

In a Heartbeat

A project of the

Maine Quality Forum

www.mainequalityforum.gov/inaheartbeat.html

Invitation to Participate in State-wide Heart Attack Awareness Train-the Trainer Initiative

Dear Colleagues;

As many of you are aware, in April 2006, the Dirigo Health Agency's Maine Quality Forum launched "*In a Heartbeat*", a comprehensive initiative that creates an evidence-based treatment map for patients suspected of having a heart attack in Maine. "*In a Heartbeat*" seeks to reduce death and disability that result from acute myocardial infarction (AMI) or heart attack, and involves partners from across the state, (Emergency Medical Services, medical providers, Maine Center for Disease Control and Prevention, community outreach groups, and health advocacy organizations, such as the American Heart Association), working to ensure that Mainers who have heart attacks receive timely, quality care, regardless of where they live or work, and where they are treated.

A 2005 Maine survey (BRFSS) shows that 88% of Mainers cannot correctly identify the warning signs of a heart attack and the need to call 9-1-1 immediately. In order to help assist Mainers in recognizing the important role they play in receiving timely care for a heart attack, "*In a Heartbeat's*" AMI Community Engagement (ACE) Workgroup has developed a toolkit to assist local communities in increasing public awareness of the symptoms of heart attack, and the need to call 9-1-1. The toolkit was piloted throughout different regions of the state during the summer of 2007, with positive results. In moving forward on the success of the pilot project, revisions have been made to the toolkit, based on participant feedback, and we are now conducting a state-wide launch, via a regional train-the-trainer initiative.

Given your strong interest in cardiovascular health, and your collaborative community presence, we would like to invite you to participate in one of these train-the-trainer sessions, where you will learn to utilize the toolkit to help deliver consistent messaging around heart attack symptoms and calling 9-1-1 immediately. The goal is for train-the-trainer participants to then reach out to other groups within the community by conducting local presentations, as well as training additional partners to deliver this important message, helping to achieve the greatest reach possible.

Attached is an outline of the state-wide initiative. There will be four regional train-the-trainers held throughout February 2008, in northern, central, western and southern areas of the state. If you, your colleagues and/or partner organizations are interested in participating in this free training, please fill out the attached registration form and fax or email it to Ruth Ann Burke at the Maine Quality Forum, by **February 1, 2008**.

We hope that you will join us in helping to improve survival and recovery outcomes associated with heart attack in Maine by becoming an "*In a Heartbeat*" training site. Please don't hesitate to contact Dr. Josh Cutler, or Danielle Louder with any questions regarding the trainings, or "*In a Heartbeat*". We look forward to hearing from you regarding your participation in this important project.

Best Regards,

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