Background:

The Virginia Department of Health (VDH) has engaged diverse partners under the Association of State and Territorial Health Officials (ASTHO) Million Hearts Learning Collaborative program to implement interventions designed to improve blood pressure management and control across Virginia, with particular focus on three (3) health districts. These selected health districts are: Cumberland Plateau, Richmond City and Peninsula. The partnership consists of VDH’s Office of Family Health Services, Office of Minority Health and Health Equity, and Office of Information Management and Health IT (OIM); the Cumberland Plateau, Richmond City and Peninsula Local Health Districts (LHDs); the Virginia Medical Reserve Corps (MRC); Virginia Health Information; health insurers (e.g., Anthem, Aetna); Virginia Health Quality Center (VHQC); the Center for Innovative Technology (CIT); the Virginia Hospital and Healthcare Association (VHHA); the American Heart Association (AHA); Walgreens, and other community partners. The interventions will feature patient outreach and education, clinical support and health information technology strategies within targeted areas of the LHDs to address public health outcomes associated with undiagnosed and uncontrolled hypertension.

Project Aim Statement

By June 2015, the Virginia Million Hearts Learning Collaborative team will increase hypertension control in diagnosed populations and reduce undiagnosed hypertension among high-risk populations in the targeted populations by designing a system that effectively connects and integrates public health, healthcare providers, hospitals, and state and community partners.
**Communication Goals & Objectives**

**Goal 1:** Create awareness and understanding of the Virginia Million Hearts Learning Collaborative goals and objectives.

**Objective:** Make stakeholders aware of the Virginia Million Hearts Learning Collaborative and build excitement and increase momentum.

**Objective:** Develop valuable programmatic and educational materials that stakeholders can easily incorporate into their programs and that can be further spread across Virginia.

**Goal 2:** Recognize program successes that create opportunities for improved strategic interventions and lead to brand recognition and further support VDH as the driver of health and health outcomes.

**Objective:** Encourage participation in regular meetings and encourage the sharing of test results and lessons learned.

**Objective:** Spotlight successful intervention strategies by sharing successes and publishing results and outcomes where appropriate. Take our final outcomes on the 'Virginia Roadshow'.

**Goal 3:** Support ongoing engagement of our stakeholder groups as they continue to spread the value of the program initiatives as part of widespread implementation of successful strategies.

**Objective:** Support rapid spread of best practices and recognize groups or individuals for their early identification and improved hypertension control as requested or indicated.

**Objective:** Support production of resources and promote their use.

**Key Messages and Communication Strategies**

- VDH is leading the statewide effort and is viewed as the subject matter experts in chronic disease control and public health.

- Stakeholders and key partners have a unique opportunity to help define best practices with regard to early identification, improved management and control.
• VDH has access to ASTHO materials tools, training and information and through this learning collaborative will drive improvements for current practice.

• VDH is a trusted agency: VDH is the lead agency for population health, public health and chronic disease prevention and control.

• VDH is able to convene large stakeholder groups and drive successful outcomes as they have a long history of leading health outcomes and prevention of disease.

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| Bi-monthly e-newsletter | Project leads, stakeholders and key Partners | • Articles related to Hypertension control in diagnosed populations  
• Articles related to evidence-based interventions and strategies for reducing undiagnosed hypertension among high-risk populations in targeted populations  
• Highlight expertise of VDH though messaging in various publications both internal and external – include consistent messaging from Commission and Office leads  
• Links to Million Hearts, IHI new tools, resources and best practices by other states  
Promote subscription through regularly scheduled onsite stakeholder meetings, organizations, etc. | Track email subscriber rates, open rates, click rates, etc. to gauge content effectiveness. Request feedback from readers on what topics are most helpful |
| E-Blasts           | Project leads, stakeholders and key Partners | • Ensures ongoing communication between the bi-monthly e-newsletter  
• Used for reminders, breaking news or new Virginia Million Hearts Learning Collaborative resources  
• Reminders for meetings, calls and learning events  
• Promote events |                                                                                                                        |
| Twitter            | Project leads, stakeholders and key Partners | • Share information, articles, news about Virginia Million Hearts Learning Collaborative | Track followers, retweets, mentions                                                                 |
| Facebook           | Project leads, stakeholders and key Partners | • Share information, news, resources, successes, ask questions of users to promote interaction | Track new friends and conversations to Facebook page                                                     |
| Community of Practice | Project leads, stakeholders and key Partners | • Calls monthly to support stakeholders and inform of new tools, resources and data  
• “Success stories” as speakers  
• Consider a Listserv/online community | Rates of participation, survey following learning events                                                      |
| PR/Media           | Trade publications,                      | • Promote “success stories” with local | Tracking media placement,                                                                                                                                 |


| Relations | VDH Professional email distribution listing | media/trade publications  
- Promote LHD test of change results and best practices  
- Official release for health systems or large groups who participate in collaborative  
- Release when Virginia Million Hearts Learning Collaborative provides data demonstrating success | use of PR templates |
|----------------|----------------|-------------------------------|
| Stakeholder Outreach | Stakeholder groups | Maintain contact list of all stakeholder organizations and communications vehicles (MSV, VAFP, VHI, VHHA, etc.)  
- Include on e-blasts and e-newsletter distribution  
- Identify meetings, lunches, conferences to exhibit | Seek feedback from contacts on what they find helpful – provide customized content when needed. Track when, where and how our content is being used |
| Print collateral | Project leads, stakeholders and key Partners | Ensure LHD and other Key Partners are only distributed up-to-date materials – document control  
- Review documents quarterly to ensure everything is up to date  
- Provide Key Partners with updated materials as needed  
- Ensure coordinators have materials to meet their needs | Use specific links to track effectiveness |