

Community Health Improvement Plan

Strafford County Public Health Network

2015-2017



Priority Area 5: Heart Disease and Stroke

Background

Heart disease remains the largest cause of premature death in the United States and is the second leading cause of death in New Hampshire. In 2008, 1,700 deaths and 5,583

hospitalizations occurred due to heart disease¹. Heart disease includes several types of conditions, the most common being coronary artery disease, which results when plaque builds up in the arteries reducing blood flow to the heart². Risk factors to developing heart disease include high blood pressure, obesity, smoking, high cholesterol levels, and lack of exercise³.

In 2009, approximately 29 percent of New Hampshire's adult population reported having high blood pressure and over 38 percent reported having high cholesterol.⁴ Nationally, high blood pressure is attributable to nearly 30% of all coronary heart disease and approximately 20%–50% of strokes⁵.

Stroke is the fourth leading cause of death in the United States, and in 2008, there were 484 deaths and 1,670 hospitalizations in New Hampshire attributed to stroke⁶. Stroke occurs when blood vessels carrying oxygen to the brain is blocked or ruptures⁷. Leading modifiable risks factors for both heart disease and stroke including high blood pressure, heart disease, smoking, poor diet, and high cholesterol⁸.

NH State Health Improvement Plan 2013-2020 Priority Objectives, Executive Summary

- Reduce high blood cholesterol in adults
- Reduce high blood pressure in adults
- Reduce coronary heart disease deaths
- Reduce stroke deaths

¹(NH Division of Public Health Services, 2013)

²(Heart Disease Facts, 2015)

³(Heart Disease Facts, 2015)

⁴(NH Division of Public Health Services, 2013)

⁵(NH Environmental Public Health Tracking, 2015)

⁶(NH Division of Public Health Services, 2013)

⁷(Stroke Risk Factors, 2012)

⁸(ibid)

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Preventing heart disease and stroke can be accomplished through a concerted effort among health care providers, insurers, community leaders, and public health agencies⁹. Increasing awareness of health promoting behaviors and treating high blood pressure and high cholesterol levels early on can help reduce risk of developing heart disease and stroke and improve overall health and wellbeing¹⁰. New Hampshire acknowledges heart disease and stroke as serious health conditions that have “broad implications for society overall with significant impacts on economic and cultural wellbeing”¹¹. With that, Heart Disease and Stroke was identified as one of 10 key areas addressed in the NH State Health Improvement Plan, 2013-2015¹².

The burden of heart disease in Strafford County is great. Strafford County ranks third out of 10 counties in the number of adults diagnosed with, and hospitalized for, coronary heart disease, 5.65 percent and 18.19 per 10,000 admissions respectively (Figure 5)¹³. Just as alarming is the burden of stroke in Strafford County, which is significantly higher than the rest of the state. From 2009-2013, Strafford County had the highest rate in the state for hospital admissions attributable to stroke¹⁴ (Figure 6) and third highest rate for stroke mortality (204 deaths)¹⁵.

Strafford County ranks poorly also for the number of adults reporting having high blood pressure, being obese, smoking cigarettes, having high cholesterol levels, and being physically inactive¹⁶. For example, 19 percent of adults report smoking cigarettes, 23 percent report being physically inactive, and 31 percent report being obese¹⁷.

Figure 5: Coronary Heart Disease Prevalence, 2013

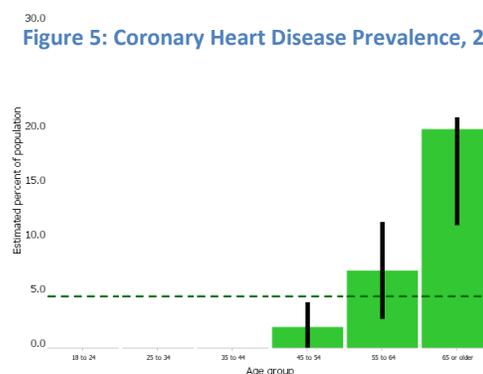
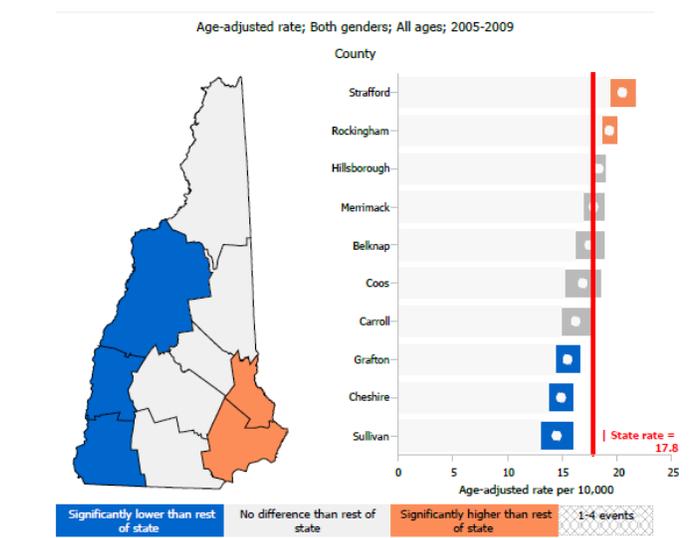


Figure 6: Stroke Hospitalizations 2005-2009



⁹(New Hampshire Department of Health and Human Services)

¹⁰ (ibid)

¹¹ (ibid)

¹² (ibid)

¹³(NH Division of Public Health Services)

¹⁴(NH Division of Public Health Services)

¹⁵(NH Division of Public Health Services)

¹⁶(Heart Disease Facts, 2015)

¹⁷(County Health Rankings and Roadmaps, 2015)

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Over 33 percent of adults between the age of 55 and 64 reported having high blood pressure. The rate significantly increases for people age 65 years and older to reporting having high blood pressure (Figure 7)¹⁸.

To better understand how Heart Disease and Stroke is perceived by the community, two focus groups were conducted at:

- The Homemakers Health Services Day Out program
- St. Ann Senior Living Center – Bishop Gendron Apartments

In total 28 participants – 25 women and three men age 60 years and older – were asked questions about heart disease and stroke prevention. Sixty percent of the participants have been diagnosed with heart disease and/or have had a stroke. Given that the majority of the participants have a history of heart disease most were able to identify preventative measures to reduce risk. Responses included:

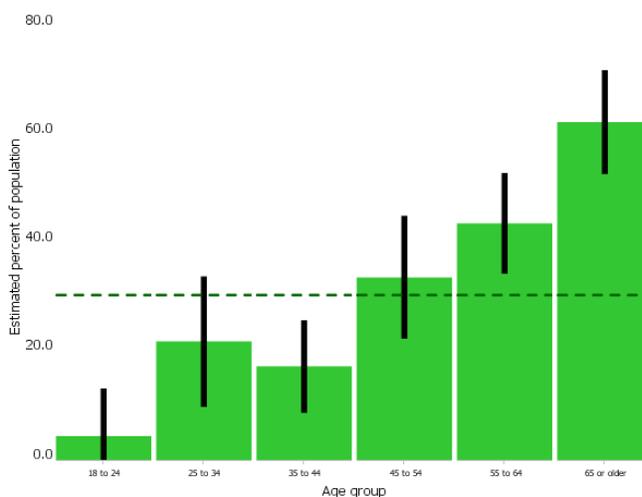
- Maintain a healthy lifestyle
- Exercise and stay active
- Eat healthy food choices
- Have cholesterol and blood pressure screened
- Regular visits with doctor

Similar responses were provided when asked how to prevent stroke with the addition of: understanding and recognizing the signs and symptoms of stroke.

Participants listed only two resources they were aware of to prevent heart disease and stroke: access to health care providers and transportation.

Barriers that prevent seniors from reducing risks include self-knowledge of health related emergency was primary barrier. Even those who had previously had experienced either an emergency to heart disease or stroke, knowledge and awareness remained paramount to

Figure 7: High Blood Pressure Awareness (Adults) 2013



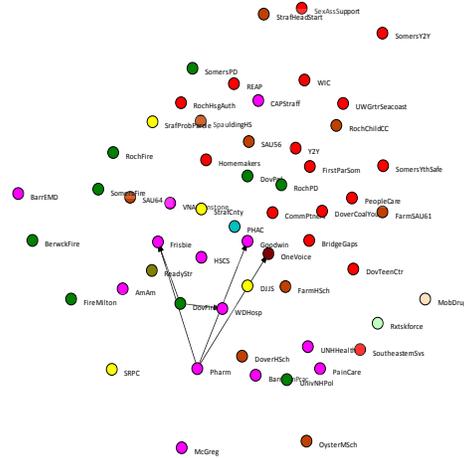
¹⁸(NH Environmental Public Health Tracking, 2015)

extending the chain of life. Other barriers include expenses and cost of care, transportation, and hereditary issues.

Regional Assets

The following organizations are those “assets” to address Heart Disease and Stroke initiatives:

- Frisbie Memorial Hospital
- Goodwin Community Health Center
- Wentworth-Douglass Hospital
- Community Partners Behavioral Health Center
- The Strafford County Y
- Rochester Child Care Center
- Strafford Regional Planning Commission
- Community Action Partnership of Strafford County



As illustrated in Partner Tool graphic, there are opportunities to engage new, and improve coordination with existing, stakeholder organizations to increase awareness of heart disease and stroke prevention. A “collective impact” fosters accountability among stakeholder organizations to improve population health¹⁹. Increasing coordination among stakeholder organizations and employing evidence-based protocols in the health care setting can improve overall health and wellbeing.

Presently, several initiatives are underway to reduce the risk of developing heart disease and stroke including integrating the Million Hearts’ “Ten Steps for Improving Blood Pressure Control in the Primary Care Setting” and the American Heart Association’s Go Red for Women initiative.

¹⁹(New Hampshire Department of Health and Human Services)

Goals, Objectives and Strategic Approach

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|--|--|
| GOAL | To achieve physically healthy communities by addressing Heart Disease and Stroke in Strafford County. |
| OBJECTIVE 1: | Build awareness to reduce heart disease and stroke in Strafford County. |
| OBJECTIVE 2: | Increase awareness of best practices to prevent and detect heart disease and stroke. |
| <p>STRATEGIC APPROACH</p> <p>STRATEGY 1: IMPLEMENT MILLION HEARTS CAMPAIGN THROUGHOUT STRAFFORD COUNTY.</p> <p>STRATEGY 2: COLLABORATE WITH PHAC PARTNERS TO INCREASE THE PUBLIC AWARENESS OF HEART DISEASE AND STROKE PREVENTION.</p> | |

Summary

To achieve the overarching goal that Strafford County is home to “physically healthy communities by addressing Heart Disease and Stroke” requires a concerted effort among multi-sectoral stakeholder organizations²⁰. The Strafford County CHIP Heart Disease and Stroke objectives align with those in the NH State Health Improvement Plan to reduce risk factors of developing heart disease and stroke²¹.

The Strafford County PHAC and network stakeholder organizations recommend integrating the Million Hearts initiative throughout primary care settings in Strafford County to increase awareness of risk factors associated with developing heart disease and stroke. Through the Million Hearts initiative, evidenced-based prevention and interventions can be effectively diffused within primary care and other health care setting as a means to increase provider and patient engagement²². The process of integrating the Million Hearts initiatives is presently underway. For example, Goodwin Community Health Center has trained staff at Community

²⁰(NH Division of Public Health Services, 2013)

²¹(NH Division of Public Health Services, 2013)

²²(Cheshire Medical Center/Dartmouth-Hitchcock Keene)

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Partners Behavioral Health on how to use automated blood pressure cuffs so that they can measure blood pressure of their patients. Goodwin Community Health, Frisbie Memorial Hospital and Wentworth-Douglass Hospital are employing the Million Hearts evidence-based “Ten Steps for Blood Pressure Control in the Primary Care Setting” model to reduce risk for developing heart disease and stroke and to affect long-lasting behavioral change²³. The Physician Association of Rochester and its primary care provider members are working with local restaurants to develop a listing of foods lower in sodium on menus to distribute to patients in primary care offices.

PHAC and network partners recommend expanding the American Heart Association’s Go Red for Women initiative throughout Strafford County to increase public awareness about heart disease and stroke prevention. Go Red for Women events help to build momentum by bringing attention to the issue of heart disease and women so that more people take action to prevent heart disease²⁴.

Preventing risk factors such as uncontrolled blood pressure and high cholesterol will reduce the incidence of heart disease and stroke²⁵. However, in the event that stroke does occur, rapid response is essential to optimize recovery. The CDC reports that only 38 percent of the public is aware of stroke warning signs and 48 percent of stroke deaths occur before a person is hospitalized²⁶.

Through FAST stroke recognition education, more community members will be aware of the warning signs of stroke. PHAC and network partners recommend a coordinated community-oriented effort among area hospitals and health care agencies to provide FAST stroke recognition education to the community to improve health outcomes.

²³(Cheshire Medical Center/Dartmouth-Hitchcock Keene)

²⁴(American Heart Association, 2015)

²⁵(NH Division of Public Health Services, 2013)

²⁶(New Hampshire Department of Health and Human Services)

Appendix E: Heart Disease and Stroke

| Objective 1: Build awareness to reduce heart disease and stroke in Strafford County. | | |
|--|---|--|
| STRATEGY 1: IMPLEMENT MILLION HEARTS CAMPAIGN THROUGHOUT STRAFFORD COUNTY. | | |
| Activities | Short-term Performance Targets | Intermediate Performance Targets |
| <p>1. Coordinate with PHAC partners to increase the number of medical practitioners implementing the Million Hearts Campaign in a minimum of three practices in Strafford County</p> <p>2. Coordinate with PHAC partners to create and disseminate resources</p> | <p>1. With PHAC partners determine a list of practices and practitioners currently implementing the Million Hearts Campaign</p> <p>2. Select or create appropriate resources to disseminate to partners and practices</p> | <p>1. Increase the number of practices implementing Million Hearts to ensure at least 3 practices are using it</p> <p>2. Distribute at least 500 resources</p> |
| Objective 2: Increase awareness of best practices to prevent and detect heart disease and stroke. | | |
| STRATEGY 2: COLLABORATE WITH PHAC PARTNERS TO INCREASE PUBLIC AWARENESS OF HEART DISEASE AND STROKE PREVENTION. | | |
| Activities | Short-term Performance Targets | Intermediate Performance Targets |
| <p>1. Coordinate and work in collaboration with PHAC partners to identify opportunities to expand Go Red and FAST Stroke recognition initiatives throughout Strafford County</p> | <p>1. With PHAC partners determine at least 2 new avenues to expand Go Red and FAST stroke recognition initiatives</p> | <p>1. Increase the awareness of GO Red and FAST stroke recognition in Strafford County</p> |

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