Summary

Title: Adults with Cardiovascular Disease
Product: Programs to Reduce Risk Factors for Cardiovascular Disease
Operations Contact: Board of Trustees/Maureen Tills, Community Benefit
Marketing Contact: Matthew Gerrell & Chris McGahee
S.M.A.R.T. Goal:
  - To identify 150 adults with cardiovascular disease, who currently smoke cigarettes, and enroll them in a smoking cessation program by September 30, 2016.
  - To identify 150 adults with cardiovascular disease and enroll them in the Health First LivFit program by September 30, 2016.

Time Frame: October 1, 2013 to September 30, 2016 (FY 2014 through FY 2016)

Tactics:
  - Partner with local organizations offering smoking cessation programs and provide them with referrals of patients diagnosed with cardiovascular disease, who currently smoke cigarettes.
  - Provide a 75% discount to enroll patients diagnosed with cardiovascular disease and/or at risk for heart attack, in the Health First LivFit program.

Budget: $105,900 for 3 years
Title: Adults with Cardiovascular Disease  
Product: Programs to Reduce Risk Factors for Cardiovascular Disease  
Operations: Board of Trustees/Maureen Tills, Community Benefit  
Contact: Matthew Gerrell & Chris McGahee  

Background Information: Data obtained from the Community Health Needs Assessment, conducted by the Health Council of East Central Florida in Fall 2012, identified adults with cardiovascular disease as a disparity.

S.M.A.R.T. Goal (What are we trying to achieve?):
- To identify 150 adults with cardiovascular disease, who currently smoke cigarettes, and enroll them in a smoking cessation program by September 30, 2016.
- To identify 150 adults with cardiovascular disease and enroll them in the Health First LivFit program by September 30, 2016.

Audience (Who are we talking to?):
Primary  
Adults with cardiovascular disease, focusing on African-American males, diagnosed by a Health First Medical Group physician, Brevard Health Alliance physician or upon discharge from a Health First facility.

Messages (What are we going to say?):
Health First can assist patients with cardiovascular disease in reducing the risk factors for hypertension and heart attack through referrals to smoking cessation programs and participation in the Health First LivFit wellness program.

Call to Action (What are we wanting audience to do?):
1. Patients who are diagnosed with cardiovascular disease, who currently smoke cigarettes, will be referred to a smoking cessation program.
2. Patients diagnosed with cardiovascular disease will be offered a 75% discount to enroll in the Health First LivFit program in an effort to reduce the risk factors for hypertension and heart attack.
## Tactics, Budget, and Timeline

<table>
<thead>
<tr>
<th>Method</th>
<th>Implementation/Printing Date</th>
<th>Cost</th>
<th>Payment By</th>
<th>Implemented By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enroll patients in Smoking Cessation Program via reprint of 20,000 flyers (18,000 in English &amp; 2,000 in Spanish)</td>
<td>FY14- $5,000; FY15-$5,000; FY16-$5,000</td>
<td>5300 cost center (Community Benefit)</td>
<td>Community Benefit</td>
<td></td>
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<tr>
<td>Enroll patients in Health First LivFit Program, providing a 75% discount on the course fee</td>
<td>FY14-$10,650; FY15-$10,650; FY16-$10,650</td>
<td>Same as above</td>
<td>Community Benefit</td>
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<td>Expansion of LivFit program; provide additional staffing @ $78,600/year (LivFit program to be utilized in 4 CHNA implementation strategies=$19,650/yr)</td>
<td>FY14-$19,650 FY15-$19,650 FY16-$19,650</td>
<td>Same as above</td>
<td>Community Benefit</td>
<td></td>
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<tr>
<td><strong>TOTAL (3 years)</strong></td>
<td><strong>$105,900</strong></td>
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