In a Heartbeat AMI Community Engagement (ACE) Toolkit Pilot Outline

What: The AMI toolkit pilot is a series of community presentations by the partners listed below using standardized materials and messages. The AMI toolkit consists of a PowerPoint presentation, a handout, and magnet that emphasize the signs and symptoms of heart attacks and the need to call 9-1-1 immediately after symptoms begin, as well as participant surveys to evaluate the toolkit.

Partners and Target Audience: ACE wants to partner with local organizations who will organize AMI presentations in their communities:

- Regional and local Emergency Medical Services personnel - including but not limited to current Maine HeartSafe Communities
- Hospitals - including but not limited to the emergency PCI Centers
- Local Healthy Maine Partnerships (HMPs) and Healthy Community Coalitions (HCCs)

The target audience will be residents in their service area, who are at increased risk of AMI, due to the presence of modifiable risk factors, such as high blood pressure, high cholesterol, physical inactivity, poor nutrition, tobacco use, etc., and/or non-modifiable risk factors, including existing disease, past AMI and/or other cardiovascular events, age, gender, etc.

Why: One of ACE's priority recommendations is to develop and distribute a set of consistent state-wide messages and resources relative to heart attack, in order to overcome barriers to call 911 such as confusion, embarrassment, or lack of knowledge. The primary strategy to achieve this recommendation is the development of an AMI toolkit, utilizing evidence-based messages and resources, and working with state and community partners to ensure maximum reach and efficacy. This pilot will inform the state-wide implementation of the AMI toolkit.

How/Where: The toolkit pilot will focus on three regions: Southern, Central and Northern Maine. Site selection will be based on partner willingness to meet the requirements below, **with preference going to those who are collaborating with at least one other partner (EMS, hospital,HMP, or HCC) to plan and implement the initiative**. The following is a list of pilot participation requirements:

1. Deliver at least **two community presentations using** the AMI toolkit to reach at risk populations, reaching a total of at least **50 participants** by May 31, 2007
2. Participate in the evaluation component of project
    a. Presenters will provide feedback via interview with ACE representative
    b. Presenters will conduct surveys with participants (to include demographics, measurement of awareness/knowledge, feedback on materials)

When: Draft Timeline:

- **February, 2007** – Draft toolkit and evaluation tools developed
- **March, 2007** – Pilot toolkits produced and pilot opportunity communicated to partners
- **April, 2007** – Toolkits distributed to pilot sites and training" conducted
- **April – May, 2007 –** Initiative implemented
- **June, 2007** – Interviews conducted with pilot sites and surveys analyzed
- **July, 2007** – Share results, make necessary revisions and move forward with state-wide launch fall 2007

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