

The Millions Hearts™ Initiative in Oregon

The Oregon Public Health Division (OPHD) supports the Million Hearts™ Initiative of the U.S. Department of Health and Human Services, which aims to prevent 1 million heart attacks and strokes in the United States over the next 5 years.

OPHD is addressing heart disease and stroke as one of its five-year strategic priorities to make Oregon one of the healthiest states in the nation.

Cardiovascular disease, including heart disease and stroke, is the leading cause of death in Oregon. Combined, heart disease and stroke accounted for one-quarter (26%) of all Oregon deaths in 2010. Conditions that put people at a higher risk for developing cardiovascular disease include high cholesterol, high blood pressure, and smoking cigarettes. In 2010, 32.5% percent of Oregon adults reported high cholesterol, 29% reported high blood pressure, and 21% smoked cigarettes. Most risk factors for heart disease and stroke – specifically high blood pressure, high cholesterol, diabetes, smoking and obesity – are preventable and manageable.

Heart disease and stroke can be prevented by addressing the ABCS – aspirin, blood pressure, cholesterol and smoking. Oregon’s commitment to the Million Hearts Initiative™ is demonstrated by prioritizing the following evidence-based strategies that address the ABCS:

- Tobacco-free environments and helping smokers quit (**S**)
- Improved access to quality care (**A**)
- Healthy worksites (**B,C,S**)
- Environments with limited access to sodium and trans fats (**B,C**)

Tobacco-free environments

Community Programs. The Oregon Public Health Division provides funding to all 34 county and nine tribal health departments to implement population-based initiatives that contribute to the prevention and reduction of heart disease and stroke by supporting tobacco-free environments and supporting smokers in quitting. The OPHD works collaboratively with counties to implement and enforce the 2009 Indoor Clean Air Act, which prohibits smoking inside most workplaces – including bars and restaurants.

Tobacco-free state properties. The Governor’s Office released an Executive Order that calls for all state agencies to implement a tobacco-free campus policy. The policy will prohibit the use of tobacco products at all times in all interior and exterior spaces, including parking lots. The OPHD is supporting the Governor’s Office in providing technical assistance to agencies.

Helping smokers quit

Oregon Tobacco Quit Line. The OPHD promotes the Oregon Tobacco Quit Line, a statewide, toll-free tobacco cessation program. The Quit Line offers support for Oregonians who want to quit tobacco by connecting them with trained coaches who guide them through the quitting process. The Quit Line provides a referral to Oregon’s Stanford Chronic Disease Self-management program – Living Well with Chronic Conditions – if the caller self-reports a chronic condition, such as chronic obstructive pulmonary disease (COPD), coronary artery disease, diabetes, high blood pressure, or high cholesterol.

Improved access to quality care

Chronic Disease Self-Management. The OPHD supports the development of a financially sustainable delivery system for self-management programs, such as Living Well with Chronic Conditions, to help effectively address existing cardiovascular disease and risk factors for the development of cardiovascular disease.

Community Programs. Grantees help build community capacity for self-management programs, including Living Well with Chronic Conditions, evidence-based exercise programs, and sustainable referral systems to these programs and the Oregon Tobacco Quit Line.

Guidelines. The OPHD collaborates with health systems to promote national guidelines for blood pressure, cholesterol, body mass index, tobacco use, screening and management within the clinical setting.

The Cross Agency Health Improvement Project. This cross-agency initiative works to change policies and systems within state agencies so agency clients and the employees who serve them have access to healthier options, such as tobacco-free environments. Agencies, such as Addictions and Mental Health, are partnering with the OPHD to implement tobacco-free grounds policies at facilities serving clients.

Healthy worksites

Wellness@Work. The OPHD recognizes worksites as a priority setting for preventing heart disease and stroke. The Wellness@Work program coordinates statewide efforts in collaboration with public and private employers to adopt and implement wellness committee policies, nutrition standards – including trans fats and sodium – and tobacco-free properties. Wellness@Work is actively engaged in healthy worksite policy development for public and school employees and provides training and technical assistance to partners.

Community Programs. The OPHD provides funding to seven county health departments and one tribe that have capacity for implementing comprehensive Healthy Communities programs. Grantees implement policy and system changes in worksites to develop sustainable wellness committees, and increase coverage and systemic promotion of benefits. Grantees also coordinate with their tobacco prevention programs to support tobacco-free property policies.

Environments with limited access to sodium and trans fats

In addition to supporting worksites with limited access to sodium and trans fats, the OPHD prioritizes decreasing sodium in the bread supply and assisting with community-wide efforts that limit access to unhealthy foods.

Sodium Reduction Coalition. The OPHD coordinates a sodium reduction coalition with a shared goal of reducing sodium in Oregon's bread supply. The coalition is comprised of partners from public health, education, the food and beverage industry and food sciences.

Community Programs. Healthy Communities grantees build support for community-wide efforts to limit access to unhealthy foods – such as foods high in sodium and trans fats. They also build support for reducing exposure to advertising, promotion and sponsorship of tobacco and sugary drinks.