A MESSAGE FROM THE OFFICE OF THE CEO

The American Heart Association is committed to being an organization with a culture in which volunteers and staff are encouraged to freely express their ideas, values and beliefs, including those that spring from their ethnicity or cultural background. Allowing such freedom will energize and strengthen our association and enable us to reach more people more effectively. These ideals are represented in our theme for this year’s Annual Diversity Report, Cultural Competence… the journey continues.

Cultural competence requires that organizations create an environment that expands the learning of its staff and creates relationships with the mosaic of our society. This knowledge allows our staff and volunteers to better serve our customers and value the myriad ways that each association representative can help reduce the burden of cardiovascular disease and stroke.

Cultural competence means we understand the importance of diverse volunteers, employees, partners and stakeholders who provide us unique insights into various segments of our population. It is about fostering a climate that encourages our organization to achieve its best.

As our country and the world continue to expand in understanding and communication, cultural competence provides us the means to connect in a way that is responsive to the many changes taking place around us. As with any journey, there are both successes and opportunities for improvement. The American Heart Association has continued to evolve, holding common hopes and moving toward a better tomorrow.

Cultural competence requires a commitment to lead by example. As you review our diversity report, please note this commitment in our policies, programs, goals, staff and external relationships. In looking toward the future, the American Heart Association will continue to build a more culturally competent organization.

We ask you to join us as we continue this journey.

COMMENTS FROM Carmen Hinojosa-Laborde, Ph.D., FAHA, CHAIRPERSON, WOMEN AND MINORITIES LEADERSHIP COMMITTEE

The Women and Minorities Leadership Committee is deeply involved in helping the American Heart Association build a diverse base of volunteers. Our journey toward achieving cultural competence continues. Diversity is essential to understanding and meeting the needs of emerging populations throughout the United States. With a diverse base of volunteers, staff and executives, we gain valuable perspectives on issues that have an impact on gender and racially, ethnically and linguistically diverse populations. The greatest success of any organization can be seen when the unique differences of individuals can be used to improve the health of all populations.

The Women and Minorities Leadership Committee invigorates some of the great work of the American Heart Association by helping develop strategies and crafting messages to engage diverse audiences. Our goal is to inform and motivate diverse groups to learn about heart disease and stroke and take steps to protect themselves. We are committed to reducing disparities related to the incidence and prevention of heart disease and stroke.

Our array of policies, programs and initiatives with cultural impact solidifies our conviction that the value added from diverse thinking enhances the entire organization. This Annual Diversity Report represents some of the work we have initiated and our commitment to providing information that represents the unique contributions of each individual.

As you view our many successes, we also realize that much work remains as our journey toward cultural competence continues.

M. Cass Wheeler
Retired Chief Executive Officer
1997-2008

Carmen Hinojosa-Laborde, Ph.D., FAHA,
Chairperson, WMLC

Nancy Brown
Chief Executive Officer

We ask you to join us as we continue this journey.
The American Heart Association and the American Stroke Association are reaching more diverse audiences through initiatives that raise awareness and save lives.

Our theme for this year’s Annual Diversity Report is “Cultural Competence … the journey continues.” We are delighted to share with you a snapshot of the progress we’re making. Our journey takes us to some unexpected places, including African-American beauty salons and barbershops across the country. They are new venues for Power To End Stroke (PTES), our movement to raise awareness of stroke, the No. 3 cause of death in America.

Our Beauty Shop Lounge tour, which was piloted in 2008, is reaching African Americans through health screenings, educational materials and prevention messages—all delivered in the comfort of salons across the country. Stylists are even recruited and trained as PTES Ambassadors (key opinion leaders). They talk to their customers about preventing and recognizing stroke, helping us save more lives. Events such as Texas’ Vestido Rojo held in conjunction with the national GRFW movement are targeted to our Hispanic/Latina communities. Begun two years ago the outreach effort and invitation only lunch has spread to more cities than ever before reaching almost a thousand Latinas with life-saving messages.

Our Office of Cultural Health Initiatives continues to facilitate initiatives to reach diverse populations. We realize we have much more to do, as African Americans and Hispanics/Latinos face the peril of cardiovascular disease and stroke more than Caucasians, and yet are less aware of their risk factors.

The American Heart Association’s impact goal is to reduce coronary heart disease, stroke and risk by 25 percent by 2010. Reaching out—and making a difference—for diverse audiences everywhere will be key to achieving that goal.

Thank you for joining us on the journey.

Daniel Jones, MD
President

Gary Ellis
Chairman of the Board

Gary Ellis
Chairman of the Board

Daniel Jones, MD
President

Daniel Jones, MD
President

TABLE OF CONTENTS

Consumer Initiatives
Go Red For Women…………………………………………………………………………… 1
Power To End Stroke………………………………………………………………………. . . 4
Ad Council Campaign………………………………………………………………………5
Search Your Heart/ Conozca Su Corazón…………………………………………………. ….6
Other Initiatives
Emergency Cardiovascular Care…………………………………………………….…… .7
Affiliate Success Stories……………………………………………………………………8
Internal Initiatives
CEO Diversity Advisory Cabinet……………………………………………………………. . 15
Diversity Week……………………………………………………………………………. 16
Office of Cultural Health Initiatives and Field Staff…………………………………………. 16
Supplier Diversity…………………………………………………………………………………………. .17
Winning Talent with Cultural Competence…………………………….…….…………. . …18
External Initiatives
Committees and Volunteers ………………………………………………….…….……. . .19
Strategic Alliances and Partnerships ……………………………………………………. . . . 20
Cultural Competency

Overview

The theme for the American Heart Association third annual diversity report is “Cultural Competence—the journey continues.” The term cultural competence means that individuals in an organization understand and respect differences, beliefs and values of other cultures. It means an organization makes the necessary effort to understand and act accordingly.

The American Heart Association has embraced this term because it represents how we address and define diversity within our organization. Cultural competence is a journey, not a destination; therefore, it’s a process that calls for continuous improvement and change.

The American Heart Association is conducting key work process assessments to incorporate cultural competence throughout the organization. The first focus area is Administration, which encompasses recruitment/hiring, training and the Diversity Advisory Cabinet. The second focus area is Alliances/Volunteers, which covers volunteer activity, awards and recognition and engagement at the local level. The other focus areas cover Cultural Health Integration throughout the organization, and Diverse Programs and communication.

Cultural Competence Principles

Cultural competence requires that organizations:

Have a defined set of values and principles, and demonstrate behaviors, attitudes, policies and structures that enable them to work effectively cross-culturally.

Have the capacity to

(1) Value diversity.
(2) Conduct self-assessment.
(3) Manage the dynamics of difference.
(4) Acquire and institutionalize cultural knowledge.
(5) Adapt to diversity and the cultural contexts of the communities they serve.

Incorporate the above in all aspects of policy making, administration, practice and service delivery, and systematically involve consumers, key stakeholders and communities.

Cultural Competence and Consumer Action

From a consumer perspective, the American Heart Association addresses cultural competence in several ways: through cause initiatives that reach a specific population group, through programs that outreach to high-risk audiences and through targeted advertising and communication efforts. The first section of the report, Consumer Initiatives, gives an overview of these elements.

“Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step.”

– Chinese philosopher
Hispanic/Latina women are more likely to have higher rates of high blood pressure, obesity, diabetes and metabolic syndrome than Caucasian women. Women whose main language is Spanish are reported to have the highest prevalence of physical inactivity. Unfortunately, Hispanic/Latina women are less likely than white women to know that these factors increase their heart disease risk. Only one-third of Hispanic/Latina women consider themselves well informed about heart disease, compared to more than 40 percent of white women.

Go Red For Women conducts many activities for this audience. Highlights include: Launching the Spanish-language Web site at www.GoRedCorazon.org and a new Spanish e-newsletter for women. We also created new Spanish-language materials for affiliate use, such as posters, fact sheets and a backer card for the red dress pin.

Reaching Latinas through a media partnership with Selecciones. The magazine featured a heart health guide insert, several Go Red advertorials and a reader contest. As part of this partnership, Go Red For Women spokesperson Dr. Ileana Piña and Selecciones editor-in-chief Genevieve Marlin-Fernandez participated in a radio media tour to promote better heart health for Hispanic/Latina women. The partnership culminated in an influencer event in Miami that garnered Spanish-language media coverage.

Engaging the Hispanic/Latina audience through grassroots events made possible with the Macy’s Multicultural Fund. Eight Hispanic/Latina festivals and health fairs featured a Go Red For Women booth, sponsored by Macy’s. The booth included Spanish materials, door prizes and a zumba dance instructor. As part of our partnership with NBC, Go Red For Women was featured at several NBC Health and Fitness Expo events, five of which were jointly promoted by Telemundo. Promo spots aired on Telemundo leading up to the Expos in five key markets.

Creating the Go Red For Women Multicultural Scholarship through the Macy’s Multicultural Fund. Go Red plans to give $2,000 scholarships to eight female college students in New York who have an interest in health care to encourage them in their careers.

Enhancing the flagship casting call event held on National Wear Red Day in New York City to include the opportunity for women to share their stories in Spanish. Spanish signage and materials created a bi-cultural feel for the event.

This included expanding our reach into the Hispanic/Latina market through a customized PSA and television special on Univision.
African-American women are at greater risk for cardiovascular disease than women of any other ethnic group, yet they are less likely than white women to know that they may have major risk factors. Less than half (41 percent) of African-American women consider themselves well informed about cardiovascular disease. These initiatives were designed to reach African Americans:

The Beauty Shop Lounge tour was piloted in 2008 in Philadelphia, Richmond and Washington, D.C. The event featured free beauty services, survivors who spoke and experts on cardiovascular disease. Press releases and other media materials and tactics were used to promote the events. Based on the pilot events, the Beauty Shop Lounge toolkit was revamped and launched as a local sponsorship asset to be implemented by field staff as funding is secured.

We kicked off American Heart Month and Go Red activities at the Super Bowl with David Tyree as our first male Go Red For Women celebrity spokesperson. Tyree, who lost his mother to heart disease, is a wide receiver for the New York Giants who caught a key pass in the 2008 Super Bowl. He participated in a news conference and then met with numerous national and local media outlets.

Consumer Initiatives

Power To End Stroke

The American Stroke Association’s African-American focused Cause Campaign

Stroke is the third-leading cause of death among African Americans and is a leading cause of serious disability. It affects African Americans, Hispanics/Latinos and Asian Americans at a much greater rate than whites.

Power To End Stroke — an aggressive education campaign — embraces and celebrates the culture, energy, creativity and lifestyles of African Americans. It unites African Americans to reduce the high incidence of stroke within their communities.

We have made great strides in reaching African Americans. Power To End Stroke has penetrated every state in the continental United States. The campaign penetration rates are higher in states with the highest populations of African Americans and in the Stroke Belt (the mostly Southern states that have the highest incidence of stroke). Through 2007-08, more than 5,000 Ambassadors (key opinion leaders) — including mayors, legislators, professors, healthcare professionals, ministers, professional sports figures and celebrities — have joined the movement. An additional 200,000 people signed pledge cards to commit to preventing and overcoming stroke, while more than 28 national strategic partners and 328 affiliate strategic partners have joined with the American Stroke Association in forming strategic alliances. More than 1 million brochures and other educational materials were distributed.

In May 2008, more than 350 African-American leaders from across the country participated in the second annual “Igniting the Power” weekend in Atlanta. The leaders discussed the devastation of stroke among blacks and how to fight it. The weekend also included a networking luncheon, a black-tie Power Awards Gala and a Power Sunday church service at New Birth Missionary Baptist Church, with Bernice A. King — an elder and the daughter of the late Dr. Martin Luther King, Jr. and Coretta Scott King — delivering the Power To End Stroke message.

We honored these deserving national Ambassadors:

Az Yet
Pastors Lyle and Deborah Dukes
Senator Constance Johnson
Tom Joyner
Dr. Emil Matarese
Pastor Marvin Winans
Healthy Horizons Magazine
The Word Network

We also honored affiliate Ambassadors with awards for their outstanding efforts to help propel stroke to the forefront of consciousness in African Americans.

Power To End Stroke is supported nationally by the Bristol-Myers Squibb/Sanofi Pharmaceutical Partnership.
AMERICAN STROKE ASSOCIATION PUBLIC SERVICE ANNOUNCEMENTS

Since its launch in April 2003, the American Stroke Association Ad Council campaign has generated more than $200 Million in advertising value. Our stroke awareness PSAs are consistently in the Top 10 among other ad council campaigns. For example, in Q3, “Bull’s-eye,” featuring Power To End Stroke, was the most popular Ad Council spot run, garnering 25 percent of placements in the television category.

In November 2007, the Ad Council conducted a research study focused on African Americans and stroke. The results were positive:

Awareness
Awareness of messages about stroke remained high, with 40 percent of African-American respondents reporting that they had recently seen, heard or read something about stroke.

Attitudes, Knowledge and Behavior
Most African-American respondents (51 percent) continued to find the issue of stroke awareness and prevention extremely important.

Differences by PSA Awareness
African-American respondents who had seen or heard an Ad Council PSA were significantly more likely than those who had not seen a PSA to:
- Have discussed stroke with friends and family (66 percent vs. 40 percent).
- Have spoken to a doctor (41 percent vs. 23 percent).

PUBLIC SERVICE ANNOUNCEMENTS

Consumer Initiatives

Search Your Heart/Conozca Su Corazón
African-American and Hispanic/Latino Community Outreach

Statistics show that African Americans and Hispanics/Latinos have higher rates of cardiovascular disease and are less aware of their risk factors than Caucasians. Cardiovascular disease is the leading cause of death for African-American males and females age 20 and older.

The American Heart Association’s Search Your Heart and Conozca Su Corazón community-based education programs are targeted to audiences at higher risk for heart disease. The programs deliver information and knowledge to motivate people to make healthy lifestyle changes and reduce their risk of heart disease and stroke.

In fiscal year 2009 nearly 1500 sites around the nation conducted events in which one or more of the educational modules was implemented. The three modules focus on

Heart Disease and Stroke
Nutrition
Physical Activity

These sites are generally community gathering places such as churches, community centers or hospitals. Volunteer educators are trained to implement the modules and train others. In the Hispanic/Latino community the local health educators or promotoras are often used as they have access to and credibility with the local population most at risk.

AstraZeneca was a proud national sponsor of Search Your Heart and Conozca Su Corazón. Mazola is a proud national sponsor of Conozca Su Corazón.
Consumer Initiatives

Emergency Cardiovascular Care Programs

To meet the needs of diverse audiences globally, the American Heart Association’s Emergency Cardiovascular Care (ECC) Program provides training materials in up to 17 languages and in more than 100 countries. Domestically, we offer training materials in Spanish for healthcare professionals, lay rescuers and the general public.

We design our courses with our diverse audiences in mind — the courses accommodate a variety of learning styles through language and educational techniques. Our eLearning products meet the needs of those who learn best at their own pace and on their own time, while our classroom courses provide coaching and feedback to help many learn important skills and knowledge.

ECC’s training network of 3,500 authorized Training Centers and 280,000 instructors helps us reach diverse populations. Many of our Training Centers offer courses in Spanish and to culturally diverse communities that would not typically attend CPR training courses to help improve sudden cardiac arrest survival rates.

We also target diverse audiences through our CPR Anytime programs. CPR Anytime kits teach adult, child and infant CPR, and include English and Spanish instruction on the skills practice DVD in each kit. CPR Anytime kits also come with CPR practice manikins in different skin tones to appeal to diverse groups.

For more information on ECC programs, visit www.americanheart.org/cpr.

Consumer Initiatives

Affiliate Success Stories

The American Heart Association has eight affiliates across the country to better serve regional needs and more efficiently implement the work so urgently needed in diverse communities. Each affiliate uses cultural health resources to address needs at the local level. This section highlights a few of the many success stories nationwide.

Founders Affiliate

“100 Leading Ladies of Power”

The “100 Leading Ladies of Power” events represented the kickoff of a multi-year awareness and educational initiative.

“100 Leading Ladies of Power” are ministers’ wives and other prominent leading women in business, government and academia from communities of color. They serve as cultural health ambassadors brokering stronger relationships and networks to communicate Power To End Stroke (PTES) messages. The program includes breakfast, luncheon or dinner events.

The Founders Affiliate increased the impact and visibility of the luncheons by incorporating women who had leadership roles in corporations, community organizations and other settings through “Leading Ladies and their Crowns.” The ladies participated in a fashion show of hats for the luncheon — providing lighter moments and attracting more media attention.

The women who attend the lunch are educated about stroke and its impact on African Americans. They’re provided with educational materials, speaker lists, DVDs and ideas on how to engage their audiences. When they leave the luncheon, they are considered PTES Ambassadors and are charged with getting the stroke messages out year-round. The American Heart Association/American Stroke Association provides updates, shares ideas from other Ambassadors and serves as a supporting arm for the Ambassadors.

“Feet on the Street”

For the last two years, the Founders Affiliate conducted a pilot to find more ways to expand its reach to African Americans. This was particularly important because the local volunteer leadership had expressed an interest in implementing a grassroots effort in African-American beauty salons and barbershops. The programs were eventually titled “The Heart of Style” and “Brothers Got Heart,” respectively.

The idea of providing health education in African-American barbershops and beauty salons stems from years of qualitative, community-based participatory research. This research shows that barbers and beauticians are trusted and effective in disseminating accurate, evidence-based health promotion messages, especially relating to preventable diseases.

The Founders Affiliate carefully reviewed and considered several strategies before deciding on the paid-intern approach — later named “Feet on the Street.” Interns were highly motivated because the program was a course in their degree program and they received a $5,000 stipend. The students were sociology majors and/or had some type of health career interest.
American Heart Association staff provided the training and oversight for the interns and helped prepare action plans and recruitment strategies. Interns worked equally on two initiatives. The interns recruited multiple churches and beauty salons/barber shops. All churches held a Power Sunday event. The beauty salons and barbershops conducted screenings, shared educational material and information and several invited a health professional to meet their patrons. One intern received a "Poster of Excellence in Research Award" for her work during the University of Albany’s School of Public Health’s Annual Poster Day.

**Great Rivers Affiliate**

Throughout fiscal year 2007–08 and calendar year 2008, the Great Rivers Affiliate Cultural Health Initiatives team focused on reaching the most at-risk populations and empowering communities to "learn and live."

The Great Rivers Affiliate partnered with 132 organizations such as: the Urban League, African American Chambers of Commerce, church councils and statewide Governor’s Commissions on Hispanic/Latino and African American Affairs, state offices of minority affairs, healthcare systems, physician groups and numerous nonprofit community-based organizations.

The Search Your Heart program continued to be implemented in nine targeted markets — 238 sites with great success. The affiliate also set the performance bar with the PTES campaign, as Cleveland became the first market to obtain sponsorship at $150,000. In addition to raising funds and hosting “Power Kickoffs” in three state capitals, the Cultural Health Initiatives team recruited 1,307 Ambassadors. In fall 2008, all nine markets conducted PTES Ambassador reception/recruitment events, registering 600 new Ambassadors of our year-to-date total of 1,127.

The Great Rivers Affiliate also conducted several major outreach events: Silent No More in Philadelphia (reaching 2,200 women); Sister to Sister in Pittsburgh (reaching 900 women); Heat Wave Walk in Cleveland (1,800 participants); Jazz Fest in Cincinnati (5,000 participants); Strike back at Stroke in Harrisburg (1,000 healthcare professionals); Power basketball in the Pennsylvania Lehigh Valley region; and Proud Heritage Family Reunion in Louisville (reaching 1,000). The affiliate hosted the national convention of the NAACP in Cincinnati and partnered with the Founders Affiliate to host a Power event targeting 5,000 women in New Jersey/Delaware Valley.

The Great Rivers Affiliate Cultural Health Initiatives team has several prominent volunteers assisting its efforts. Dr. Deborah Witt, an African-American family physician, serves as the affiliate’s board president. Kim Johnson, Dr. Ron Troutman and Jamalah Boyd served as Ambassador leaders for the affiliate. Kim is a media host with Radio One in Cleveland. She hosted multiple radio broadcasts about the Power campaign and reached thousands at risk. Dr. Troutman is the medical director for the city of Louisville. He helped broker a partnership between the city, Norton Healthcare System and the American Heart Association to deliver the Search Your Heart program to 30 churches throughout Louisville, resulting in thousands being screened for blood pressure. Jamalah is the executive director for the Pennsylvania Office of Health Equity. He sponsored a statewide proclamation signed by the governor and promoted Power messages via all 36,000 state employee pay stubs.

**Greater Southeast Affiliate**

The Williams Brothers (Doug and Melvin), Grammy award gospel group nominees, became Ambassadors for the PTES campaign in spring 2008. To promote the campaign during stroke month, Doug and Melvin did a live remote tour that included Jackson, Miss.; Memphis, Tenn.; Baton Rouge, La.; New Orleans, La.; and Montgomery, Ala. The events were held at Wal-Mart stores that were ideal for the market demographics of PTES. During the live remotes, the audience was educated on the warning signs and risk factors of stroke and stroke prevention.

Through several Memorandums of Understanding (MOUs) with historically black colleges in Tennessee such as LeMoyne-Owen College, Fisk University and Lane College, the GSA created the Power To End Stroke Ambassador Internship Program. The interns served as PTES Ambassadors receiving three college credits.

The American Heart Association/American Stroke Association took a lead role in convening community partners to link Tampa Bay-area faith-based organizations to create Churches United for Healthy Congregations. Churches United for Healthy Congregations provides a forum to bring wellness programs into the African-American churches, and has grown to include more than 25 churches that meet quarterly along with community health providers. Positioned as a leader in this effort, the American Heart Association has opportunities at each workshop to highlight events and programs and to serve as a supporting partner in addressing a broad spectrum of health disparity issues.

To ensure successful and meaningful health outcomes in Greater New Orleans, given the post Katrina challenges, the American Heart Association established a New Orleans Health Disparities Team that works with the local Cultural Health Initiatives director. The New Orleans Health Disparities team includes long-time American Heart Association volunteers representing the New Orleans Medical Association, New Orleans Health Department, Daughters of Charity Health Services of New Orleans, Blue Cross Blue Shield of Louisiana, Association of Black Cardiologists, Inc. and Xavier University. The committee provides leadership, direction and professional expertise to help implement culturally appropriate programs and innovative strategies to reduce cardiovascular disease and stroke risk factors in underserved, minority and at-risk populations.

The Greater Southeast Affiliate also piloted a Barber and Beauty Shops project in Georgia. Shops were recruited in three cities of varying sizes: Columbus, Savannah and Atlanta. The program was implemented in 35 beauty salons/barber shops and promoted on 10 radio stations. Stylists from the shops were recruited and trained as PTES Ambassadors. They talked with their clients about stroke prevention, signs and symptoms and offered clients the opportunity to sign PTES registrations. Some shops conducted special events promoting the program using live radio remotes.

**Mid-Atlantic Affiliate**

The Mid-Atlantic Affiliate (MAA) is privileged to be the home of Leonard L. Edloe, Pharm. D. He is chairman of the MAA’s Board of Directors and provides leadership for the affiliate’s PTES campaign. Dr. Edloe is a pharmacist and chief executive officer of Edloe’s Professional Pharmacies, one of the largest chains of black-owned pharmacies in the United States. He is also pastor of the Antioch Baptist Church in Susan, Va.

Dr. Edloe is active in many community and national organizations. He has served as president of the Richmond Urban League, chairman of the Metro Convention and Visitors Bureau, chairman of the Board of Health for the City of Richmond, and is the first black chairman of the board of the Retail Merchants Association of Greater Richmond. He was the youngest pharmacist ever elected to the Board of Trustees of the American Pharmacists Association.

Dr. Edloe is a health and community advocate whose many affiliations allow him ample opportunities to speak to diverse audiences about stroke and its devastating effects. He speaks often to the media, telling how he started making a difference with a small step — by removing the salt shakers from tables at his church’s dinners. He encourages every member of the community to identify and commit to taking small steps, learning as much as they can about taking charge of their own health, and sharing what they know with the people they love. His family history, combined with his high blood pressure, makes this a personal issue for him. His mother died...
from a stroke; his grandfather was severely disabled for years from a stroke; and his once vibrant uncle, a mentor Dr. Edloe admired, suffered from the harmful effects of a stroke.

Dr. Edloe’s zeal for improved health outcomes, his leadership within the affiliate, his relationships and leadership within health and business organizations and his strong community presence enable him to have a tremendous impact on the affiliate educating the community about stroke. He capitalizes on opportunities to speak about preventing stroke, and because he is so well-respected in the community, his words encourage the thousands he reaches to make lifestyle changes. “The last thing I want is someone to have a stroke because I could not get to them,” he says.

**Midwest Affiliate**

Regional Partnership with Delta Sigma Theta Sorority

The American Heart Association and Delta Sigma Theta share common priorities and interest in reaching African Americans and other key constituents with important messages. Both organizations have unique competencies to address these issues and both believe that by forming a relationship they can capitalize on the strengths of each organization to promote mutual goals through multiple communication channels.

Within the Midwest Affiliate, 91 Delta sorority chapters in six states encourage African Americans to take simple steps to reduce the occurrence of stroke. While hoping to improve the overall health of communities, both organizations under a signed Memorandum of Understanding focus on activities directed at African Americans through the PTES movement.

Among the many achievements resulting from the alliance, 206 people became PTES Ambassadors and have collected more than 7,000 Power registrations and held numerous Power activities. Further, 200 You’re the Cure advocates will be recruited and encouraged to take action.

**Power to End Stroke Gospel Tour**

The Midwest Affiliate is the home of the Power To End Stroke Gospel Tour. A group of volunteers known as the Minority Council started the event in 1999 in St. Louis, Mo. It has expanded to seven cities throughout the Midwest (Chicago, St. Louis, East St. Louis, Kansas City, Indianapolis, Milwaukee and Detroit). This program is a heart-health and stroke-prevention initiative that builds awareness and educates African Americans on the prevalence of cardiovascular disease in the minority community. The event is hosted by one of the localSearch Your Heart churches and by Bobby Jones, Black Entertainment Television host. National gospel recording artist Dottie Peoples has joined the tour, along with local choirs, soloists, groups and guest speakers. More than 3,500 participants were screened for blood pressure, cholesterol, glucose, body fat analysis, body posture, sickle cell disease and HIV. They also received brochures on exercise, nutrition and general heart health.

**Pacific Mountain Affiliate**

Cutting to the Heart of the Matter

Cultural Health Initiatives programming in the Pacific Mountain Affiliate is centered in metropolitan Phoenix.

Can a haircut save a life? A program offering blood pressure screenings and information in African-American salons and barbershops may prove the answer is “yes.” The Pacific Mountain Affiliate’s Check for Life Hypertension Barbershop Program is an innovative grassroots approach to health education and testing that empowers African-American men and women to better understand and educate themselves and their families about cardiovascular disease and stroke. The program provides free screenings and information for high blood pressure in black-owned barbershops and salons, a cultural institution in many communities that provides an environment of familiarity and trust.

In FY 2007–08, the Pacific Mountain Affiliate was proud to work with seven local barber and beauty shops to help screen more than 1,000 men and women. Participants also received PTES materials and American Heart Association hypertension materials.

Partnerships for Better Health

The Pacific Mountain Affiliate Cultural Health Initiatives has partnered with the Center for African American Health Arizona (CAAHAZ) to improve the health and well-being of African Americans through community-based education and outreach that promotes active and healthy lifestyle behaviors.

The CAAHAZ concept was spearheaded by longtime volunteer Dr. Paul Underwood and has been modeled after the Center for African American Health in Denver, Colo. CAAHAZ has adopted PTES as its platform to bring awareness to how African Americans are disproportionately affected by cardiovascular disease and stroke.

**South Central Affiliate**

The South Central Affiliate serves New Mexico, Texas, Oklahoma and Arkansas. The affiliate made tremendous strides this year to take the PTES campaign to a higher level. The affiliate’s signature PTES event was its inaugural Gospel Tour hosted in Dallas, Little Rock, Tulsa and Oklahoma City as a key strategy to drive campaign goals.

Dr. Bobby Jones, producer of Bobby Jones Gospel for Black Entertainment Television (BET), hosted the tour.
Nearly 8,000 attendees heard inspiring gospel music from entertainers selected through an audition process. The Gospel Tour was a celebration of faith and health, punctuated by key messages about stroke prevention delivered by Jones and other guest speakers. As a result of these events, more than 3,000 people took the Power pledge, the first step in raising awareness to prevent stroke.

Houston also hosted its second annual Power of Legacy dinner to honor Ambassadors in the healthcare industry who share the Power message. Grammy-nominated singer and songwriter Kelly Price performed during this elegant event and shared her story about the risk of stroke and mission to live a healthier life.

The South Central Affiliate also continues to raise awareness about heart disease in women by hosting community events like Vestido Rojo, held in conjunction with the national Go Red For Women campaign and our initiative to reach Latinas with heart disease information. Vestido Rojo is an invitation-only outreach effort for Spanish-speaking women. Participants receive free health screenings, fitness and cooking demonstrations, and an educational presentation on how to reduce and manage risk factors for heart disease. The event originated in Fort Worth two years ago. Because of its success, several other Texas cities have begun hosting the event, including Brownsville, Harlingen, Houston, McAllen and San Antonio. Almost 900 women have learned lifesaving information and how to change the way they live. In addition, Vestido Rojo received an “Outstanding” program rating from the Texas Cardiovascular Health Promotion Awards.

Western States Affiliate

African-American Audience
The Deaconess Ministry at Central Baptist Church in Los Angeles, Calif. drew upon their members’ passion and innovation to create the “Healthy Hattitude Tea.” Featuring the messages of the Power To End Stroke campaign, this event educated more than 100 African-American women about the risk factors and warning signs of heart disease and stroke. Brenda Wade, a PTES Ambassador, came up with the idea for the event after putting together a Power educational workshop for her teaching sorority. Her connections as president of the Deaconess Ministry helped ensure that the message of prevention rang loud and clear! Wearing hats to church is a tradition among African-Americans, so Brenda put a twist on the educational event by requiring participants to wear their smallest, largest, prettiest, craziest or most unique hat for prizes. In a fun and friendly atmosphere, the women were encouraged to interact with others from different churches and communities, so that important health information would be continually spread through the group’s new social network.

Asian/PI Audience
In February, we introduced a heart-health educational program to John Yehall Chin Elementary School, emphasizing how students can contribute to the Chinese community by going into healthcare professions. John Yehall Chin, a pilot school in the Alliance for a Healthier Generation program, has already made several changes such as adding a salad bar, more physical education and a ‘no junk food’ policy. The heart-health career program introduced students to a variety of health professions by bringing speakers into each kindergarten through 5th grade classroom. Paramedics from the San Francisco Fire Department brought an ambulance to help students understand how Emergency Medical Services operates.

Hispanic/Latino Audience
The Orange County Cultural Health Initiatives Department worked closely with the Anaheim Unified School District, Santa Ana Unified School District, Mexican Consulate in Santa Ana and several schools and community centers in Garden Grove, Costa Mesa, Huntington Beach, San Juan Capistrano, Anaheim and San Clemente. We have implemented the Conozca Su Corazón Tier 2 program (three-workshop classes) at 43 sites — reaching more than 1,300 people in the Hispanic/Latino community. We trained promotoras, or health promoters, on how to help their friends and neighbors make heart-healthy lifestyle changes.

The San Francisco Mexican Consulate has been a strategic alliance to the American Heart Association in the Bay Area for four years. The Mexican Consulate promotes the association’s guidelines and recommendations for heart disease and stroke prevention via its Ventanilla de Salud (Health Window), a program that includes resources, services and information related to health care. In FY 07–08, we reached more than 600 Latino families via the Conozca Su Corazón Program, Go Red For Women campaign and our annual Latino Family Health Fair in San Francisco.
Internal Initiatives

**CEO Diversity Advisory Cabinet (CDAC)**

Five years ago, the American Heart Association formed the CEO Diversity Advisory Cabinet. Chaired by the CEO, the cabinet is comprised of 23 members, representing a cross-section of staff from departments throughout the National Center and meets quarterly. Members are nominated by their respective executive vice presidents, and the CEO determines the final selection. Some of our affiliates have similar committees.

Cabinet responsibilities include:

- Provide solutions to improve staff diversity at the National Center.
- Recommend ways to change or improve the current programs for developing a diverse workforce.
- Examine the feasibility of “best practice” initiatives to continue attracting, developing and retaining a diverse workforce.
- Review diversity results demonstrated by minority representation in both exempt and non-exempt staff. Recommend methods to improve in under-represented areas.
- Identify ongoing education and communication opportunities for National Center staff to become more aware of cultural similarities and differences.

There are four standing subcommittees within the CEO Diversity Advisory Cabinet:
- External Best Practice
- Education
- Diversity Week
- Communication

The subcommittees are charged to identify and recommend opportunities to help the association become more culturally competent.

**Affinity Groups**

To enhance the workplace for employees, the CDAC sponsors three affinity groups. The association has a formal process and charter for these internal groups.

- **Amigos Haciendo Amigos**
  Amigos Haciendo Amigos helps build relationships within the organization. The goal is to raise awareness of the leadership, skills and experience within this group, as well as mentor members to assist in their personal and professional growth.

- **Book Buddies Club**
  The Book Buddies Club provides the opportunity for members to share their love for books and to strengthen friendships. The club enables members in discussions to increase cultural awareness, sensitivity and competency through appreciation and acceptance of differences.

- **Moms@Work**
  Moms@Work provides a network of support and guidance for mothers working at the association and helps others to understand the challenges facing this group of employees.

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During Diversity Week in August, National Center staff come together to focus on diversity initiatives, education and awareness. Members of the CEO Diversity Cabinet (CDAC) and other association employees plan the week-long celebration event.

The goal of this week is to increase awareness and understanding by educating staff on the many different diverse cultures across the association. Activities will include a presentation by a special guest speaker, ethnic lunch menus featuring global cuisines, entertainment and educational materials with fun and interesting facts about different cultures.
Supplier Diversity

The association’s National Center launched its Supplier Diversity Initiative (SDI) in August 2006. The SDI encourages the development of mutually beneficial business relationships with eligible and qualified Minority and Women-owned Business Enterprises (MWBE).

The American Heart Association supports the development of small, minority- and women-owned businesses by identifying opportunities for them to provide products and services to the association. The National Center Purchasing Department provides information to staff about qualified Minority- and Women-owned Business Enterprises and monitors and reports the organization’s progress in this area.

Responsibilities include:

- Referring qualified MWBEs to appropriate departments or primary suppliers for future consideration.
- Encouraging primary suppliers to buy from qualified MWBEs.
- Collecting data on MWBE status of current suppliers.
- Monitoring and reporting MWBE use.

The association spent about $10.2 million with MWBE suppliers during the fiscal year ending June 2008. This was a significant increase over the $5 million spent during the prior year and the $4 million during the first year of the initiative. In March 2008, the initiative was introduced to the affiliates. Part of the gains in the last year can be attributed to this expansion.

Winning With Talent

Building a Compelling Place to Work

Through the American Heart Association’s Winning with Talent initiative, senior leadership demonstrates its commitment to attracting, hiring and retaining top talent. One key strategic capability required in all our leaders is cultural competence. As the American Heart Association continues to focus on developing an even more culturally competent mindset among its staff and volunteers, it has established plans to improve and maintain the diverse mix of senior leaders, employees and volunteers across the association.

The association identifies cultural competence as a critical capability, broadly considered and applied throughout our strategic planning process. To ensure the diverse perspective and skills are in place to set the most appropriate strategic direction for the organization, the association measures how well the senior management team mirrors the demographics of our evolving customer base. Over the years, managers have had specific goals in their performance standards focused on increasing the percentage of minority employees, particularly among our officials and managers category.

For the American Heart Association to remain relevant in the communities it serves and achieve its mission, continuing to strengthen the organization’s cultural competence is critical.
External Initiatives
Committees and Volunteers

(Rear from left to right)
Ray Durazo, Cass Wheeler, Hiram Green, Rubens J. Pamies
Lovell Brigham, Janet Connors, Paul Underwood, Gordon Fung, Joni Byun
Dave Josserand, Cordelia Clapp, Sylvia Rosas, Carmen Hinojosa-Laborde, Hugo Alvarez,
Robyn Landry, Carrie Allen

External Initiatives
Women and Minorities

Women and Minorities Leadership Committee

The Women and Minorities Leadership Committee facilitates inclusiveness at all levels of the association, including involving all segments of the community in association activities and women and minorities in leadership positions. The committee is made up of diverse volunteers with a strong commitment to the association’s mission and core values. The committee assists the association in increasing diversity among its staff and volunteers, and provides input into the development of initiatives and campaigns to reach diverse audiences.

Strategic Alliances and Partnerships

The American Heart Association actively partners with other organizations interested in the health and well-being of racial and ethnic diverse populations. The association has formed strategic relationships with partners to maximize our impact in reaching racial and ethnic minority consumers. Some key alliances include:

- Association of Black Cardiologists
- Congressional Black Caucus
- Delta Sigma Theta Sorority, Inc.
- Indian Health Service
- National Alliance for Hispanic Health
- 100 Black Men of America
- National Center for Cultural Competence
- National Hispanic Medical Association
- National Minority Month Health Foundation
- Office of Minority Health
- Univision
- NAACP