MILLION HEARTS® 2022
NPHIC/OADC Monthly Call
August 23, 2018
ROBIN A. RINKER, MPH
CENTERS FOR DISEASE CONTROL AND PREVENTION, DEPARTMENT OF HEALTH AND HUMAN SERVICES
MILLION HEARTS® 2022

- **Aim:** Prevent 1 million—or more—heart attacks and strokes in the next 5 years
- National initiative co-led by:
  - Centers for Disease Control and Prevention (CDC)
  - Centers for Medicare & Medicaid Services (CMS)
- Partners across federal and state agencies and private organizations
HEART DISEASE AND STROKE IN THE U.S.

- More than **1.5 million** people in the U.S. suffer from heart attacks and strokes per year\(^1\)
- More than **800,000** deaths per year from cardiovascular disease (CVD)\(^1\)
- **CVD** costs the U.S. **hundreds of billions** of dollars per year\(^1\)
- CVD is the greatest contributor to racial disparities in life expectancy\(^2\)

References
VITAL SIGNS OVERVIEW

- MMWR on state-level ‘Million Hearts® event’ data
  - Hospitalizations, emergency department visits and deaths in 2016

- MMWR on key cardiovascular risk factors for MH 2022

- Fact Sheet - description of MH actions- small changes—that can be taken by different sectors to help prevent a million. Everyone has a part to play.
LAUNCH ACTIVITIES

- Release on Thursday, September 6th at 1 p.m. EDT
- Promotion/Rollout Plan includes:
  - Vital Signs telebriefing for the media on September 6th at noon EDT
  - Dissemination of 2 MMWRs, a factsheet, social and traditional media materials to grantees, partners, and clinician groups at 1 p.m. EDT
  - Vital Signs Town Hall Teleconference on Tuesday, September 11th from 2 p.m. to 3 p.m. EST
    - Call-in information available at www.cdc.gov/vitalsigns
COMMUNICATION MATERIALS

- MMWR
- Press Release
- Factsheet
- Video
- Clinician Outreach
- Social Media
  - Twitter
  - Facebook
  - Instagram
- Partner Toolkit
OTHER RESOURCES

- Million Hearts: millionhearts.hhs.gov
- Division for Heart Disease and Stroke Prevention: www.cdc.gov/dhdsp
- CDC Vital Signs: www.cdc.gov/vitalsigns