



Heart & Stroke Healthy Communities Recognition Program Fact Sheet

Purpose of the Heart & Stroke Health Communities Recognition Program

The health of a population is related to the general health and safety of the community environment where people live, work and play. Within each community there are resources that can be developed or enhanced to support healthy behaviors. The Heart & Stroke Healthy Communities Recognition Program acknowledges the achievements of communities in implementing health-related policies and providing healthy community environments. It recognizes a community's efforts to encourage residents, students, and employees to make heart and stroke healthy choices.

There are four goals of the Heart & Stroke Healthy Communities Recognition Program.

Goal 1 : Prevent the development of risk factors for heart disease and stroke.

Goal 2 : Detect and treat risk factors for heart disease and stroke.

Goal 3: Early identification and treatment of heart disease and stroke.

Goal 4: Prevent recurrence and complications of heart disease and stroke.

Benefits of Participating

- **Promote a Healthier Community**—Participating in the Heart & Stroke Healthy Communities Recognition Program can be an important step toward making your community a healthier place to live. It also provides an opportunity to increase the visibility and awareness of health-related activities in your community.
- **Enhance Collaboration**—The Heart & Stroke Healthy Communities Recognition Program encourages community collaboration; bringing community, school, healthcare, and business leaders together to work toward the common goal of developing and promoting a healthier community.
- **Earn Recognition**—Being recognized as a Heart & Stroke Healthy Community is a positive promotional tool for your community. Recognition as a “Heart & Stroke Healthy Community” reaps the benefits of local- and state-level media announcements regarding the community's achievement.
- **Lower health care costs** - Heart disease and stroke cost the community not only in the loss of productive citizens, but also, it places a burden on health care costs through insurance premiums and out of pocket expenses. Being heart and stroke healthy is also being economically healthy.

Levels of Recognition

Communities can apply for any of three levels of recognition: Commitment, Achievement and Sustaining. The criteria needed to achieve each level is defined for each goal and indicator and is designed to build on work already being accomplished in the community.

What do Heart & Stroke Healthy Communities Receive?

All recipients achieving their goal level will be recognized and designated as a Heart & Stroke Healthy Community and will be included in local- and state-level media announcements regarding community achievement. They will also receive the Heart & Stroke Healthy Community logo to use for promotions and public relation.