

ACTION ■ UPDATE

News from the National Forum for Heart Disease & Stroke Prevention

www.hearthealthystrokefree.org

October 2008

Volume 4, Issue 5

IN THIS ISSUE:

- *New National Forum Chair-Elect Installed*
- *Kirkendall Joins NF Staff*
- *Coordinating Board Meets in Dallas*
- *Policy Statement on Health Care Reform Released*
- *National Forum Welcomes New Members*
- *PHLPIG Hosts Session at CVH Institute*
- *IGs Post Mid-Year Reports*

New Officer Elected

Dr. Tom Pearson Installed as Chair-Elect

Thomas Pearson, MD, MPH, PhD, long time National Forum member and chair of the Regional and Global Collaboration Implementation Group, was elected to the position of National Forum Chair-Elect at the October 1 meeting of the Coordinating Board. Pearson is Albert D. Kaiser Professor in the Department of Community and Preventive Medicine and Professor of Medicine at the University of Rochester, School of Medicine. He is also Senior Associate Dean for Clinical Research at the University of Rochester Medical Center and directs the Rochester Prevention Research Center.

As a new member of the National Forum leadership team, Pearson will focus his attention on the role that the organization will play over the next four years. “The National Forum is, in many ways, still in its infancy, defining its role within the broader public health community,” he said. “Over the next four years, the definition of roles and purpose must be completed, along with recognition and acceptance of these roles and purposes by partner organizations, sponsors, the media and policy makers,” said Pearson. “Our core message must be that any hope for a continued decline in the heart disease and stroke burden, at an affordable price to society, must include a population-based program targeting health behaviors outside of clinical medicine but well within the realm of public health,” he stated.

In announcing Pearson’s election, National Forum Chair Mark Schoeberl said, “I am so pleased and excited that Dr. Pearson accepted the invitation to become our chair-elect. We all know his

commitment to the development of the *Action Plan* and his devotion of time and passion to implementing the *Action Plan* through the work of the National Forum.” Schoeberl went on to say, “ I hope that all National Forum members will join me in expressing our gratitude and appreciation to Dr. Pearson for his willingness to serve and also offer support to him as he assumes his new duties as chair-elect.”

Randy Kirkendall Joins National Forum Staff

The National Forum is pleased to announce that Randy Kirkendall has joined the NACDD team of consultants as staff to Regional and Global Collaboration Implementation Group (RGCI) for the next six months. Kirkendall has been a volunteer member of the RGCI since the 3rd annual meeting in 2005. “We are so excited to have Randy join our team,” said Julie Harvill, Lead Consultant for the National Forum. “He has a wealth of experience in public health and is passionate about the international aspects of heart disease and stroke prevention,” she said.

“I look forward to this new role with both great interest and passion, because I believe in the mission and potential of this organization and want to contribute to its continued success however I can,” said Kirkendall. “As a member, I have really enjoyed and appreciated working with the National Forum staff. I am anxious to now get firsthand experience in the behind the scenes workings that makes the National Forum click,” he said. Kirkendall will be staffing RGCI through the 7th National Forum in March.

Kirkendall has held various professional positions in public health for over the past twenty years, primarily focusing on health promotion and chronic disease prevention. In addition to his new role with the National Forum, he works as a policy, planning, and evaluation consultant for other health organizations. He earned his BS in Physical Sciences from Kansas State University and his MPH in Epidemiology from UCLA.

Coordinating Board Meets in Dallas

The National Forum Coordinating Board met at the national headquarters of the American Heart Association in Dallas, Texas on October 1. NF Chair, Mark Schoeberl, Executive Vice President for Advocacy at AHA, hosted the meeting. The group installed a new chair-elect (See article above “Pearson Installed as Chair-Elect”) and considered a variety of Action Items, including the approval of funding for the Policy Research Implementation Group Economic Symposium and approval and promotion of both the complete and abbreviated versions of the “State Planning Index for Heart Disease and Stroke Prevention” developed by the Public Health Leadership and Partnership Implementation Group.

The Coordinating Board also approved National Forum organizational membership in the “Healthiest Nation Alliance.” The Healthiest Nation Alliance is a group of individuals and organizations with local, state, national, and international perspective that are committed to working together to take decisive actions that will accelerate true improvements in health across America.

In addition, the Coordinating Board also voted to establish a series of National Forum Awards to recognize the contribution of organizations and volunteers who are the cornerstone of support

for the National Forum and efforts for heart disease and stroke prevention and management. The five categories of awards are: National Forum Heart Healthy Stroke Free Award, National Forum Commitment Award, National Forum Public Policy Award, National Forum Service Award and National Forum Chair Recognition Awards. These awards will be given annually in conjunction with the National Forum Annual Meeting. The first awards will be made at the 7th National Forum, March 19-20, 2009. To learn more about the awards, please visit: <http://www.hearthealthystrokefree.org/resources-annualmtg.aspx>

The group also focused on the future organizational structure for the National Forum. Working with representatives of the Non-profit Leadership Institute (NPL), the Board laid out key concepts for the next steps in developing management and staff infrastructure for the National Forum. NPL will conduct key informant interviews and survey all Coordinating Board members to determine their thoughts on organizational development and infrastructure needs.

National Forum Releases Policy Statement on Health Care Reform

The National Forum recently released a policy statement, "Prevention of Heart Disease and Stroke Should be an Essential Element of Health Care Reform Efforts." As the title suggests, the statement urges policymakers to include prevention of heart disease and stroke as an essential element of any health care reform efforts on the national level.

"Health care reform will be a major issue for whomever is elected president. It has become obvious that our system, in its present form, is no longer sustainable," said William Caplan, MD, chair of the Action Priorities Implementation Group, the committee responsible for researching and recommending National Forum policy positions. "If we are to improve the health and quality of life in our nation, we must focus our attention and resources on prevention, especially prevention of heart disease and stroke," he said.

In addition to disseminating the policy statement, the National Forum sent letters to the major presidential candidates and submitted Letters to the Editor to major daily newspapers in the U.S. "Our policy statement on this issue, our letters to the presidential candidates and the media are designed to inform the discussion on this topic and to offer the expertise of National Forum members and leaders to our newly elected policymakers," said Caplan. "Our hope is that we can put prevention of cardiovascular disease at the center of the health care reform agenda," he concluded.

Click here to read the entire policy statement on health care reform:

http://www.hearthealthystrokefree.org/documents/Policy_Statement_Health_Care_Reform.pdf

National Forum Welcomes New Members

The National Forum is pleased to welcome three new members to our organization: Delta States Stroke Network, Directors of Health Promotion and Education and the Heart and Stroke Foundation of Canada.

Delta States is a regional network created to develop and implement stroke prevention and control programs in the region. Members are from Alabama, Arkansas, Louisiana and Mississippi. Namvar Zohoori, MD, MPH, PhD, will represent Delta States and serve on Public Health Leadership and Partnership Implementation Group. Dr. Zohoori is the Chronic Disease Director, Associate Director for Science with the Arkansas Department of Health.

The Directors of Health Promotion and Education represents the directors of health education/health promotion units of state health departments, as well as the eleven directors of the health education units of Indian Health Service Area Offices. Margaret Tate of the Arizona Department of Health will serve as the DHPE delegate to the National Forum and will serve on the Organizational Capacity IG.

The Heart and Stroke Foundation of Canada is dedicated to reducing death and disability from heart disease and stroke through research, education and the promotion of healthy living. Stephen Samis, Director of Health Policy, will be the delegate to the Nation Forum and will serve on the 7th National Forum planning committee.

Public Health Leadership and Partnership

Implementation Group Holds Sessions at September Training Institute

The State HDSP Plan Resource Project Team of the Public Health Leadership and Partnership Implementation Group held two training sessions and roundtable discussions on the use of the new "Abbreviated State Planning Index for Heart Disease and Stroke Prevention," at the Training Institute sponsored by National Association of Chronic Disease Directors' Cardiovascular Health Council and CDC's Division for Heart Disease and Stroke Prevention in Atlanta in September in Atlanta. This new tool was developed for use by state-based programs and their partners in developing comprehensive statewide heart disease and stroke prevention plans.

"The sessions were very well received and attended," said Earl Schurman , National Forum Program Consultant. "There were many new heart disease and stroke prevention program staff from the states and they really seemed to appreciate this 'user friendly' check-list that PHLPIG developed," he said. "The Training Institute also provided the opportunity to showcase some of the other National Forum work products, including the Organizational Capacity IG white paper, 'Capacity Building, Professional Competencies, and Voluntary Accreditation as Related to Heart Disease and Stroke Prevention'," said Schurman. "I was also very pleased to see how interested in the attendees from the states were in the work of the National Forum and how they could become involved," he said.

More than 250 people attended the 2008 Training Institute, which occurs annual. Faculty for the sessions from PHLPIG were Schurman, Tim LaPier (CDC), Margaret Casey (NACDD CVH Council), Dyann Matson Koffman (CDC) and Debra Weigand, CVH Council Delegate-Maine.

To view a copy of the "Abbreviated State HDSP Plan Index" and other documents presented at the session, please visit: <http://www.hearthealthystrokefree.org/implementation-leadership.aspx>

Implementation Groups Post 2008 Mid-Year Reports

All of the National Forum Implementation Groups have posted their 2008 Mid-Year Reports in the "Members-Only" section of the National Forum website. These reports contain the most up-to-date activities and accomplishments of the Forum's seven implementation groups and the Resource and Membership Committees. To view these reports and other important IG information, please visit: www.hearthealthystrokefree.org homepage and enter your personal USERNAME and PASSWORD. If you don't have your personal login information, please contact Cici Lacinova at slacinova@chronicdisease.org. Or click below to simply access your implementation group 2008 Mid-Year Report: <http://www.hearthealthystrokefree.org/about-implementation.aspx> .

2872 Woodcock Boulevard, Suite 220, Atlanta, Georgia 30341, Telephone: (770) 408-0659