

OUR STORY

Who We Are & What We Do



American
Heart
Association.



**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.**





Life is why

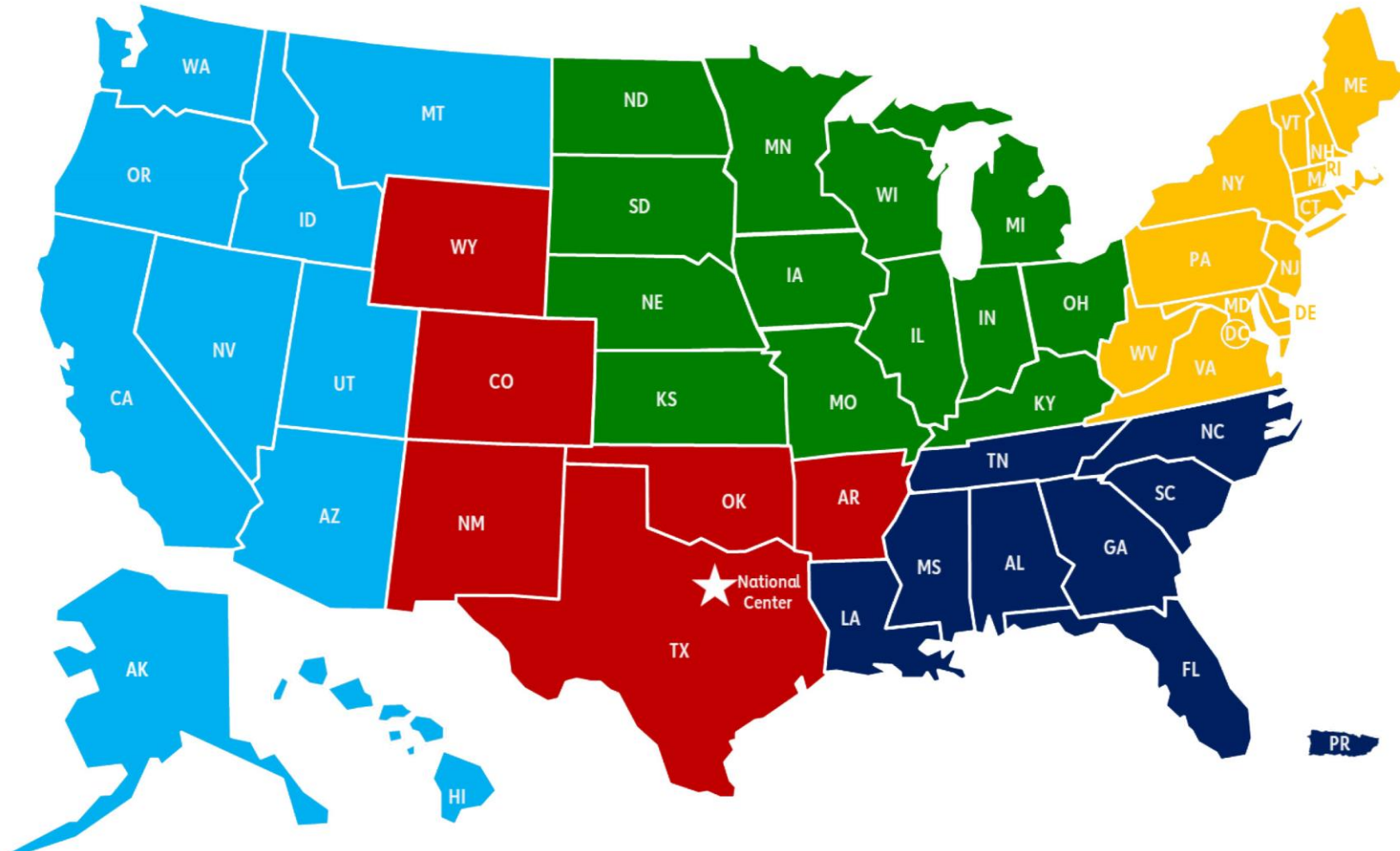
Keeping hearts beating is what keeps our hearts pumping.





American
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Our levels of work



National – Dallas HQ

Education & awareness
Research management
Quality & science
Advocacy agenda
Strategic partnerships & alliances

5 regions

Activate advocacy
State and affiliate education
Quality improvement
Regional projects

Local

Grassroots advocacy
Fundraising & education
Building partnerships
Recruiting volunteers
Community health



International Programs



We deliver lifesaving programs in 93 countries worldwide.

Go Red For Women works in 46 countries to raise awareness for women.

Professional education, quality improvement programs and more are making a global impact!





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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

1961

CPR techniques & standards developed

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



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The Problems

The World is Facing Today



Facts about heart disease

Heart disease is the No. 1 cause of death in the U.S. and in the world.



Risks

- 83%** believe that heart attacks and strokes can be prevented, but aren't motivated to do anything.
- 72%** of Americans don't consider themselves at risk for heart disease.
- 58%** put no effort into improving their heart health.

Statistics from the American Heart Association/American Stroke Association.
American Heart Association. 4/12DS5479



Facts

- 1 of every 3 deaths in the United States is caused by heart disease or stroke.
- Every year, an estimated 785,000 Americans will have their first heart attack, and 470,000 will have another.
- Heart attacks affect more people every year than the population of Dallas, Texas.

The Problems We're Facing Today



Compared to data from last year, we're seeing **50 more people** die every day from cardiovascular disease.



Compared to data from last year, we're seeing **12 more people** die every day from stroke.



Only **1 in 4 U.S. adults** meet the physical activity guidelines.

The Problems We're Facing Today



Nearly half of U.S. adults have high blood pressure.



E-cigarette use among middle and high school students is reaching **epidemic levels**.



By 2035, **nearly half** of the U.S. population is expected to have some form of cardiovascular disease.



The long-term effects of COVID-19

While the need for medical equipment and supplies to fight COVID-19 is urgent, the effects and subsequent needs will be with us for years to come.



More people with heart disease, diabetes or hypertension are at risk.

- Fear of going out to get treatment/calling 911
- Hospitals at max treatment capacity
- Limited access to healthy food options/supplies
- Patients not able to get prescriptions



Increases in unhealthy stay-at-home habits.

- High stress/stress eating
- Eating more unhealthy meals
- Not being as physically active
- Higher BMI due to new lifestyle
- Future potential cases of obesity, high blood pressure and diabetes



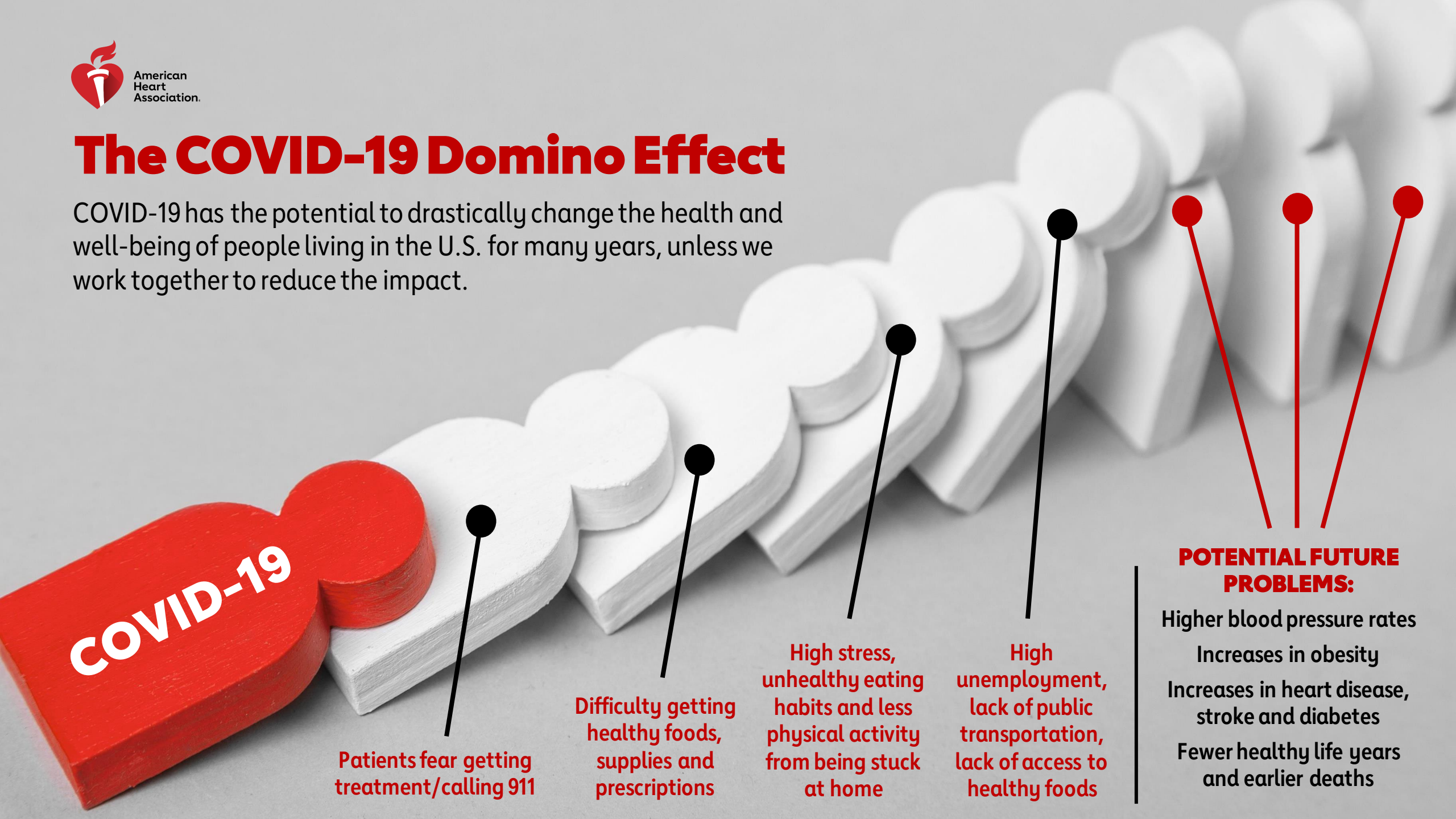
Individuals with the greatest need.

- Limited income due to furloughs/layoffs
- Lack of savings to fall back on
- Families not able to rely on free school meal program
- Restricted access to public transportation to get healthy foods/supplies



The COVID-19 Domino Effect

COVID-19 has the potential to drastically change the health and well-being of people living in the U.S. for many years, unless we work together to reduce the impact.



COVID-19

Patients fear getting treatment/calling 911

Difficulty getting healthy foods, supplies and prescriptions

High stress, unhealthy eating habits and less physical activity from being stuck at home

High unemployment, lack of public transportation, lack of access to healthy foods

POTENTIAL FUTURE PROBLEMS:

- Higher blood pressure rates
- Increases in obesity
- Increases in heart disease, stroke and diabetes
- Fewer healthy life years and earlier deaths



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Making an impact during the COVID-19 pandemic.

Your ongoing commitment to our mission is making a difference for patients, families and communities as we fight both COVID-19 and cardiovascular disease together.



Impacting COVID-19 through RESEARCH

- Investing up to \$2.5 million to investigate the cardiovascular implications of coronavirus.
- Helping to accelerate antiviral drugs to combat coronavirus.



Leveraging SCIENCE & RELATIONSHIPS

- Collaborating with national and global health colleagues.
- Sharing the latest COVID-19 research through our 12 scientific journals.
- Science volunteers provide support for health care providers and researchers.



Meeting the needs of our HEALTH CARE WORKERS

- Launching free job aids for Oxygenation & Ventilation of the COVID-19 patient.
- Utilizing Get With The Guidelines to create a COVID-19 data registry to better manage patients and support research.
- Supporting efforts for remote patient monitoring (telemedicine).



Teaching how to safely ADMINISTER CPR

- Establishing interim guidance and resources for CPR trainings.
- Supporting CPR card extension for those unable to retrain due to COVID-19.
- Encouraging the public to use Hands-Only CPR through social media.



Working with Federal and State GOVERNMENTS

- Ensuring everyone can access COVID-19 testing and increasing the supply of personal protective equipment (PPE).¹³
- Providing relief to hospitals, increasing funding for community health centers and strengthening the public health infrastructure.



Helping those IN GREATEST NEED

- Working with partners to nourish families, support physical activity and reduce the burden of chronic disease.
- Helping faith communities to improve health through our EmPOWERED and Well Online Church Challenge.



Supporting our SCHOOLS & BUSINESSES

- Helping teachers and parents get moving through Kids Heart Challenge.
- Providing resources to businesses to help their employees stay healthy.



Helping PATIENTS & THEIR FAMILIES

- Creating and curating content for survivors, those staying at home and those with essential jobs that are out working.
- Utilizing our Support Network to share resources and help those in social isolation.



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Breaking Down the

Barriers that Exist



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WHAT MAKES UP A HEALTHY COMMUNITY?



OPPORTUNITIES TO
LIVE HEALTHY



STRONG EDUCATION
AND TECHNOLOGY



A HEALTHY
ENVIRONMENT



A STRONG
ECONOMY



A SOLID CITY
INFRASTRUCTURE



AFFORDABLE AND
SAFE HOUSING



How to improve a person's healthy years

Social Determinants of Health: 80% - 90% of factors



Clinical Care 20%

Access to Care
Quality of Care



Health Behaviors 30%

Tobacco Use
Diet & Exercise
Alcohol & Drug Use
Risky Sexual Behavior



Physical Environment 10%

Air & Water Quality
Housing & Transit



Social & Economic 40%

Education
Employment
Income
Family & Social Support
Community Safety

* Figure adapted from County Health Rankings model

U.S. healthy years are affected by these trends



Trends working in our favor

- Lower smoking rates in adults
- Increased physical activity in adults
- Improved dietary habits in adults and youth
- Lower total cholesterol in adults and youth
- Improved blood sugar in adults



Trends working against us

- Increases in blood pressures
- Lower physical activity in youth
- Increases in BMI among adults and youth
- Worsening overweight/obesity in adults and youth

Global healthy years are affected by these trends



Trends working in our favor

- Lower smoking rates in adults
- Improvements in maternal and child health
- Improvements in planetary health
- Lower alcohol use



Trends working against us

- Increases in blood pressure
- Lower physical activity
- Worsening dietary habits and overweight/obesity in adults and youth
- Worsening blood sugar in adults



Social factors and location influence our health

50 million Americans have to choose between paying rent and purchasing medicine, healthy foods and medical care.

26 million Americans live without access to healthy foods.

7.3 million people who suffer from cardiovascular disease are uninsured.

EXAMPLE: ACCESS TO HEALTHY FOOD CAN IMPACT A FAMILY'S HEALTH.



AVERAGE LIFE EXPECTANCY

NEW ORLEANS
25 YEAR
DIFFERENCE IN
LIFE EXPECTANCY





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The need around social determinants

- Continue our support for affordable, accessible and quality health care.
- Keep advocating for access to healthy food for everyone in America, especially kids.
- Ensure everyone has safe places to be physically active.
- Support partners in housing, banking, education and employment.
- Invest in more research.
- Continue our community transformation work.





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Health equity is better

Equality



Equity



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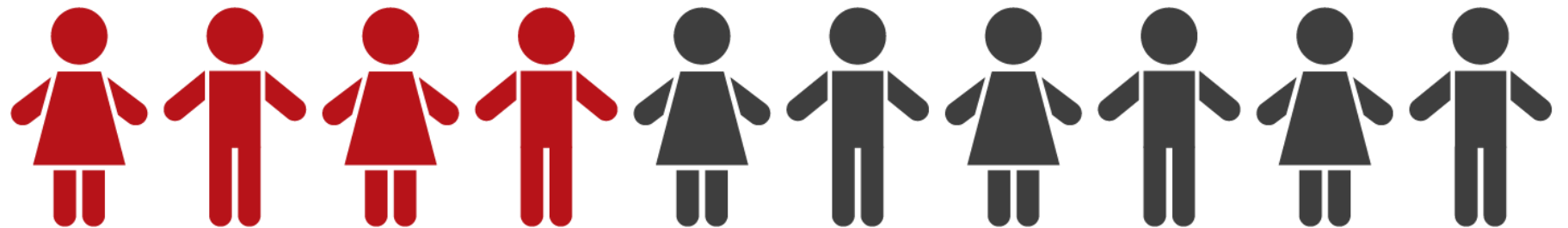
Well-being

Well-being is more than just the absence of disease.

It includes:

- Being satisfied with life
- Not being overly depressed or anxious
- A feeling of fulfillment
- Being able to function well

Even before COVID-19, 4 in 10 Americans were struggling or suffering with low well-being.



Those with lower well-being are more likely to have a higher risk of cardiovascular disease or other illness.



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The Rural Health Crisis



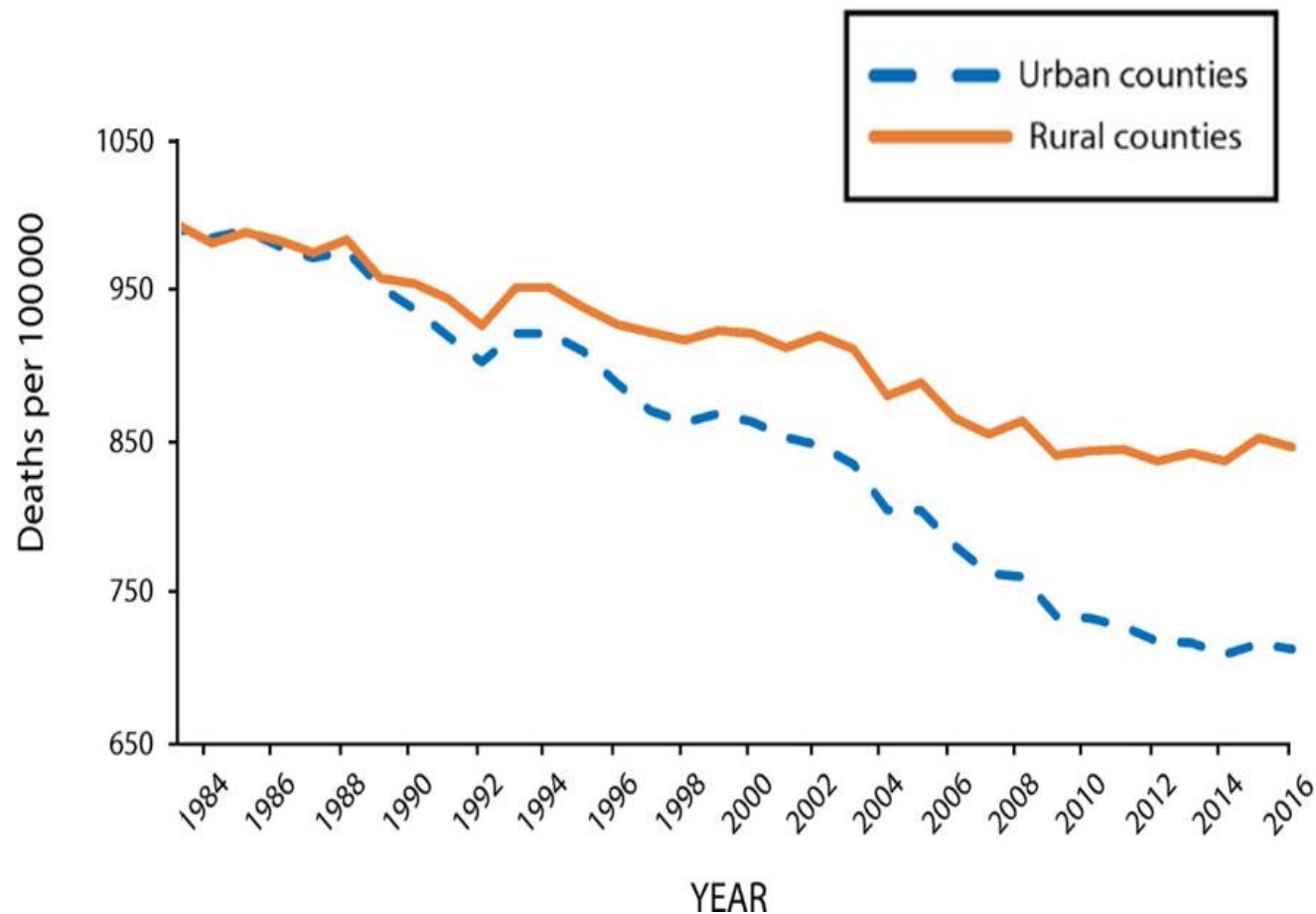
Since Mid-1980's:
The gap between rural
and urban death rates
has expanded.



People living in rural
America typically have a
**3-year shorter life
expectancy.**



More likely to have and
die from cardiovascular
diseases.





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Examples of Rural Barriers to Health



Individual Health Factors
Tobacco & Nicotine Use
Physically Inactive
Diabetes, Obesity &
Cholesterol
Depression, suicide &
substance abuse



Social Determinants of Health
Lower income & poverty
Education
Unemployment
Housing inequities
Transportation
Food insecurity



Barriers to Medical Care
Rural hospitals struggle
Hospital distance
Lack of outpatient &
post-acute care
Health care hiring
Uninsurance



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Strategies for improving Rural Health

1. Expanding the health care workforce and fostering team-based care
2. Exploring new ways to deliver care
3. Developing sustainable funding models and flexible payment options for patients
4. Expand Insurance Coverage and Broaden Economic Development

Research Needs and Gaps



**Digital health/
telehealth**



**Clinician roles &
responsibilities**



**Better data
collection**



**Community-
centered approach**





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Accelerate Scientific Knowledge



Bringing science to life

THE AHA HAS INVESTED
\$4.5 BILLION

in research since 1949, second only to the federal government.



**THE URGENCY FOR
DISCOVERY IS GREAT**

Heart disease is the No. 1 killer in the world. Stroke is No. 2. We lose 17 million lives each year and there is no cure.



**ONE
BRAVE
iDEA™**
RESEARCH AND INNOVATION



American
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CO-FOUNDED BY:

verily

WITH SIGNIFICANT SUPPORT FROM:

AstraZeneca 

AND PILLAR SUPPORT FROM:

 Quest
Diagnostics

Skillfully led by:

Calum MacRae, MD, PhD

Chief, Cardiovascular Division, Brigham & Women's Hospital

**\$75 million initiative over 5 years
with the goal of ending coronary
heart disease.**

More than 4 in 10 cardiovascular disease
deaths are a result of coronary heart disease.



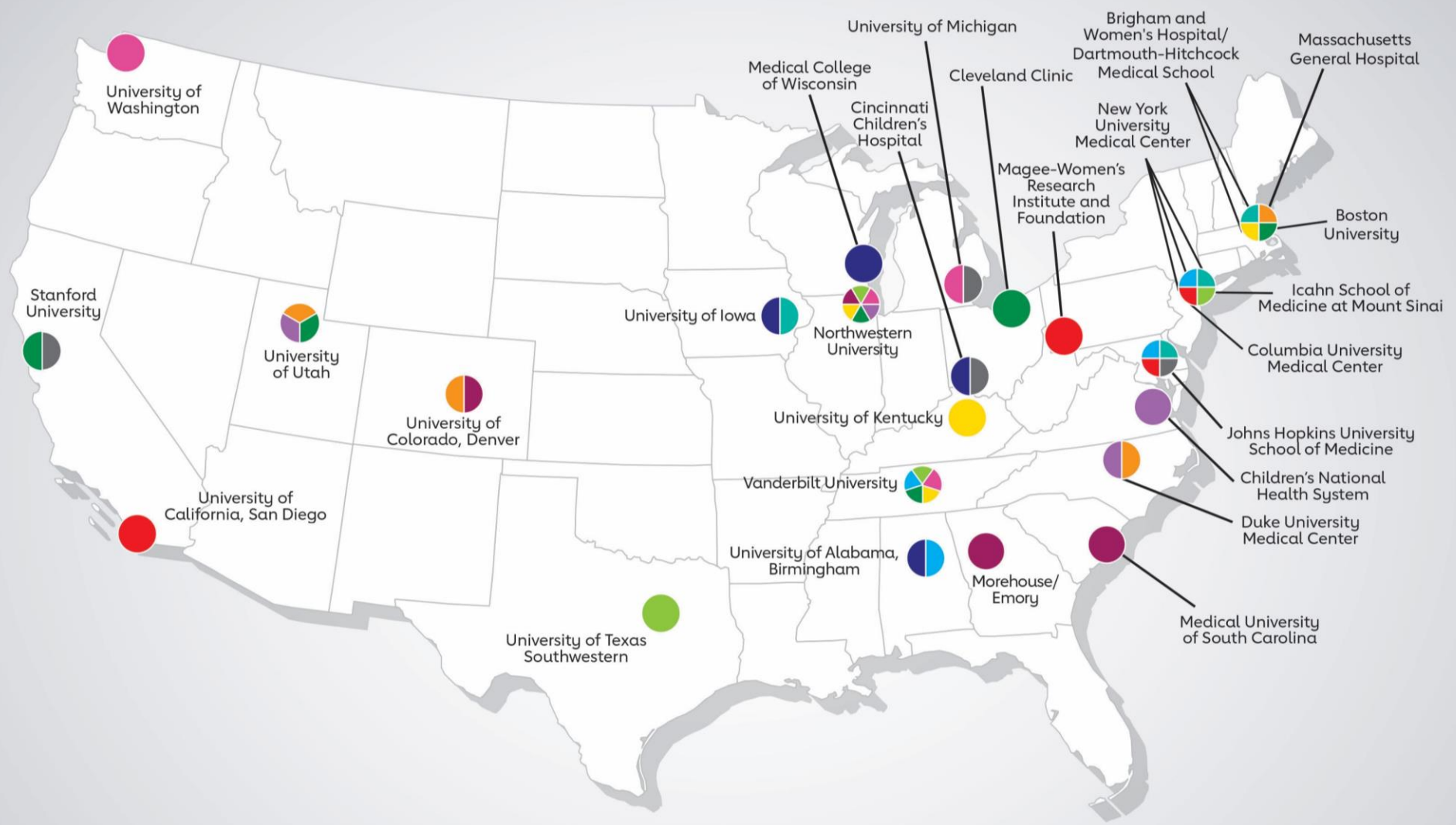
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Institute for Precision Cardiovascular Medicine

- Uses a person's genetics, environment and lifestyle to find better-targeted, more effective solutions.
- Opens data for more scientific discovery, provides precision medicine research grants.



STRATEGICALLY FOCUSED RESEARCH NETWORKS



- Prevention*
- Go Red For Women*
- Children's
- Arrhythmias & Sudden Cardiac Death
- Hypertension*
- Heart Failure
- Vascular Disease
- Cardiometabolic Health
- Disparities in CVD & Stroke*
- Obesity
- Atrial Fibrillation
- Health Technologies & Innovation

*Networks Completed



Sharing our research

12 Leading scientific journals published by the American Heart Association and American Stroke Association.

More than **16,000** professionals attend Scientific Sessions, and more than **4,000** attend the International Stroke Conference.

Sharing research helps all communities improve the quality of care for patients and save lives.





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Get With The Guidelines®

We partner with nearly half of all U.S. hospitals to ensure the best possible care of Americans.

36% decrease in heart disease and stroke deaths since Get With The Guidelines began in 2000.

Mission: Lifeline

82% of the U.S. population is covered through the Mission: Lifeline program.

Best Care for patients with time-sensitive emergencies, from emergency onset to secondary care.

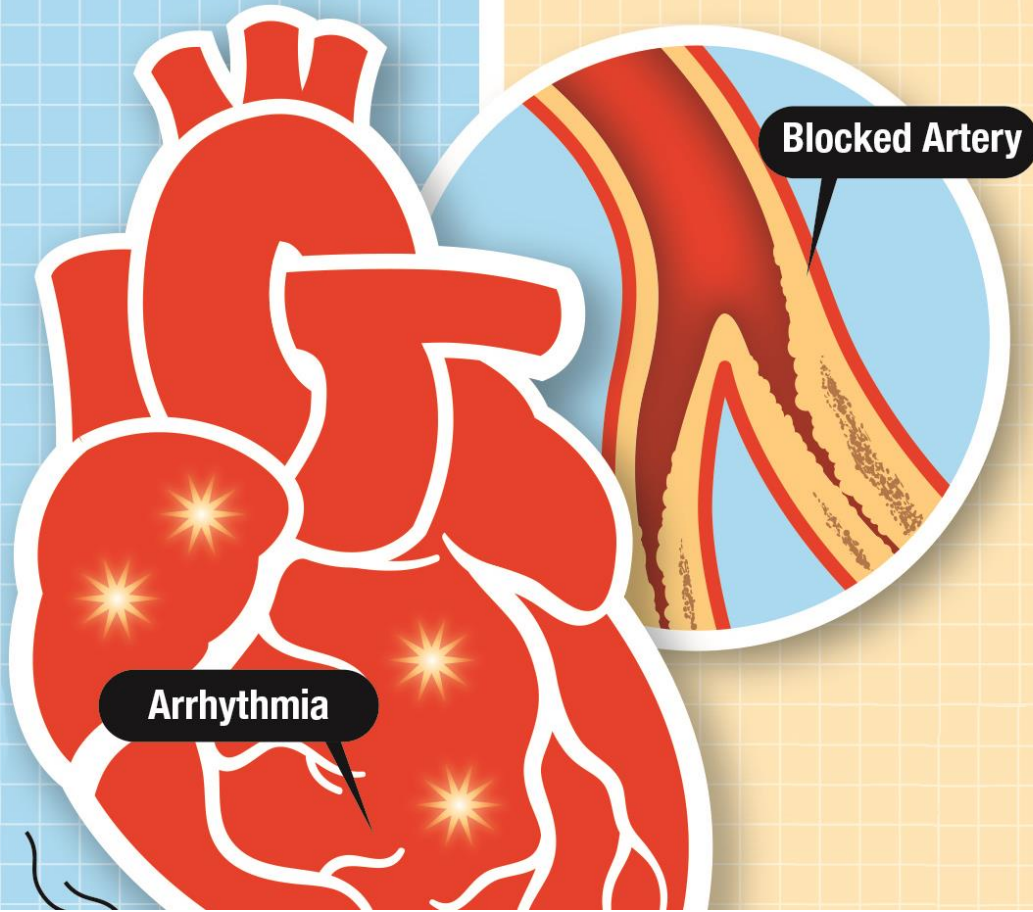




Cardiac arrest is an
“ELECTRICAL”
problem.



A heart attack is a
“CIRCULATION”
problem.



Cardiac Arrest vs. Heart Attack

In a cardiac arrest emergency:

Call 911 and start CPR right away.

With a heart attack:

Call 911. While waiting for EMS to arrive, give the patient an aspirin to chew and swallow.



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Emergency Cardiovascular Care

Every year, we train
22 million
people in CPR.



We develop **first aid**
and resuscitation
guidelines that are
used globally.

We are the **#1**
resuscitation
training provider
for hospitals & EMS.

We are teaching hospitals
and communities how to
safely and effectively
administer CPR during the
COVID-19 pandemic.





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Engaging Communities



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Engaging Communities in a COVID-19 world

Whether we meet in person, virtually or in smaller group settings, the American Heart Association is committed to ensuring our events continue to be safe, fun and centered around saving and improving the lives of all those living in the U.S.





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Healthy For Good

Healthy For Good inspires individuals to create lasting change in health and life, one small step at a time.

We focus on four key areas:



**EAT
SMART.**



**ADD
COLOR.**



**MOVE
MORE.**



**BE
WELL.**





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Heart Walk

Support Science. Give. Save Lives.

Funds raised through Heart Walk go toward groundbreaking science. Life-changing, breakthrough science that impacts lives every day.

- Research that keeps hearts beating
- Lowers blood pressure
- Prevents a stroke

At the Heart Walk, you will actually see your dollars at work when you meet survivors of all ages.





Go Red For Women

More than just wearing red, sharing facts and raising awareness, Go Red For Women is committed to:

- Ensuring women are aware that cardiovascular disease is their leading cause of death
- Helping all women take charge of their health
- Closing the gender and ethnicity gaps in research and STEM careers
- Removing the barriers that women face to experiencing good health

Research Goes Red puts women at the forefront of scientific discovery by harnessing the power of cutting-edge health technology that provides opportunities for women to contribute to health research through a state-of-the-art digital platform.





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Heart Ball

- Gives donors and volunteers the opportunity to see, celebrate and be inspired by the stories that fuel our life saving mission.
- Supports future research and preventive education.



Improving Health



Check. Change. *Control.* & Target: BP

Nearly 86 million
Americans have high blood
pressure.

500,000 +
People have participated in
Check. Change. *Control.*
program to lower their blood
pressure



Check. Change. *Control.* Cholesterol

40% of Americans have
high cholesterol.

Our goal is to move
9 million
Americans to healthier
cholesterol levels by 2020.



Heart-Check Mark

More than **900** products
carry the Heart-Check mark





Know Diabetes By Heart

We're working alongside the American Diabetes Association and others to combat the growing threats from diabetes and cardiovascular diseases.

30 million American adults have diabetes, including 7.2 million who are undiagnosed.

Cardiovascular disease is the **leading cause of death** For people living with type 2 diabetes.





Life's Simple 7[®] Journey to Health[™]

Workplace Health

We work with thousands of employers to help them improve the health of their *workplace* and their *workforce*.

An integrated solution with one-stop shopping:

- ✓ A simple way for employers to target and implement best-practice strategies for improved health.
- ✓ Easy-to-use online aggregate data reporting to see the health of your workforce.
- ✓ Seamless data flow from health screenings to health assessments to the Workplace Health Achievement Index.
- ✓ Opportunity for national recognition from the American Heart Association.





You're the Cure - Advocacy

Through our advocacy efforts:

3.8 million

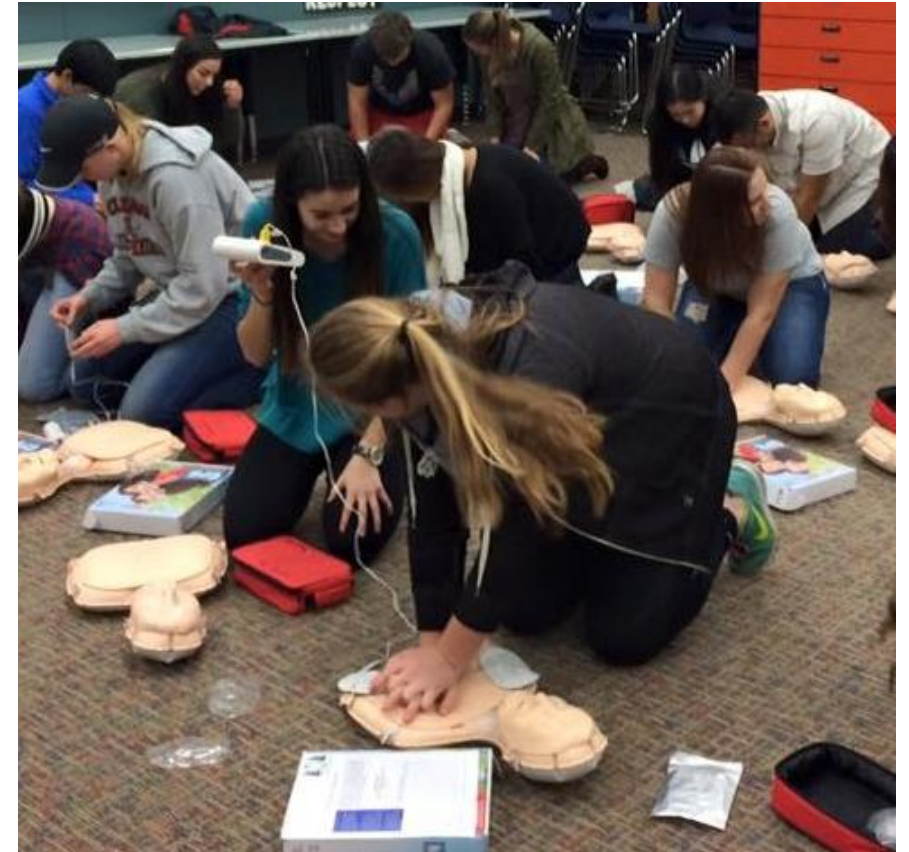
babies are screened for congenital heart defects.

210 million

Americans live in smoke-free communities.

2.5 million

students are trained in CPR every year.





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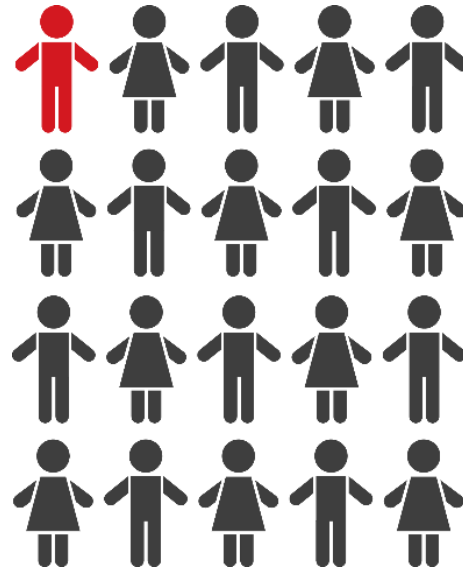
Engaging and Supporting our Next Generations

FEWER TEENS ARE SMOKING CIGARETTES THAN EVER BEFORE



1997

1 IN 4 TEENS SMOKED



2018

1 IN 20 TEENS SMOKED

TRAGICALLY, VAPING IS THE NEW YOUTH TOBACCO EPIDEMIC



2019

1 IN 4 TEENS ARE VAPING



Teens and Vaping

- E-cigarettes are **most used tobacco products by youth.**
- Kids are using e-cigarettes **more frequently.**

Between 2017-19, e-cigarette use more than doubled!

135%

among high school students

114%

among middle school students



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COMBATTING THE TOBACCO EPIDEMIC: **THE PILLARS OF OUR WORK**



Support action in communities with a focus on schools, government, employers and health systems.

**SCHOOL AND
COMMUNITY**



Educate, engage and empower young people to stand up and speak out against tobacco and vaping.

**YOUTH
ENGAGEMENT**



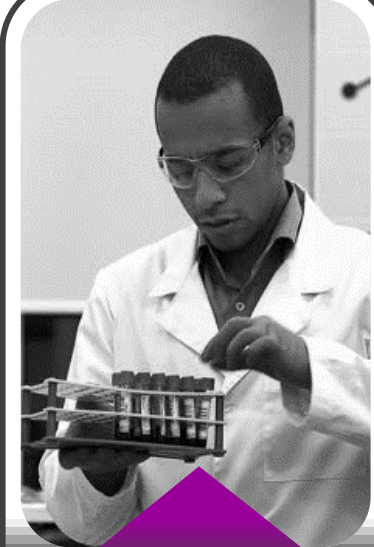
Pursue federal, state and local policy actions that reduce tobacco use and vaping.

**POLICY
CAMPAIGNS**



Facilitate dialogue at the local, community and national level to inform and inspire action.

**INFORM THE
DIALOGUE**



Find answers to big, unanswered questions about nicotine addiction and kids.

**SCIENCE &
RESEARCH**





Improving Nutrition for Kids

31 million kids eat school lunches and 13 million eat school breakfasts that meet the Dietary Guidelines for America.

90% of beverage calories have been taken out of schools.

Healthy Way to Grow

243 early childhood programs participating.

22,000 children influenced.





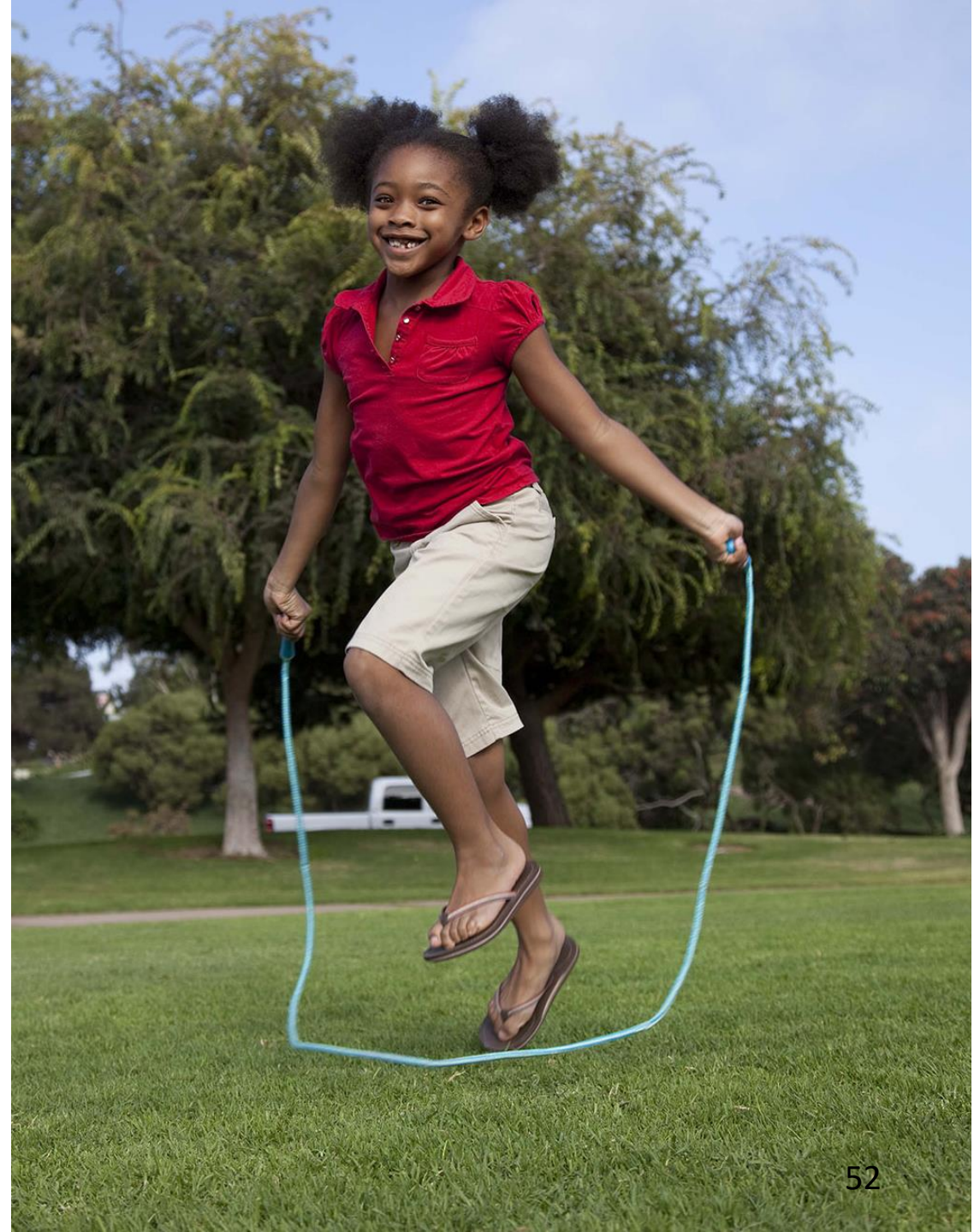
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Kids Heart Challenge

- Students learn how to develop heart-healthy habits while being physically active.
- Kids learn the value of community service.
- Children join together in helping other kids with special hearts.
- Participants learn skills like jump rope and basketball that they can use for the rest of their lives.
- Kids raise funds for research and outreach programs that can save lives.

19 million

Kids participate in one of our healthy living programs in school.





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NFL Play 60 Challenge



Encourages students to move more before,
during and after school for 60 minutes.

The NFL Play 60 Challenge has logged more than

1,000 years

of physical activity for children.

1.4 Million + NFL PLAY 60 app downloads.

CycleNation



We're energizing a nation to get brain
and heart healthy through the

power of the bicycle.

Communities can get active and stop the cycle
of stroke and heart disease by participating in
CycleNation stationary or road events.

CycleNation.org



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Supporting Our Mission

Improving your cardiovascular health



7 small steps to big changes.

It's easy and simple. Anyone can do it. Start with one or two!

mylifecheck.heart.org



SMOKING



HEALTHY DIET



PHYSICAL ACTIVITY



BMI



BLOOD PRESSURE



CHOLESTEROL



GLUCOSE



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Ways you can support our mission



VOLUNTEER



ENCOURAGE CORPORATE & COMMUNITY SUPPORT



ADVOCATE FOR HEALTHY POLICIES



DONATE TO OUR MISSION



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COR VITAE *Society*

- Cor Vitae, Latin for heart of life, is our annual giving society for individuals.
- Members are recognized for cumulative, annual support and their lifetime giving.
- Society members give through all events, as well as mission-driven initiatives.

Paul Dudley White Legacy Society

- **A recognition society** for individuals who support the association through an estate plan:
 - Will
 - Trust
 - Retirement Account
 - Life Insurance Policy



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Thank you!

www.heart.org