

## MESSAGES FOR VOLUNTARY/COMMUNITY-BASED & MEMBER ORGANIZATIONS AND ADVOCACY GROUPS

### Your help is vital to the success of Million Hearts™:

Your help in engaging government, health care providers, consumers, and other groups at the regional, state and local level is vital to the success of Million Hearts™.

### Actions you can take to advance Million Hearts™ at the regional, state, and local levels include the following:

- **Drive awareness of the initiative:**
  - Conduct presentations and host partner recruitment events with existing coalitions, leadership groups, advisory groups or committee meetings; push out earned media; share success stories; pledge your organization's commitment on the Million Hearts™ website <http://millionhearts.hhs.gov>, and recruit at least 20 partners to do the same.
  - One opportunity is Million Hearts™ events such as the February 21 CDC Grand Rounds broadcasted 1:00 – 2:00 PM EST. This session will be available for viewing live or archived at <http://www.cdc.gov/about/grand-rounds/> and will feature CDC Director Tom Frieden, Million Hearts™ Executive Director Janet Wright, CMS Chief Medical Officer Patrick Conway, and partner organizations and communities who are making the kinds of changes that promote cardiovascular health. Lead discussions following Grand Rounds or similar events with partners on how they can join the effort.
  
- **Align existing initiatives** and programs with Million Hearts™ goals.

- **Provide policy support** for related Million Hearts™ priorities, including draft sample policies (e.g. eliminating co-pays for blood pressure and smoking cessation medications, capturing the ABCS in all electronic health records, measuring ABCS in all health systems, and reporting on smoke-free and sodium reduction policies annually).
- **Share success stories** on the Million Hearts™ website when available.
- **Disseminate** consumer and provider education related to the ABCS and community prevention.
- **Monitor** whether progress is being made in your community.