

ACE Current Message  
Discussion Draft

ASSET/RESOURCE	MESSAGES						DELIVERY METHODS									
	Risk	Symptom		Time			Community						Media			Internet
	Factors	Recognition	Call 911	Target	Aspirin	Other	Events	Leaders	Peers	Schools	Door to door	Providers	TV	Radio	Print	
															Regional	Local
1. <i>Maine Go Red! For Women</i>	X	X	X			W	X	X				X	X			
2. <i>Jump Rope For Heart (elementary) and Hoops for Heart (middle school)</i>						X				X						
<b>MCVHP</b>																
1. <i>ME HeartSafe Communities</i>																
2. AMI handout		X	X	X	X										X	
3. HMP mini-grant initiatives																
4. HMP Workplan Objectives																
<b>MOF</b>																
1. In a Heartbeat Project	X	X	X	X	X											
2. AMI newspaper insert	X	X	X		X										X	
<b>Hospital Outreach</b>																
1. Franklin County																
<i>House Calls Project (EMS)</i>	?	?	?	?	?	?					X	EMS				
2. PCI Centers	X	X	X			W & E										
3. Other hospitals	?	?	?	?	?											
<b>National Resources</b>																
1. NHLBI The Heart Truth	X	X	X			W	X	X				X	X	X		
2. AHA PS Announcements	X	X	X			W&E								X	X	
<b>EMD Legislation</b>																
1. Funding for training&EMD position																

KEY:  
Red is AMI specific.  
Blue is cardiovascular disease.  
Black is general health.

W means targeted to women.  
E means targeted to ethnic groups.