

TRAINING SUPPORTS STATEWIDE HEART ATTACK AWARENESS

Preventing delays in emergency treatment for heart attack increases survival chances

Public Health Problem

- Almost half of all heart attack deaths happen before an ambulance arrives.
- People's awareness of heart attack symptoms makes it possible for them to recognize a heart attack while it's happening, leading to early treatment and improved outcomes such as survival and better quality of life.

Program

- The Maine Quality Forum launched *In a Heartbeat*, a state-wide effort to enhance heart attack systems of care in Maine. In partnership with the Maine Cardiovascular Health Program, they led the Acute Myocardial Infarction Community Engagement Workgroup whose priority is development and state-wide distribution of consistent messages and resources to help Maine residents promptly recognize and respond to heart attack symptoms.
- Workgroup members developed a toolkit and conducted regional trainings, with the goal of increasing the number of community organizations and partners able to train others to deliver consistent heart attack awareness messages to Maine residents.
- Financial support for the state-wide launch was provided by three major hospitals, with training, development and implementation support provided by the Maine Centers for Disease Control and Prevention's Cardiovascular Health Program, the Maine Quality Forum and the Acute Myocardial Infarction Community Engagement Workgroup.
- Find training resources at: www.healthymainepartnerships.org/mcvhp/resources.aspx

Impact

- Evaluation of the pilot training indicates that most respondents say they will call 911 first if witnessing potential heart attack symptoms.
- A majority of trainees said that having the toolkit will motivate and/or assist their community to provide more public awareness education specific to heart attack.
- Six regional training sessions reached over a hundred trainees; community partners have distributed over eighteen thousand *In a Heartbeat* educational resources to support message recall among local audiences. Provision of technical assistance to state-wide partners is an ongoing component.
- In the first six months of the initiative, over 100 heart attack awareness presentations reached more than 1,300 residents across two-thirds of Maine's counties.
- Increasing Maine resident's recognition of heart attack symptoms and the importance of calling 911 is improving the chance of better clinical outcomes associated with heart attack.

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