

Off the Cuff: Domain 3/Health Systems Updates

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INTRODUCTION



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.
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Off the Cuff is NACDD's primary way to gather, organize, and systematically disseminate information to support state program / surveillance / epidemiology / evaluation staffs' implementation of evidence-based strategies in Domain 3, particularly those associated with improving blood pressure control. *Off the Cuff* is distributed nationwide most Monday mornings to public health staff implementing health system changes for CDC grants.

NEWSLETTER OUTLINE



From Your Colleagues

This section of the newsletter is for state success stories submitted to the What's Working Database, questions and answers posed by states on Domain 3 areas, and resources that states want to share with each other. For example, the Vermont Department of Health and their state partners shared their Hypertension Management Toolkit.



Webinars & Calls Worth Your Time

This highlights NACDD events and notices that the CVH Team receives from CDC and national partners, as well as those events sponsored by NACDD. Events include: webinars, fireside chats, and virtual roundtables occurring in the coming weeks that are pertinent for staff working in the areas of health systems change, epidemiology, and evaluation.



News and Resources from CDC, NACDD, and National Partners

This section helps states keep abreast of the latest news and resources in real time, including information from CDC, NACDD, and national partners such as ASTHO, AHA, and the National Forum. An example of a past headline would be "NACDD's Issue Brief on Health Systems Change to Control Hypertension in Massachusetts."



From the CVH Network Leadership Team or NACDD CVH Team

This section allows the chair of the CVH Leadership Team to communicate with their colleagues on recent news or announcements. It's also a place for the CVH Team to disseminate messages, forming a virtual nationwide communication network.



Direct Link to Domain 3 Health Systems Resource Guide

This links the readers to the Domain 3 website, which contains a wealth of information, resources, and links on the healthcare system and to help improve hypertension control.

IMPACT

- From Nov. 2015 through December 19, 2017, 91 issues of *Off the Cuff* have been sent.
- The number of subscribers has grown from 348 to 546 – that's a 36% increase!
- The distribution list is updated weekly, keeping it current.
- The newsletter has an open rate of about 25% (industry average is 15.3%).
- In a survey of the epidemiology and evaluation collaborative (EEC), 80% said they hear about the webinars through OTC.
- The newsletter uptick is monitored weekly through a distribution report that includes top clicks, subscribers that open the newsletter, unsubscribes, and bounce backs.
- The CVH Network Leadership Team provides input on the format and content of *Off the Cuff* at least annually, ensuring that the newsletter meets the needs of states.

"Off the Cuff is one of the best ways I know of for state cardiovascular health professionals to share important information and learning opportunities and to stay connected to our peers across the nation."

--Tara Trujillo, Diabetes and Cardiovascular Disease Unit Manager, Colorado Department of Public Health and Environment and CVH Network Leadership Team Chair

OUTLOOK

The *Off the Cuff* weekly newsletter is an effective and efficient method for maintaining a virtual health systems network of states and grantees to support staff in their implementation efforts to improve blood pressure control. NACDD and the CVH Leadership Team will continue to use this method for disseminating information. We welcome feedback from subscribers on the types of information we provide at healthsystems@chronicdisease.org.