

Our Mission: Illinois

Building healthier lives, free of cardiovascular diseases & stroke.

We're helping individuals and communities build a **culture of health** so **all** people can live life to the fullest with healthy hearts and brains.



Heart & Stroke Research

We are the leading funder of cardiovascular research after the federal government.

- \$3.7 billion invested nationwide since 1949
- \$18.15 million for 114 new & continuing studies in Illinois in 2014



Lifesaving Donations

83.6 million heart disease and stroke survivors prove that donations make a difference.

- Corporate, individual, planned and foundation giving; special events
- \$15.1 million raised statewide in fiscal year 2013-2014

CPR & First Aid

Most cardiac arrests occur outside the hospital. Immediate CPR can double your survival rate.

- 14.6 million trained nationwide last year
- 520,031 Illinois residents trained



Equitable Health for All

African Americans have nearly twice the risk of stroke. Hispanic women tend to get heart disease 10 years earlier.



- Power To End Stroke® educated 55,000 African Americans
- Go Red Por Tu Corazón™ reached 54,000 Hispanic women
- 755 people enrolled in our new Check. Change. Control.™ blood pressure program

Dustin Palmer
is why



Dustin, who has had five open-heart surgeries for an aneurysm and a malfunctioning aortic valve, received a heart transplant in August 2014. As a South Central Illinois Heart Walk volunteer, this active, 30-year-old dad from Salem tries to inspire others to adopt heart-healthy lifestyles.

Healthy Communities

Important public policy victories:

- CPR & AED training required in all high schools
- daily PE required statewide; PE is core subject in Chicago schools
- stroke systems of care law includes funding for stroke registry
- Chicago STEMI system of care
- all newborns are screened for heart defects
- high cigarette taxes in Illinois, Cook County and Chicago
- Chicago limit on flavored tobacco sales and ban on indoor e-cigarette smoking



We're currently working to pass a sugar-sweetened beverage tax to reduce childhood obesity



Quality Health Care

Patient outcomes improve when they are transported and treated according to up-to-date science-based guidelines.

- Mission: Lifeline is building a statewide cardiac system of care in partnership with EMS systems/hospitals
- 86% of Illinois residents have access to a hospital that meets our treatment guidelines

Helping You Make Healthy Decisions

Less than 1% of Americans have ideal heart health.

- 63,971 women have joined the Go Red movement or participated in Go Red heart-health events
 - 262,101 children fought obesity through Jump Rope For Heart/Hoops For Heart last year
 - 81 companies with 418,559 employees became Fit-Friendly Worksites
 - 18 Teaching Gardens in schools



life
is why™

Family birthdays and weddings... Beautiful sunsets... Goodnight hugs...

We want all people to experience more of life's precious moments with healthy hearts and minds.

And we've already made an extraordinary impact on heart and brain health.

But until the world is free of heart disease and stroke, we'll keep working to make a healthier, longer life possible for everyone.

What is **your** why? Your reason for living a healthier life? For volunteering? For donating?

