



**American
Heart
Association®**

AMERICAN HEART ASSOCIATION

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**American
Heart
Association®**

Who we are

The American Heart Association/
American Stroke Association is not
just a charity. We are crusaders,
innovators, scientists and partners.

Our Mission

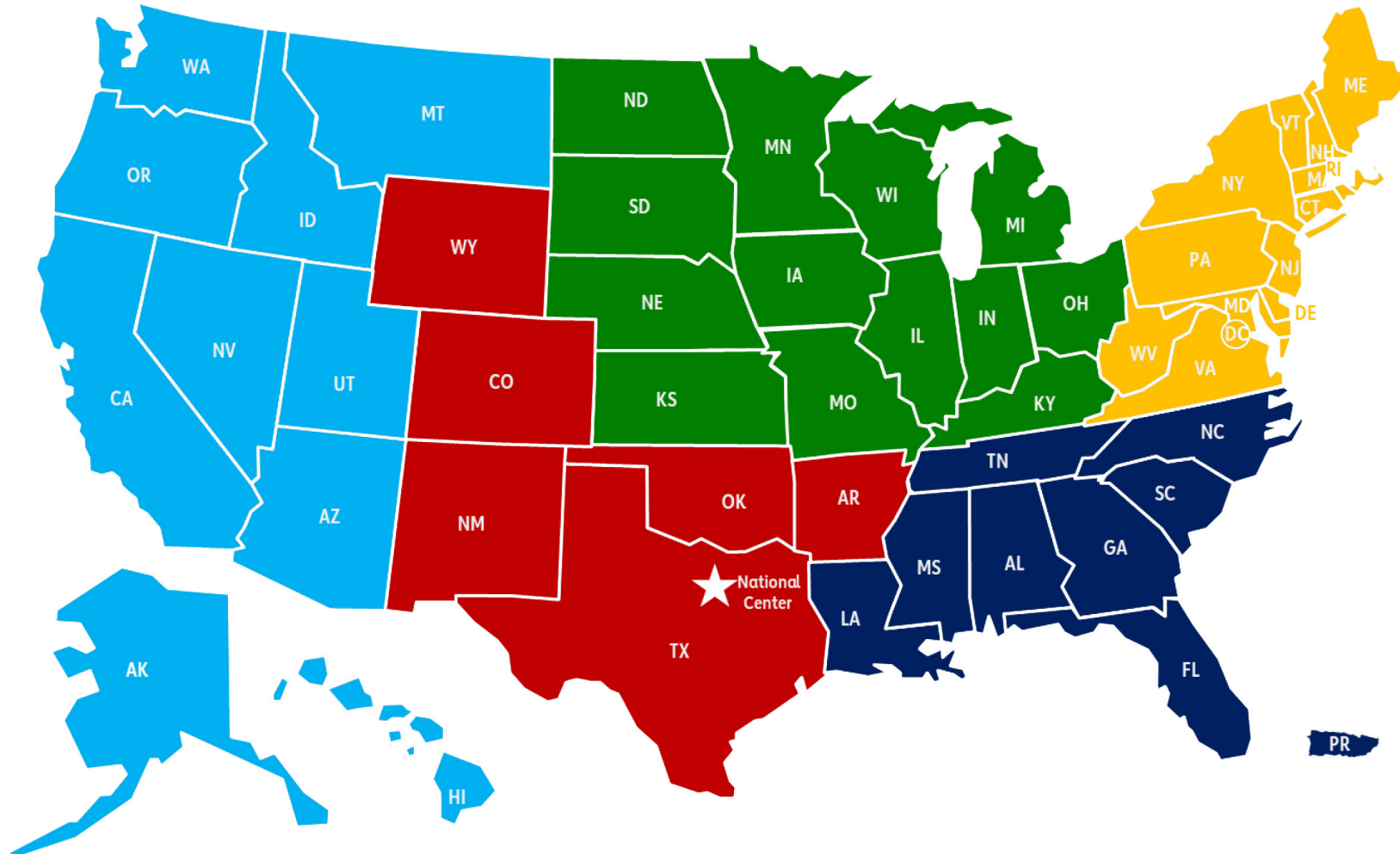
To be a relentless force for a world
of longer, healthier lives.





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Our levels of work



National – Dallas HQ

Education & awareness
Research management
Quality & science
National advocacy priorities
Strategic partnerships & alliances

5 regions

Strategic advocacy campaigns
State and community education
Quality improvement
Regional projects

Local

State & community advocacy
Fundraising & education
Building partnerships
Recruiting volunteers
Community health



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The impact of our work

1956

AHA's first statement of smoking and heart disease issued

1959

Cholesterol inhibitors developed

1960

First successful pacemaker surgery

1961

First successful long-term artificial heart valve & CPR techniques developed

1981

First DC office and full-time professional advocacy staff

1990

Treatment for Infant Respiratory Distress Syndrome

1998

American Stroke Association formed

2000

Get With The Guidelines launched

2003

Drug-coated stents approved for use

2004

Go Red for Women launched

2007

Mission: Lifeline formed

2014

AHA launched its work with precision medicine

2016

One Brave Idea launched

2017

New blood pressure guidelines released

2020

COVID-19 response efforts & structural racism

2024 IMPACT GOAL

Every person deserves the opportunity for a full, healthy life. As **champions for health equity***, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

Addressing the drivers of health disparities, including the social determinants of health, structural racism, and rural health inequities, is the only way to truly achieve equitable health and well-being for all.

Mission Statement

To be a relentless
force for a world
of longer,
healthier lives.

GUIDING VALUES



Improving &
extending
people's lives



Speaking with
a trustworthy
voice



Inspiring
passionate
commitment



Ensuring
equitable
health for all



Bringing science
to life



Making
extraordinary
impact



Meeting people
where they are



Building
powerful
partnerships

STRATEGIC VALUE PROPOSITION

The AHA is a **catalyst** to achieving maximum impact in equitable health and well-being.

DRIVING EQUITABLE HEALTH IMPACT



Barriers to Health Equity

Structural Racism



Social Determinants of Health



Rural Health Disparities





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10 Commitments to Health Equity

- 1) **Investing \$100 million in new research programs and grants** focused on science-based solutions to health inequities and structural racism.
- 2) **Investing at least \$100M in community-led solutions** to address health inequity and structural racism, through our Social Impact Fund, Bernard J. Tyson Impact Fund, and community advocacy campaigns including Voices for Healthy Kids.
- 3) **Improving access to and the quality of health care** for under-resourced populations and those in rural communities, as part of our 50-state focus on **Medicaid expansion**.
- 4) **Leveraging our advocacy, science and news media enterprise** against companies targeting individuals in under-resourced communities with unhealthy products.
- 5) **Through a \$32M award to the AHA, engaging health centers and communities** to elevate quality, education and patient engagement to **improve blood pressure control**, as part of the U.S. Department of Health and Human Services (HHS) \$121M National Hypertension Control Initiative.





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10 Commitments to Health Equity (continued)

6) **Using our extensive clinical registry programs** to capture data and create new scientific knowledge on the health effects of social determinants of health and health care quality variances among racial and ethnic groups.

7) **Collaborating with our CEO Roundtable to architect a road map, conceptual framework, and related tools** for employers to identify and dismantle practices and policies in the workplace that contribute to structural racism and health inequities.

8) **Creating a digital learning platform for clinicians, health professionals, and scientists** with courses on issues of reversing structural racism and improving health equity in the delivery of health care.

9) **Elevating the focus of our scientific journals**, including Circulation and Stroke, on disparities, anti-racism, health equity, community participatory research and implementation science.

10) **Increasing the diversity of our workforce**, by filling at least one-third of hires with diverse individuals and providing ongoing learning and development experiences for current staff and managers to reduce bias in recruiting and advancement.



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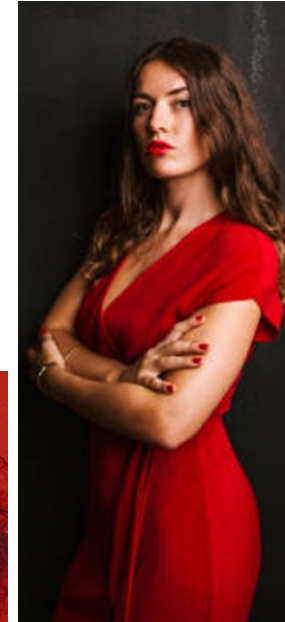
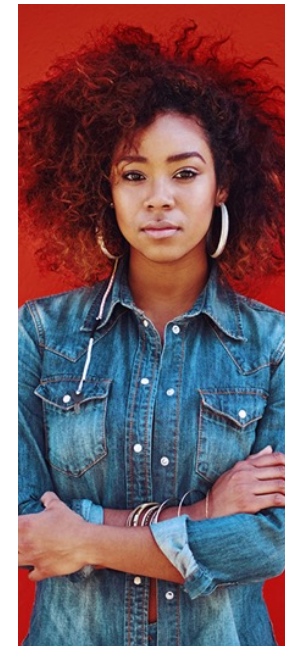
Manifesto

One is Too Many

The American Heart Association recently noted an alarming decline in awareness. Cardiovascular disease is the **No. 1 killer of women** – and too many women, particularly our **youngest most diverse** women, remain unaware.

The price of cardiovascular disease is high. **1 in 3 women** will pay that price with their life. Exacerbating this, our youngest most diverse women are the least aware that CVD is the No. 1 killer of women.

One is too many.





Go Red for Women Pillars

The American Heart Association
and Go Red for Women will *remove barriers* that many women
face by...



AHA CPR

Vision & Strategy





70%

of Americans feel
helpless to act during a
cardiac emergency.

**We are currently a nation of bystanders that lack
the knowledge to take action and save a life.**



Now is the moment to act.

American Heart Association is building a nation of lifesavers.

We will create a nation where everyone is trained and ready to be a lifesaver.





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Volunteerism & Giving Back

Make a positive impact on equitable health for all
and make our community healthier

STEM Goes Red

STEM Goes Red brings interesting careers in science, technology, engineering and mathematics to life for young women by giving them access to leading employers and experts and an insider look at what they do. STEM Goes Red attendees will gain first-hand experience, connect with inspiring professionals, learn about jobs they never knew they could have, and walk away feeling like a whole new world of STEM has been revealed.



Contact Brianna.Ortega@heart.org to learn more

GO RED FOR WOMEN

Support the American Heart Association's signature women's movement to save women's lives.

- Raise awareness and funds by getting your company and community to “Go Red” during Heart Month and on National Wear Red Day
- Sponsor to attend our annual Go Red for Women Experience on April 17, 2024 a high energy and impactful experience featuring a wellness expo, silent auction, and entertainment.
- Nominate an influential and inspiration individual/teen in your lives to be a part of our 2024 Woman of Impact or Teen of Impact Campaign.



Contact Kevin.Stec@heart.org to learn more



American Heart Challenge

WHAT IS THE AMERICAN HEART CHALLENGE?

- ✓ A service learning project.
- ✓ A time to help others.
- ✓ A leadership development opportunity.
- ✓ A way to earn community service hours.
- ✓ A college application builder.
- ✓ Juniors and seniors can earn \$1,000 scholarships!

WHO DOES IT HELP?

- ✓ It raises funds to help cure congenital heart defects, the #1 birth defect in all babies.
- ✓ It helps build healthier lives at your school and in your community.
- ✓ It helps community programs that fight for nutrition security and health equity.
- ✓ It teaches students healthy behaviors they can carry throughout life.

**BRING
ENERGY!**

**BRING
PASSION!**

**SAVE
LIVES!**

**SHOW THE WORLD THAT YOU ARE THE
GENERATION WITH HEART!**

Contact rachel.renville@heart.org to learn more





Wall Street Run & Heart Walk- May 16th



WALL STREET RUN & HEART WALK

For over 40 years, our annual 5K run/walk event has been celebrating the impact of AHA's mission and unite thousands across NYC area taking place. Through our signature experience, we move, have fun and raise lifesaving funds - together.

Contact Meagan.Hallworth@heart.org to learn more

ANY QUESTIONS?



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[heart.org](https://www.heart.org)