
  - partnerships - who is doing this?
- How can I make a difference?
  - direct people to resources
  - number to call for help
- Risk Factors
  - short bullet blurbs, include AHA heart (ABC) graphic
  - protective

