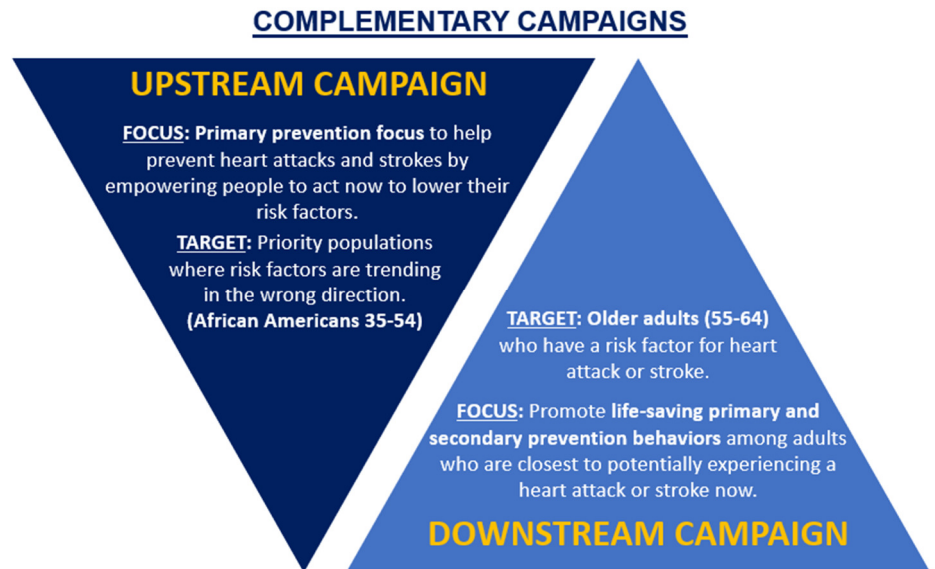


# Alliance for the ..... Million Hearts Campaign

## ABOUT THE MILLION HEARTS® COMMUNICATION CAMPAIGN

- The Million Hearts® Communication Campaign is a **national, prevention-focused communication campaign** to help more people understand their personal risk for heart disease and stroke, believe in their power to change it and take steps that lower their risks.
- The campaign is **led by CDC Foundation with support from the “Alliance for the Million Hearts® Campaign”** – a public-private coalition that convenes campaign funders, Amgen and Bayer, and community partners, including the FH Foundation and the National Association of Chronic Disease Directors, to support campaign development and implementation.
- The Alliance will produce **two complementary campaigns**, including (1) one Upstream Campaign that promotes primary prevention among African American adults ages 35-54 and (2) a Downstream Campaign that promotes primary and secondary prevention among older Americans ages 55 – 64.
- With a **focus on consumers and patients**, the campaign will help fuel the clinician- and public health community-focused Million Hearts® Initiative towards its goal of preventing at least one million heart attacks, strokes and cardiovascular events.

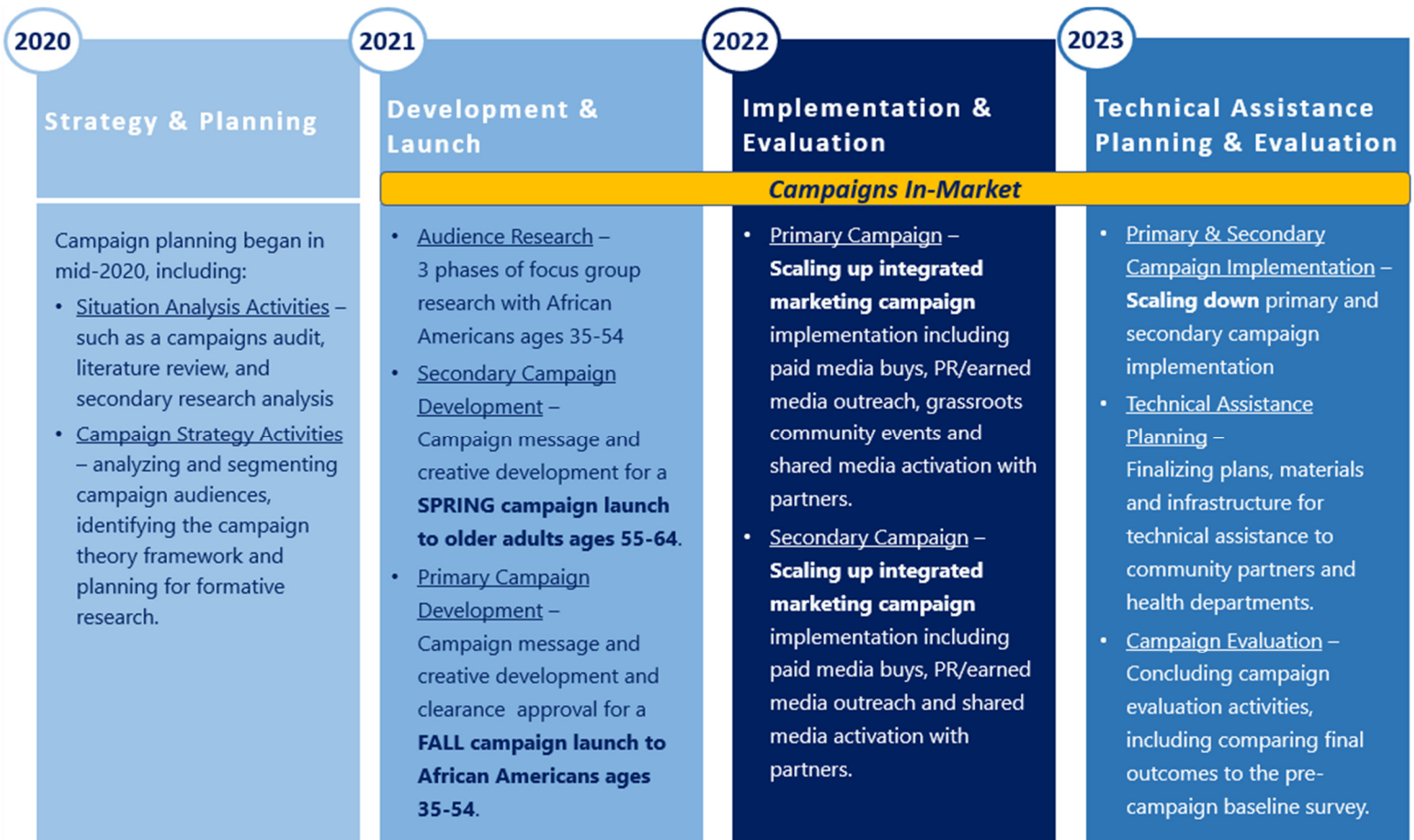


## CASE FOR THE MILLION HEARTS® COMMUNICATION CAMPAIGN

- While rates of cardiovascular disease deaths were steadily declining, CDC data shows we are losing momentum.
  - From 1970 until 2010 the rates of death related to cardiovascular disease in the U.S. steadily declined.<sup>i</sup>
  - But, for the past ten years, we have been losing momentum as many of those declines have slowed, particularly among African Americans and adults between ages 25–65.<sup>ii</sup>
- COVID-19 has likely made matters worse and the potential long-term effects of COVID-19 on cardiovascular disease are unknown at this time.
  - Deaths from heart disease and stroke have increased during the pandemic.<sup>iii</sup>
- While these trends are disturbing, data shows this is a battle that we can win.
  - Million Hearts® is one of the six CDC-identified Winnable Battles. Winnable Battles are public health priorities that CDC and partners can making significant progress in a shorter timeframe.<sup>iv</sup>
  - Researchers estimated 20 years ago that as much as 80 percent of coronary heart disease and 70 percent of strokes can be avoided with healthy lifestyle behaviors.<sup>v</sup>
- The solutions for preventing cardiovascular disease seem simple—including understanding your family history, managing high blood pressure and high cholesterol, staying physically active, maintaining a healthy diet and quitting smoking—but they are not always easy.
- This Alliance will leverage the collective impact of organizations and thought leaders across multiple sectors to develop an innovative prevention campaign that is co-created with consumer audiences for consumer audiences.

# Alliance for the ..... Million Hearts Campaign

## FOUR-YEAR CAMPAIGN AT-A-GLANCE



<sup>i</sup> Ritchey, M. D., Wall, H. K., George, M. G., & Wright, J. S. (2020). US trends in premature heart disease mortality over the past 50 years: Where do we go from here? *Trends in Cardiovascular Medicine*, 30(6), 364-374. <https://doi.org/10.1016/j.tcm.2019.09.005>

<sup>ii</sup> Ritchey, M. D., Wall, H. K., George, M. G., & Wright, J. S. (2020). US trends in premature heart disease mortality over the past 50 years: Where do we go from here? *Trends in Cardiovascular Medicine*, 30(6), 364-374. <https://doi.org/10.1016/j.tcm.2019.09.005>

<sup>iii</sup> JAMA. 2020;324(15):1562-1564. doi:10.1001/jama.2020.19545 <https://jamanetwork.com/journals/jama/fullarticle/2771761>

<sup>iv</sup> <https://www.cdc.gov/winnablebattles/index.html>

<sup>v</sup> Meir J. Stampfer, M.D., Frank B. Hu, M.D., JoAnn E. Manson, M.D., Eric B. Rimm, Sc.D., et al. (2000) Primary Prevention of Coronary Heart Disease in Women through Diet and Lifestyle, *New England Journal of Medicine*; 343:16-22 <https://www.nejm.org/doi/full/10.1056/nejm200007063430103>