Guiding Values

- Improving and Extending People’s Lives
- Building Powerful Partnerships
- Speaking with a Trustworthy Voice
- Bringing Science To Life
- Inspiring Passionate Commitment
- Ensuring Equitable Health for all
- Making an Extraordinary Impact
- Meeting People Where They Are

BRINGING SCIENCE TO LIFE
Building from a solid foundation of scientific knowledge, and continuing to expand research breakthroughs, we bring scientific discoveries into everyday life. The American Heart Association is committed to assisting you in making your health with the best science has to offer.

IMPROVING PEOPLE’S LIVES
The American Heart Association, working with our partners and individual stakeholders, tools and implement solutions that make a difference in people’s health outcomes and how they feel.

BUILDING POWERFUL PARTNERSHIPS
From leveraging the strength of our relationship partnerships to working with the many individuals and organizations that influence the health of individuals, our nation and our world, we collaborate to bring the best and brightest solutions to building healthy lives free from conditions our strokes and stroke.

SPEAKING IN A TRUSTWORTHY VOICE
In a world of constant change, the American Heart Association is your trustworthy source for the knowledge you need to live healthy and make informed decisions and a voice for your healthier world.

INSPIRING PASSIONATE COMMITMENT
Social movements and social change are at the core of our mission. The American Heart Association is a catalyst, a convener for achieving our mission.

MAKING AN EXTRAORDINARY IMPACT
By challenging inspiring, making ambitious and creative solutions. The American Heart Association engages in systems and policy changes that touch the lives of everyone and bring proven successes to all communities.

MEETING PEOPLE WHERE THEY ARE
Health happens where we live, work, study and play. The American Heart Association is an integral part of the conversation and culture that supports you, your family and your communities in continuing to improve health now and in the future.

ENSURING EQUITABLE HEALTH FOR ALL
Advocacy and political work, cardiac care, communications and healthy environments, we know now about how to stay healthy, get healthy and provide quality treatment. The American Heart Association works with professionals to be available to all people, regardless of who they are, where they live or what they do.