



Going For Gold – & Beyond – in the Rural Midwest Grant for Health Care Organizations

Receive up to \$2500* for your efforts in addressing rural health outcomes.

In 2024 the **American Heart Association** will celebrate 100 years of being a *relentless force for a world of longer healthier lives*. As we look toward our Second Century, our vision is to advance health and hope for everyone! Every community could use more of both help and hope, but we know many rural communities face additional challenges. We also know we cannot achieve our vision alone – we need your help! Thus, we are working with health systems, Rural Health Clinics, Federally Qualified Health Centers, free clinics, and more to improve the clinical response to chronic disease disparities.

Our [Outpace CVD™](#) encompasses our three outpatient quality programs – [Target: BP; Check, Change, Control, Cholesterol](#), and [Target: Type 2 Diabetes](#). Each is designed to – and has been successful in – helping enhance current efforts through evidenced based practices and elevate the success through our annual recognition program. (**Going for Gold – and beyond!**) Many of those efforts do not have hard costs associated with them, we know resources are tight and want to help facilitate that improvement.

Thus, we are offering up to \$2500 to each of four Midwest rural ([Am I Rural?](#)) health care orgs. to lead evidence-based policy and practice changes. Examples include:

- Implementation of one or more of these [Evidence Based Activities](#) for Accurate Blood Pressure Measurement – or adoption of these [policies and procedures](#).
- Adoption/enhancement of a **BP Treatment Algorithm** ([Overview & Samples](#))
- Establishment of a comprehensive [Self-Measured Blood Pressure](#) (SMBP) Program
- Systems to improve access to **affordable medication** (especially for combatting hypertension, diabetes, and/or cholesterol) and/or improve **team-based care**.
- Other innovative approaches to systemically address care gaps in chronic disease management. Efforts should be sustainable beyond the expenditure of this funding.
- Social Determinants of Health. (Note: We believe the new requirement for health care to identify and meet social needs has tremendous potential to impact chronic disease. Thus, interest in establishing sustainable efforts in this area is also welcome).

If you are interested, please complete this brief [survey](#) by **January 15, 2024**. **Note:** Because we seek to support and measure sustainable change, applicants, who have not done so previously, **need to REGISTER** for at least one new/additional program within [Outpace CVD™](#) – by 1/15/24 – and commit to making 2024 data submission for the same a priority.

Additional notes:

- Those who apply for, but do not receive funding, will be offered technical assistance until more funding is available. Immediate preference will be given to those who have not recently received similar funding from the American Heart Association.
- Our commitment is to allow your time to be spent on quality improvement not reporting. We aim to make the process as easy as possible.

Questions? Contact [Tim Nikolaj](#), Sr. Rural Health Director, American Heart Association, Midwest.