

Partnership for a Heart Healthy and Stroke Free Massachusetts

Thank you to NECC for supporting
the
First Annual Educational
Conference
January 26, 2007

NECC Contribution

- Partnership received \$2000 from NECC
- Funds were used to:
 - Provide honoraria for speakers
 - Materials for participant packets

About the Partnership for a Heart Healthy and Stroke Free MA

- Comprised of representatives from more than 100 organizations and agencies
- Lead organizations are the American Heart Association and MA Department of Public Health
- Since 2005, partners committed to working together to reduce risk for heart disease, stroke, and associated risk factors

About the Partnership for a Heart Healthy and Stroke Free MA

- Our vision:

Massachusetts is a national model for the prevention and treatment of heart disease and stroke and the elimination of related health disparities.

We are committed to changing physical and social environments, public policies, and healthcare systems to reduce risk for heart disease and stroke.

About the Partnership for a Heart Healthy and Stroke Free MA

- Strategic plan with partners implementing activities in all phases in the heart disease and stroke care and prevention continuum
- Infrastructure: Executive Committee, standing committees and a Partnership Coordinator



About the Partnership for a Heart Healthy and Stroke Free MA

- The Partnership provides :
 - Networking opportunities
 - Endorsement of legislation
 - Letters of support for grant applications
 - Awards recognizing the accomplishments of organizations and individuals
 - Annual educational conference

First Annual Educational Conference

A Community Approach to Healthy Living: Focus on Heart Disease and Stroke

Goals of the Conference

- Outline trends in blood pressure and strategies for controlling blood pressure in the community
- Explain various tools for managing and controlling chronic disease risks in the community

First Annual Educational Conference

A Community Approach to Healthy Living: Focus on Heart Disease and Stroke

Featured topics and speakers included:

- **A Community Approach to Controlling Blood Pressure**; Thomas Pickering, MD, D.Phil, Columbia University Medical Center, New York
- **Current Trends in Controlling Blood Pressure**
Dan Berlowitz, MD, MPH, Boston University School of Public Health
- **Building Your Team: Identifying Partners**
Jane Farquharson, CEO, Heart and Stroke Foundation of Nova Scotia

First Annual Educational Conference

A Community Approach to Healthy Living: Focus on Heart Disease and Stroke

Other workshop topics included:

- Skill building for Cultural Competency and Campaigns to Address Stroke in the Latino and African American Communities
- Best Practices in Peer Support and Self-Management
- Data Are Your Friends: How to Use Data to Get What You Want
- The Built Environment: Implications for Chronic Disease

Who Attended the Conference?

- 128 attendees
- Nurses, Physicians, Community Educators, Public Health Practitioners
- Participants paid a registration fee of \$25
- CEUs were offered

Was the Conference Successful?

- 96% of respondents stated that both the objectives of the conference were at least partially met
- There was overwhelming agreement (at least 90%) in the following areas:
 - Well organized
 - Provided opportunities for discussion
 - Relevant in terms of content
 - materials were useful
 - quality and content of the conference met expectations

Was the Conference Successful?

- Strengths mentioned by respondents included:
 - Good/diverse speakers
 - Good/diverse topics
 - Well organized
 - Networking
 - Handouts
- Weaknesses mentioned
 - Temperature of the meeting rooms
 - Technical difficulties
 - Food

Next Steps

Planning 2nd Annual Educational Conference,
January 25, 2008

*Community Approaches to Preventing Out of
Hospital Deaths*

- Intended audience: nurses, EMTs, Fire, Police, 9-1-1 call takers; city and town leaders
- Goal is 300 attendees

**THANK YOU
NECC**