



## Abstract – **Denver Cardiovascular disease Reduction: A Focused Transformation (CRAFT)**

Cardiovascular (CV) disease is the leading cause of death in Denver, among men and women and across all racial and ethnic groups. Denver rates of CV disease related death have decreased over time (consistent with national trends). There is concern about the sustainability of this downward trend and significant variations based on demographic and socioeconomic characteristics. Barriers to successful CV disease associated risk factor reduction in the Denver area merit a renewed and focused effort to reduce preventable mortality and improve quality of life.

**Denver Cardiovascular disease Reduction: A Focused Transformation (CRAFT)** will use a coordinated array of interventions to decrease tobacco use and obesity and to improve the diagnosis and high quality treatment of high blood pressure and high cholesterol, targeting Denver's neighborhoods with the highest rates of CV disease and risk factors. Building upon a strong tradition of partnership, we have assembled a broad coalition of stakeholders, agencies, community-based groups, healthcare providers serving Denver's under- and uninsured to achieve these ambitious goals.

To decrease tobacco use and exposure, we will work with multi-unit housing complexes to reduce secondhand smoke exposure, improve enforcement of tobacco retailing laws, work to increase the tobacco sales tax, and expand access to tobacco cessation services.

To decrease obesity, we will incentivize healthy food outlets in underserved areas, increase physical activity in Denver Public Schools, and develop plans for a sustainable funding source to expand and maintain Denver's parks.

To improve the detection and optimal control of high blood pressure and high cholesterol, we will use Community Health Workers to screen, diagnose and refer persons with high blood pressure who live in underserved areas. Improved control in hypertension and hypercholesterolemia treatment will be coordinated through: 1) creation of a city-wide registry for blood pressure, cholesterol, obesity, and tobacco use, with clinic-specific feedback regarding the adequacy of treatment, 2) assignment of patient navigators to key clinics to assist patients in remaining in care, and 3) provision of public health detailing to improve clinic processes regarding treatment of hypertension and hypercholesterolemia, and the provision of tobacco cessation services. We will partner with Denver's largest primary care provider networks (Denver Community Health Services and Kaiser-Permanente), as well as key primary care clinics serving specific minority and underinsured populations (Inner City Health Clinic, La Clínica Tepeyac, and the Colorado Alliance for Health Equity and Practice)

**Denver CRAFT** will develop a robust set of tools for near real-time performance monitoring and evaluation for core measures and others measures pertinent to each intervention. The tools and reporting systems will monitor morbidity and mortality trends for CV disease and rates of risk factors (e.g., hypertension and hypercholesterolemia control, obesity, and tobacco use) in Denver. We anticipate a 5-year decline of 5% for CV disease mortality, obesity and tobacco use in both adult and adolescents as this community transformation grant permits the broad coalitions to collectively work to improve population health.