

AMI Community Engagement (ACE) Toolkit Pilot Outline – Condensed Version

Who: The AMI Community Engagement (ACE) workgroup of the state-wide “In a Heartbeat” initiative researched and developed a set of recommendations surrounding increased public awareness and knowledge around heart attack symptoms, and the need to call 911 immediately to improve morbidity and mortality associated with AMI.

What: One of the workgroup’s priority recommendations was to develop and distribute a set of consistent state-wide messages and resources, in order to overcome issues with confusion, inaccuracy and inappropriateness. The primary strategy in which to achieve this recommendation is the development of an AMI toolkit, utilizing evidence-based messages and resources, and then working with state and community partners to ensure maximum reach and efficacy.

Partners and Target Audience: In order to ensure maximum reach, efficacy and efficiency of the pilot projects, ACE looks to include the following partners: Regional and local Emergency Medical Services personnel - including but not limited to current Maine HeartSafe Communities, hospitals - including but not limited to the three major PCI Centers, and Healthy Maine Partnerships.

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

How: The toolkit pilot will be a non-competitive initiative, with a focus on three primary regions, Southern, Central and Northern. Site selection will be based on partner willingness to meet the requirements below, **with preference going to those who are collaborating with one or more community partners to plan and implement the initiative.** The following is a list of pilot participation requirements:

1. Deliver a minimum of **two community presentations** to target audience, reaching at least **50 participants** within the established timeline
2. Participate in evaluation component of project
 - a. Provide stakeholder feedback via interview with ACE representative
 - b. Conduct surveys with target audience (to include demographics, measurement of awareness/knowledge, feedback on materials)

Draft Timeline:

- February, 2007 – Draft toolkit and evaluation tools developed (PowerPoint, handout, collateral, surveys)
- March, 2007 – Draft toolkits produced and pilot opportunity communicated to partners (will pilot sites need training?)
- April – May, 2007 – Toolkits distributed to pilot sites and initiatives implemented
- May – June, 2007 – Interviews conducted with pilot sites and surveys analyzed
- June, 2007 – Share results, make necessary revisions and move forward with launch of state-wide initiative