

The North Carolina Plan for Prevention and Management of Heart Disease and Stroke

2012-2017



Start WITH
YOUR Heart
Justus-Warren Heart Disease & Stroke Prevention Task Force

With the awarding of CDC funding and the launching of the first state plan, the Legislature considered disbanding the JWTF and replacing it with a smaller advisory committee. Members and partners advocated for its continuance, and the Legislature agreed and made funding of the JWTF a recurring item in the state budget.

Development and Selected Early Accomplishments of the TF: 1996 – 2003

- Statewide Convocation of Community Leaders to Prevent Heart Disease and Stroke and *Making it Happen*, published proceedings of the Convocation in 1996.
- “Save Your Sweet Heart”, first Legislative Heart Health Day, 1997, held biennially every odd year until 2009.
- First edition (1997) of *The Burden of Heart Disease and Stroke in North Carolina* was printed and has been updated periodically..
- Legislative funding was extended from 1997 through 1999 with additional appropriations for:
 - a CVD Data Unit for one year; and,
 - a public awareness campaign for two years.
- CDC award in 1998 of \$1.25 million/year for five years for the Heart Disease and Stroke Prevention (HDSP) Program. Beginning in 1999, the HDSP program awarded \$100,000 a year to each of six regions of the state, with subsequent additional funding for two “lead” counties to target African Americans.
- First Cardiovascular Disease (CVD) Data Summit was held in 1998 with publication of *Findings and Recommendations*.
- Second CVD Data Summit was held in 1999 with a focus on stroke. The summit included South Carolina and Georgia, resulting in the development of the Tri-State Stroke Network (TSSN). CDC awarded funds for the TSSN in 2000.
- “Start With Your Heart” public awareness campaign starts in 1998 with outdoor advertising.
- Publication of the *NC Plan to Prevent Heart Disease and Stroke 1999 – 2003*.
- Partnership with Subway Sandwich stores including \$560,000 value of co-sponsored TV ads in 1999.
- Publication: *Unexplained Stroke Disparity: Report and Recommendations from Three Southeastern States* – Tri-state Stroke Network (TSSN), 2000.
- Non-recurring state funding was provided in 2000 for “Strike Out Stroke,” a public education program targeting hypertension and stroke in African Americans. The Tri-State Stroke Summit was held annually from 2001- 2010 when CDC funding for stroke networks was discontinued.
- Funds were awarded by CDC in 2002 to the University of North Carolina at Chapel Hill to lead a collaborative effort to develop a prototype for the N.C. Stroke Registry. After this successful project, CDC awarded a three-year grant in 2004 to the HDSP Program to implement the NC Stroke Care Collaborative, (NCSCC), originally the NC Acute Stroke Registry.
- Funds were awarded by CDC in 2002 for a new five-year cycle of the HDSP Program. “*NC Community Change Chronicles*” - State and local HDSP success stories were added as a continuing feature on website.
- New “Start With Your Heart” Public Awareness campaign in 2002.

Among other changes over the years, the JWTF adapted to a 2003 change in CDC priorities, which required states funded for heart disease and stroke prevention to shift their focus downstream to

address hypertension, dyslipidemia, and diabetes, as well as emergency response for heart attacks and strokes. This involved:

- A new emphasis on changing systems and improving quality along the continuum of care from risk factor prevention through early detection and treatment of risk factors and acute events through to recovery.
- Additional partners and resource persons with the focus on proven strategies that could produce measurable changes in population health.
- An increasing focus on stroke, especially in the Stroke Belt “Buckle” states.

Selected Accomplishments Following CDC’s Changed Focus:

- “NC Plan to Prevent Heart Disease and Stroke 2005 – 2010” – 2nd state plan was published.
- “The Burden of Cardiovascular Disease in N.C., 2nd edition, 2006, was published with periodic updates.
- Partnership was formed with Carolinas/Georgia Chapter of American Society of Hypertension (ASH) in 2004 to provide Continuing Medical Education regarding new Hypertension (HTN) Guidelines (The Seventh Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure).
- TSSN – Geographic Information Systems (GIS) Mapping Project in 2004 for stroke care resources in North Carolina, South Carolina and Georgia.
- N.C. House voted in 2005 to ban smoking on House floor – influenced by Legislative Heart Health Day. In 2007, the Legislature banned smoking in all government buildings.
- The Clean Indoor Air Bill passes, effective January 1, 2010.
- TV Spots were developed and shown statewide: “Lost in Translation”, 2006 award winner; “Know Your Numbers”, 2006.
- “Bar Flies” regarding Second Hand Smoke targeted policy makers, 2008 award winner.
- CDC provided funding in 2006 for the DHHS Office of Emergency Medical Services (OEMS) to develop an Acute Stroke Care Toolkit for Emergency Responders.
- In 2006, JWTF was directed by the Legislature to establish a Stroke Advisory Council (SAC) to develop a Stroke System of Care (SSoC) Plan, and the SAC established work groups. SAC recommendations were presented to the General Assembly in 2007. The Association of State and Territorial Health Officials (ASTHO) awarded funding in 2010 to develop SSoC Plan, which was published in 2011.
- Legislature appropriated funds in 2007 to:
 - Implement recommendations of SAC;
 - Continue operations of SAC;
 - Fund the NCSCC; and,
 - Fund “Stroke Signs and Symptoms” awareness campaign.
- NCSCC started the Innovative Quality Improvement (QI) Grant Program for participating hospitals in 2007.
- QI webinars were held by NCSCC in partnership with TSSN in 2007.
- Data linkage project was established between NCSCC and OEMS following a CDC grant for a feasibility study in 2008.
- Advanced Stroke Life Support (ASLS) trainings were held for pre-hospital and hospital personnel and representatives from other NCSCC partner organizations) across the state in 2008.

- Non-recurring State funding in 2011 of \$450,000 was granted for a public awareness campaign and SAC operations.
- New CDC award was given in 2012 for three years for the NCSCC to include the EMS data linkage component.

Selected Publications:

- *“Establishing a Legislative Task Force to Prevent Heart Disease and Stroke”*, 2004
- *“Hosting a Legislative Heart Health Day”*, 2004
- *“The Burden of Cardiovascular Disease in N.C.”*, 1997, with annual updates; revised in 2006
- *“Impact of Stroke in the Southeastern Region”* (TSSN) 2008
- *“NC Stroke Rehabilitation Programs and Services – (SAC) 2009*
- *“The North Carolina Smoke Free Restaurants and Bars Law and Emergency Admissions for Acute Myocardial Infarctions: A Report to the State Health Director”* (Tobacco Prevention and Control Branch) 2011
- *“N.C Stroke System of Care Plan”* (SAC) 2011
- In addition, staff and partners have made numerous presentations to public and professional groups and have published numerous articles in juried journals about the work supported by the JWTF and its partners.

The following data testify to the effectiveness of the JWTF and the partnerships forged in the groundbreaking events of 1995 and in progress made since then:

- Heart disease death rates among North Carolinians decreased 32.7 percent from 2000 – 2009, a decline that was faster than the national rate
- N.C. stroke death rates decreased 37.9 percent from 2000-2009
- North Carolina met its Healthy People 2010 goals for stroke and heart disease death rates in 2009
- Heart disease is now the second leading cause of death in North Carolina (after all cancers combined)
- Stroke is now the fourth leading cause of death in the state (after decades at third place)
- Between 1995 and 2007, hospital discharges for those with a definitive diagnosis of heart disease dropped an average of 6,716 a year, representing an approximate cumulative savings of \$249,009,132.