

***ACUTE MYOCARDIAL INFARCTION – COMMUNITY ENGAGEMENT
COMMITTEE (ACE)***

PROMOTION OF “CALLING 911” FOR AMI

DRAFT FOR DISCUSSION

THE CHALLENGE

- Heart attacks are a serious threat to both life and quality of life. Loss of heart muscle can kill, or result in loss of function for those who do survive.
- When the heart attack results from a block in a major artery feeding the heart (STEMI), the heart is deprived of blood and heart muscle begins to {die?}okay.
- Trained medical professionals in specialized facilities can save heart muscle if they open the artery within 2 to 3 hours after symptom onset. Saving heart muscle means saving lives and quality of life.
- The right treatment at the right time is critical.
- Most delay in treatment is due to patients or their families who may not recognize symptoms, or might hesitate to call 911—Emergency Medical Services (EMS).
- On average only 23% of AMI victims Call 911. An alarming 77% don't. Many of those who don't call, either die or lose some of their physical capacity they had before the heart attack.
- Multiple community efforts to improve Call 911 for AMI have at best increased usage to 33% of hospital arrivals. The *In a Heartbeat* Project aims to do much better.

**THE “IN A HEARTBEAT COMMUNITY OUTREACH AND ACTIVATION
STRATEGY**

- Target specific patient and provider audiences.
- Develop a set of consistent messages that can be delivered statewide.
- Work with EMS, medical professionals, community, advocacy and social groups to:
 - Increase awareness of AMI symptoms.
 - Increase awareness of differences in symptoms between men and women.
 - Increase the number of symptomatic patients calling 911
 - Decrease time from presence of symptoms to calling 911
- Encourage 7th grade students to recognize symptoms and take quick action
- Work with Primary Care Physicians and other providers to educate patients about early recognition and calling 911 rather than the PCP office.

TARGET AUDIENCES

- Primary
 - High risk populations (Best mechanism to work with these folks may be through their PCPs.)
 - Public in general
- Secondary
 - 7th grade students
 - Primary care physicians and other providers

MESSAGES

- AMI symptoms and urgency : Existing information from a number of sources (American Heart Association) provides adequate information on symptoms, early recognition and the need to calling 911. The In a Heartbeat Project will use these messages. (See attached AHA information on last page).

PLAN

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Short Term Strategies (1-2 Years):

- Public outreach: Partner with EMS, Heart Safe Communities. Healthy Maine Partnerships, Healthy Communities and existing organizations, other community organizations and advocacy groups and social or service groups to deliver information and encouragement to the target audience through meetings and presentations in settings where individuals typically gather or get information.
 - Create a presentation toolkit for Call 911 focused on urgency and action. The toolkit will include a common set of messages, a standard slide show, handouts, and collateral material (magnets etc). The kit will also incorporate culturally appropriate material.
 - Engage Emergency Medical Services providers and community partners by integrating AMI kit resources into the Maine HeartSafe Communities program.
 - Train willing EMS and appropriate speakers to work with community social and advocacy groups to conduct outreach to those at risk and the public
 - Organize and promote a speaker's bureau.
 - Pay presenters enough to cover their personal expenses and enough to make the pass-through of funds to their organizations meaningful (EMS unit, community organization, provider organization).
 - Evaluate: identify control community and subject community of similar demographics for pre and post survey.
- Launch a competition for 7th grade students to use their new laptops to develop short video presentations. Winning videos will be posted on the Maine Quality Forum website and aired as public service announcements.

American Heart Association/NHLBI Joint Messages

- Launch an email viral marketing campaign using existing organizations and networks, such as peers, advocacy groups, community groups and health organizations.
- Provider outreach:
 - Work with PHOs, FQHCs and other primary care providers to encourage patients experiencing symptoms to call 911 rather than the PCP offices
 - Primary Care Providers: provide information on AMI to Primary Care providers and case managers to distribute and share, based on input from healthcare orgs.
 - Include information on urgency, symptoms and calling 911 in CPR training.
 - Work with the American Heart Association to inform/train providers through their Scientific Sessions.
 - Hospital outreach via existing mechanisms, including annual events, community education initiatives, etc.

Longer Term Strategies

- MQF, the Maine Cardiovascular Health Program, Healthcare Systems and EMS should jointly work together to implement the recommendations of the AMI Community Engagement Workgroup (ACE), with diverse representation from all regions.
- The “*In a Heartbeat*” ACE Workgroup (AMI Community Engagement workgroup) should continue to convene, with stronger participation from EMS, hospitals, and other interested parties.
- The partners should explore additional strategies and funding mechanisms, including larger scale electronic media coverage.

Evaluation

With leadership from the Maine Quality Forum and the Maine CDC Cardiovascular Program, the ACE Workgroup should monitor implementation and evaluate short term strategies to assess their effectiveness.

COST

The total cost for the In a Heartbeat Project is \$XXXXXX. The Maine Quality Forum will provide \$XXXXXX, leaving \$XXXXXX to be raised. Maine Health, CMMC and { } contribute \$10,000 each, to be matched by [] and in-kind staffing from the Maine Quality Forum [and Maine CDC?].

In a Heartbeat ACE Project Budget (Two-year)

Activity	Total Cost
PUBLIC OUTREACH	
Tool kit	\$10,000
Training	\$
Presentation	
Speakers Bureau	\$5,000
Evaluation	\$10,000
7 th Grade Competition	\$
Viral Marketing	\$
PROVIDER OUTREACH	
Distribute Existing Materials to PCP Offices(XX,XXX brochures@\$1.50/each (NHLBI)	
Develop and distribute guide for PCPS	
AHA to dedicate at least one Scientific Session	
CPR Training information	
TOTAL	

Act in Time

The American Heart Association and the National Heart, Lung, and Blood Institute have launched a new "Act in Time" campaign to increase people's awareness of heart attack and the importance of calling 9-1-1 immediately at the onset of heart attack symptoms. [Find the links here.](#)



Dial 9-1-1 Fast

Heart attack and stroke are life-and-death emergencies -- every second counts. If you see or have any of the listed symptoms, immediately call 9-1-1. Not all these signs occur in every heart attack or stroke. Sometimes they go away and return. If some occur, get help fast! Today heart attack and stroke victims can benefit from new medications and treatments unavailable to patients in years past. For example, clot-busting drugs can stop some heart attacks and strokes in progress, reducing disability and saving lives. But to be effective, these drugs must be given

relatively quickly after heart attack or stroke symptoms first appear. So again, don't delay -- get help right away!

Statistics

Coronary heart disease is America's No. 1 killer. Stroke is No. 3 and a leading cause of serious disability. That's why it's so important to reduce your risk factors, know the warning signs, and know how to respond quickly and properly if warning signs occur.



Heart Attack Warning Signs

Some heart attacks are sudden and intense — the "movie heart attack," where no one doubts what's happening. But most heart attacks start slowly, with mild pain or discomfort. Often people affected aren't sure what's wrong and wait too long before getting help. Here are signs that can mean a heart attack is happening:

- **Chest discomfort.** Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness or pain.
- **Discomfort in other areas of the upper body.** Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- **Shortness of breath.** May occur with or without chest discomfort.
- **Other signs:** These may include breaking out in a cold sweat, nausea or lightheadedness

As with men, women's most common heart attack symptom is chest pain or discomfort. But women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea/vomiting, and back or jaw pain.

American Heart Association/NHLBI Joint Messages

If you or someone you're with has chest discomfort, especially with one or more of the other signs, don't wait longer than a few minutes (no more than 5) before calling for help. Call 9-1-1... Get to a hospital right away.

Calling 9-1-1 is almost always the fastest way to get lifesaving treatment. Emergency medical services staff can begin treatment when they arrive -- up to an hour sooner than if someone gets to the hospital by car. The staff are also trained to revive someone whose heart has stopped. Patients with chest pain who arrive by ambulance usually receive faster treatment at the hospital, too.

If you can't access the emergency medical services (EMS), have someone drive you to the hospital right away. If you're the one having symptoms, don't drive yourself, unless you have absolutely no other option.