



2006-2007 Kansas Public Policy Agenda

The American Heart Association/American Stroke Association is a national voluntary health agency whose mission is to reduce disability and death from cardiovascular diseases and stroke. The American Heart Association/American Stroke Association supports and promotes a public policy agenda that will help to reduce cardiovascular diseases, stroke and risk by 25 percent by 2010.

The public policy agenda for 2006-2007 includes working in the following issue areas:

1. Tobacco Control
2. Obesity Prevention
3. Stroke Systems of Care
4. Heart and Stroke Chain of Survival
5. Quality and Availability of Care
6. Women and Heart Disease
7. Funding for Heart Disease and Stroke
8. Charitable Giving

Tobacco Control

Support meaningful efforts to reduce tobacco use, particularly among children, including funding for educational programs; establishing smoke-free public places; regulating the manufacture, sale, distribution, labeling and promotion of tobacco products; and supporting significant price increases on tobacco products.

The American Heart Association/American Stroke Association is advocating for the following in this priority issue area:

Legislation

In Kansas, tobacco use leads to approximately 4,000 deaths each year. Statistics show that 1 in 5 adults in Kansas are smokers and nearly thirty percent of Kansans use some form of tobacco. Secondhand smoke deaths in Kansas are upwardly of 300-600 individuals. Tobacco-related illnesses in Kansas are responsible for more than \$720 million in medical expenditures each year. The state spends \$153 million in Medicaid costs to treat tobacco-



related illnesses and more than \$800 million in lost productivity costs are directly related to tobacco use in Kansas each year. Kansas Advocacy staff would:

- ♥ Continue efforts at local level to pass clean indoor air ordinances in the Kansas City Metro area, Topeka, Wichita and other cities throughout the state.
- ♥ Advocate for statewide legislation regarding clean indoor air ordinances and monitor for the possibility of pre-emption language as it relates to local smokefree ordinances. Also, advocate for laws for smoke free campuses in various areas such as hospitals, schools and any other stated environments.
- ♥ Advocate for increasing tobacco excise tax that may be introduced in 2007 via the Tobacco Free Kansas Coalition (TFKC) and the Comprehensive Cancer Program which has formed a partnership to spearhead an effort to bring about tobacco related policy change to the state through the recently awarded C-Change grant. The Heart Association participates in these meetings to assist the TFKC, although to a lesser degree as this grant is primarily focused on cancer prevention. Kansas' current cigarette excise tax is 79-cents per pack which is the 28th highest in the nation. It is below the national average of 95.3 cents per pack and has not been raised since 2002/2003 when a 55-cent per pack increase was levied in a two-year, two-stage phase in.

Regulation

Monitor Administrative Rules and Regulations committee for regulations affecting any laws on smoking or secondhand smoke.

Other Public Policy Activities

Continue work and support activities of the Tobacco Free Kansas Coalition to reduce smoking and secondhand smoke issues in Kansas.

Continue work and support activities of the Metro Health Communities Coalition to reduce smoking and secondhand smoke issues in Kansas City Metro area.

Obesity Prevention

Quality physical activity and strong nutrition policies, programs and further research are necessary to effectively treat and prevent obesity.

The American Heart Association/American Stroke Association is advocating for the following in this priority issue area:



Legislation

Currently, Kansas has several weak statutes on the books regarding physical education. Kansas elementary schools are required to have an organized PE program, although little is published regarding what constitutes the program. There is currently no requirement for PE in middle schools, while Kansas high school students are required to have one unit of PE or health for graduation.

With solid recommendations and the appropriate supporting evidence the call for implementation of policies could gain public support rather quickly and could lead to passage of important legislation.

Kansas Advocacy staff would advocate for:

- ♥ Daily physical education in schools meeting national standards for quality and quantity (150 minutes/week for K-8 and 225 minutes/week for 9-12) .
- ♥ Physical education programs should be taught by a certified and highly qualified physical education teachers at all school levels.
- ♥ The motor and behavioral skills needed to engage in life-long physical activity by increasing physical activity and decreasing sedentary behaviors.
- ♥ Expanded physical activity opportunities such as clubs, lessons, intramural sports, and activities meeting the needs and interests of all students.
- ♥ Continued discussions regarding nutrition classes being added to the curriculum.

Regulation

Monitor Administrative Rules and Regulations committee for regulations affecting physical education and nutrition in schools.

Other Public Policy Activities

Continue work with the Coordinated School Health program advocating for the physical education component. Currently, Advocacy staff is a member of the KCSH Statewide Partners.

Continue work with the Safe Routes to School program attending education and training sessions to help establish safe routes for walking and bicycling to school. Currently, Advocacy staff is a member of the SRTS Steering Committee.



Monitor Governor's Council on Physical Fitness meetings and activities.

Support any advocacy opportunities in Kansas and Kansas City Metro Area concerning Alliance for a Healthier Generation. One example is, Kansas City Mayor Kay Barnes signed proclamation on World Wide Play Day as part of the Let's Just Play.

Establish a meeting for all interested groups to discuss any and all possible legislation and coordinate efforts regarding physical education and nutrition.

Stroke Systems of Care

Support efforts to ensure access to quality stroke prevention, treatment and rehabilitation services, including the promotion of the essential elements of stroke systems of care.

The American Heart Association/American Stroke Association is advocating for the following in this priority issue area:

Legislation

In 2003, 1,749 Kansans died due to stroke. The rate of stroke deaths per 100,000 was 56.3 for that time period. Heart Disease & Stroke Prevention coalition will be unveiling the state stroke plan and website in November, 2006.

No state legislation anticipated in 2007. Using this additional time opportunity, advocacy staff will continue to educate and increase awareness of the public, professionals and policy makers regarding stroke and effective ways to improve treatment. If necessary, then moving into the legislative arena to pass laws to accomplish making a greater impact regarding stroke issues and save lives, reduce the disability and reduce medical costs.

Regulation

Monitor Administrative Rules and Regulation Committee for any regulations impacting stroke and providing opportunities for the American Heart Association/American Stroke Association.

Other Public Policy Activities

Continue work with Heart Disease and Stroke Prevention Coalition to determine advocacy priorities relative to the state stroke plan relative to improved stroke prevention, treatment, and rehabilitation.



Continue education process with elected officials, Black Legislator Caucus, proclamation signed by the governor for stroke month.

At Phases of the Heart Lobby Day, all components of AHA wanting to participate will have a booth on February 1st. That would include Power to End Stroke and any involvement of Ambassadors and also STOP Stroke Act information.

Heart and Stroke Chain of Survival

A strong emergency response system is critical in saving the lives of victims of heart attack, cardiac arrest and stroke.

The American Heart Association/American Stroke Association is advocating for the following in this priority issue area:

Legislation

No state legislation is anticipated in 2007, however, will monitor any proposed legislation regarding the placement of AEDs at certain locations, e.g. fitness centers.

Regulation

Monitor closely any changes to rules and regulations regarding training issues.

Other Public Policy Activities

Continue working with State Health Alliance staff regarding EMS Board and stroke issues, as well as the AHA Regional ECC Manager regarding any decisions of the Board regarding training issues.

Quality and Availability of Care

All U.S. residents should have access to and coverage for appropriate and affordable quality care. This includes efforts to eliminate healthcare disparities, including racial and ethnic disparities.

The American Heart Association is advocating for the following in this priority issue area:

Legislation



In monitoring the HIT committee, a roll out of a plan will be announced most likely in March...but that is too late for 2007 legislation, so if legislation is to be required, it will be done so in the 2008 session.

Regulation

Monitor Administrative Rules and Regulations committee for regulations affecting Quality and Availability of Care and opportunities for the American Heart Association.

Other Public Policy Activities

Continue working with Health Policy Authority and continue to promote Get With the Guidelines as a model program that can help the State achieve its health care goals.

Continue monitoring the Cost Containment Commission and its work to increase the efficiency and quality of care received. Such technology can be used to streamline administrative functions and eliminate duplicative manual processes resulting in system-wide efficiencies and cost savings. Plus, monitor the progress of Kansas Health Information Technology (HIT) and Health Information Exchange (HIE) Policy Initiative.

Women and Heart Disease

Support meaningful policies to increase medical research, raise awareness, improve healthcare quality, and reduce disparities for women with heart disease, stroke and other cardiovascular diseases.

The American Heart Association/American Stroke Association is advocating for the following in this priority issue area:

Legislation

A resolution for Wear Red/Go Red For Women is planned for 2007 in continuation of the education process for state legislators is planned as part of the Phases of the Heart Lobby Day, Thursday, February 1, 2007.

Regulation

Monitor Administrative Rules and Regulations committee for regulations affecting Women's heart health and opportunities for the American Heart Association.

Other Public Policy Activities



State Health Alliance staff, Advocacy staff and Kansas Department of Health and Environment work jointly on the effort to raise awareness on women's heart health within state agencies, elected officials, and all Kansans.

At "Phases of the Heart" Lobby Day, Thursday February 1, 2007, the first floor rotunda will be nothing but American Heart Association! All components of the AHA are invited to display and educate the public and legislators about what we do.

1. Governor will sign a proclamation for February as Heart month (in January) and bring other phases of heart disease, such as congenital heart disease, women's heart, and others.
2. On February 1, GRFW education materials, red dress pins and red carnations are delivered to all state officials and staff.
3. Legislators are invited to Go Red in their own way and a resolution will be introduced in both houses.
4. Pictures will be taken of all interested legislators on second floor rotunda.
5. Heart Healthy Luncheon for all Lobby Day registrants and legislators.
6. Lobby Day attendants will visit their legislators and discuss pertinent issues or leave a YTC quick-issue card.
7. A joint press conference will be held by KDHE and AHA with Secretary Bremby; Howard Rodenberg, a local physician and woman heart survivor discussing women's heart health, plus announcing the new statewide stroke plan.
8. Education sessions conducted during the day will be co-presented with KDHE.
9. Governor will issue letter to all state employees to participate and learn about women's heart health and ask employees to go red in their own way.
10. Mayor Bill Bunten of Topeka will also sign a proclamation for Topeka to Go Red for Women and a presentation will be made to the City Council about women's heart health.
11. Working on getting the Santa Fe building to shine a red dress on the side of their building that is visible from I-70.
12. Ask Insurance Commissioner Sandy Praeger to again issue a Commissioner's Corner dedicated to women's heart health.

Funding for Heart Disease and Stroke

Public funding for research and prevention efforts is essential to achieve our health impact goal of reducing heart disease, stroke and risk by 25% by 2010.

The American Heart Association/American Stroke Association is advocating for the following in this priority issue area:

Legislation

Continue working with the Kansas Department of Health and Environment and advocating for appropriations as requested by them that may affect heart disease and stroke related programs.

Regulation

Monitor Administrative Rules and Regulations committee for regulations affecting heart disease and stroke.

Other Public Policy Activities

Continue working with AHAs State Health Alliance director and Kansas Department of Health and Environment to ensure quality applications to CDC, NIH, and other funding organizations.

Continue to educate Kansas congressional delegation on benefits of funding NIH and CDC for programs to benefit all Kansans.

Charitable Giving

Preserve and enhance the important contributions of the nonprofit sector through support of policy initiatives to encourage individual corporate charitable giving.

The American Heart Association/American Stroke Association is advocating for the following in this priority issue area:

Legislation



No state legislation is anticipated in 2007. However, this is an issue of which the AHA has an interest and will continue to monitor any legislation which attempts to remove AHA's existing sales tax exemption and intervene if necessary.

In 2006, SB 526 was introduced and passed out of the Senate. It died in the House Committee. The bill required an executor or administrator of an estate before making the distribution of the estate and a conservator in the final accounting of a conservatorship to confirm that Medicaid reimbursements had been determined and paid. Staff will be monitoring this issue also.

Regulation

Monitor Administrative Rules and Regulations committee for regulations affecting charitable giving.

Other Public Policy Activities

None.