



American
Heart
Association®

Greater Philadelphia Quarter 3 Report

APRIL 2023





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Dear Friends and Supporters,

American Heart Month ended on Feb. 28 but the beat goes on as we continue raising awareness of cardiovascular diseases, advancing cardiovascular health and building a nation of lifesavers trained in CPR. Advocacy is a key pillar of the American Heart Association's work and is the engine that powers local, state and federal policies to ensure equitable access to opportunities for better health and longer lives.

Here's how the American Heart Association is advocating to improve post-cardiac arrest survival rates by placing and empowering more lifesavers in the community and mobilizing data to inform strategies.

- CPR training as a prerequisite for high school graduation and nationwide funding for training resources. Pennsylvania is one of forty states, Washington, D.C., and numerous communities currently requiring schools to train students in CPR before high school graduation, putting thousands more Heartsavers® into homes and communities.
- Telecommunicator CPR (T-CPR). Emergency dispatchers and call takers are vital links in the chain of survival, and T-CPR policies ensure they are trained to recognize a cardiac arrest and coach callers to perform CPR until emergency medical services arrives. Less than half of states have T-CPR policies, and the Association has 16 active campaigns underway to expand that number.
- Nationwide expansion of the Cardiac Arrest Registry to Enhance Survival (CARES). Funding for CARES will build upon existing efforts to help communities measure the effectiveness of their sudden arrest response systems and improve interventions to save more lives.

These are just three of the many approaches that the American Heart Association puts into practice to address chain of survival, nutrition security, hypertension control and the social determinants of health. As we approach our 100 year anniversary and the culmination of our 2024 impact goal, I feel confident in the staff and volunteer team here in Philadelphia as we play our part in championing health equity and extending and improving lives. My deepest gratitude to each of you for the role that you play in this lifesaving mission.

Sincerely,

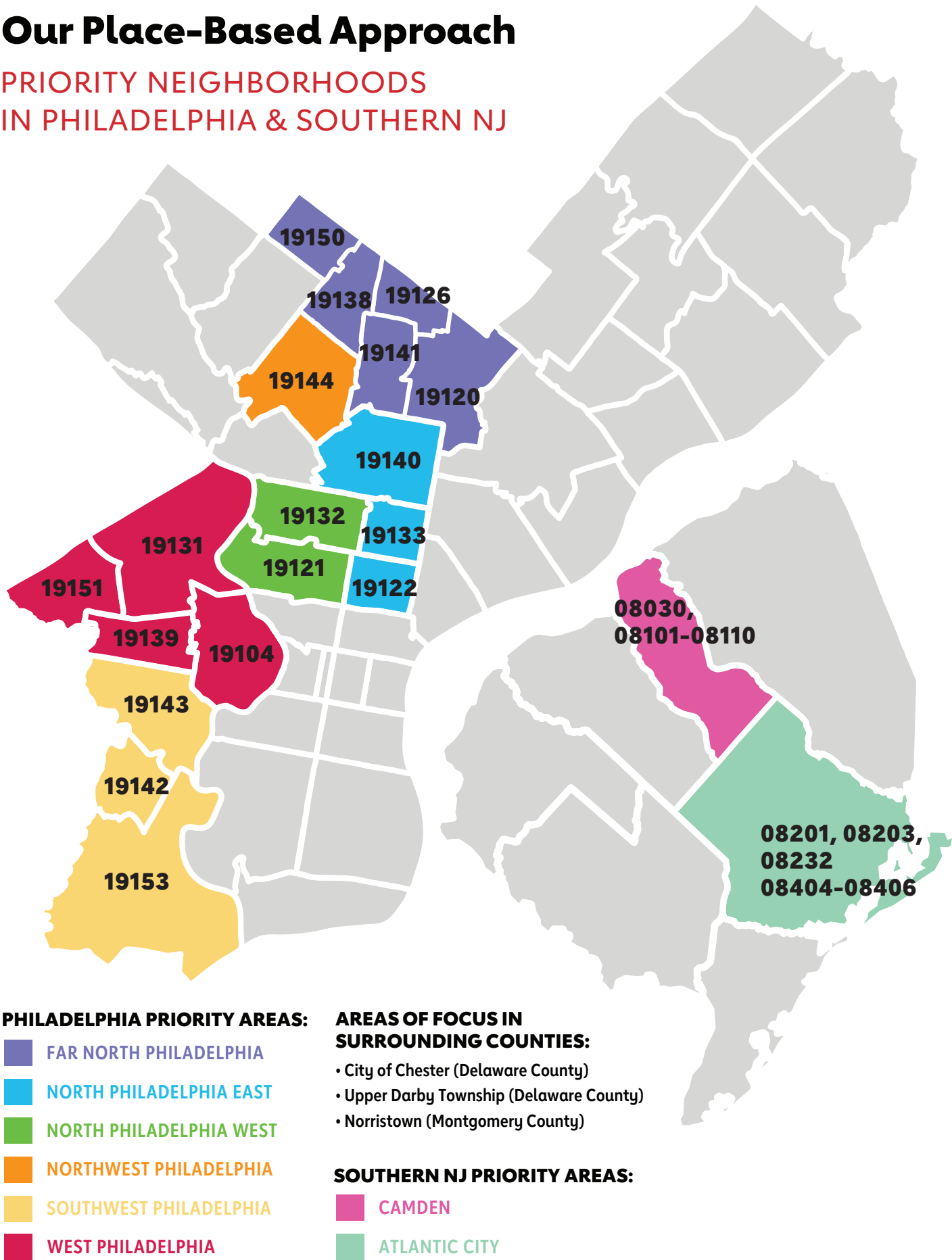


Jennifer Litchman-Green

Senior Vice President, Eastern States Region
Senior Executive Director, Greater Philadelphia
American Heart Association

Our Place-Based Approach

PRIORITY NEIGHBORHOODS IN PHILADELPHIA & SOUTHERN NJ





American
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Impact **Spotlights**





NUTRITION SECURITY

American Heart Association and Temple University Hospital Episcopal Campus Pantry Partner to Improve Healthy Food Access in North Philadelphia



Temple University Hospital Episcopal Campus is in one of the poorest zip codes in the state of PA, and there is great need in the community surrounding the hospital. In July 2022, the 19125-zip code had an increased rate for hypertension prevalence at 31.7%, diabetes prevalence at 13.0%, and population in poverty at 34.0%. Additionally, 48.9% of children under 18 years of age were at the poverty level, compared to 32% of the general Philadelphia child population. This disparity has highlighted the need for Episcopal to provide healthy foods to the 19125 community to combat hunger and nutrition security.

Hunger is a challenge that affects both physical and mental health. The area surrounding the hospital is a food desert and there is limited access to healthy food. With the goal of increased community outreach, Episcopal decided to open a food pantry where patrons would have access to healthy food and wellness services. The site is on campus and easily accessible to community members without having to be a patient at the hospital. The mission of the Episcopal food pantry is to provide nutritious food to the 19125-community and assist those in need in preventing chronic health-related diseases that are often associated with repeat hospitalizations, such as hypertension, cardiovascular disease, and diabetes. By providing healthy food and wellness initiatives, Episcopal can support nourishment and assistance while being mindful of cultural and familial practices entrenched in the surrounding community.

In April 2022, the American Heart Association – Greater Philadelphia Region connected with Clinical Dietitian Specialist Lisa Rasi at Episcopal to discuss a collaboration to improve healthy food access in North Philadelphia. The Episcopal food pantry has only been open since May 2022, and it's already made an impact. "We've been selling out," says Lisa Rasi, who runs the pantry. "I'm already recognizing some of the same faces coming back, week after week." In August 2022, Episcopal partnered with Share Food Program —the leading food bank in the Philadelphia area—which has now become the food pantry's primary supplier. "This is going to dramatically expand our ability to provide for the community," Rasi explains. The pantry now offers fresh fruits and vegetables, low-fat dairy (milk, cheese), and lean protein. The number of patrons that Episcopal reaches grown significantly since opening, seeing over 1,000 individuals per month.

In September 2022, Episcopal adopted and implemented a food and nutrition policy to improve nutrition standards of all foods distributed to patrons. The pantry's main procurement partner is Share Food Program which distributes USDA commodities in alignment with the Healthy Eating Research Nutrition Guidelines the Association follows. The adoption of the nutrition standards will also include other foods that are purchased or donated by local organizations. The policy includes prioritizing fresh fruits and vegetables, whole grains, lean protein, and low-sodium options.

The policy also uses the Nutrition Guidelines for Ranking Charitable Food (Choose Often, Choose Sometimes, Choose Rarely) three-tiered approach, which focuses on three key nutrients to limit (saturated fat, sodium, and sugar), and calculates a final ranking based on the lowest threshold met by a food product. When it comes to purchasing or receiving donated foods, the Episcopal pantry Food and Nutrition Policy focuses on the Choose Often or Choose Sometimes categories, to ensure pantry clients have access to healthier foods. Foods in the Choose Often category may include fruits and vegetables, whole grain bread and rice, and proteins. Additionally, the policy includes restrictions on sugar-sweetened beverages. These attributes may assist patrons of this neighborhood in fighting diet-related chronic diseases, including obesity, diabetes, hypertension, and heart disease.

In October 2022, the Association connected Episcopal to the Philadelphia Coalition Against Hunger's services to support community members. Episcopal pantry staff/volunteers connect patrons with the Philadelphia Coalition Against Hunger – SNAP Hotline. Experienced hotline counselors will walk patrons through the application step-by-step over the phone, provide information on what to expect and help patrons gather the documents needed for the application. SNAP counselors also help with submitting semi-annual reporting forms, annual recertification, and finding other local food resources in their neighborhood. SNAP counselors can complete applications in other languages using Language Line services to facilitate translation during the application. This is beneficial since the pantry serves Spanish-speaking patrons.

The Association continues to collaborate with Episcopal pantry to support 19125 residents and is exploring integrating additional wraparound health services to the pantry in the future – blood pressure screenings/referrals and nutrition education/cooking classes.





Greater Philadelphia **Achievements**





STEM EVENT RECAP



American Heart Association
Go Red for Women
STEM Goes Red™

STEM GOES RED 2023

Survey Results

When students were asked how confident their knowledge was in STEM, confidence increased by 35% post survey.

What did you like most about today's event?
"EVERYTHING!"

Students who are "Very Likely" to enter the field of STEM grew by 33% on the post survey.

Main Line Health
Lankenau Heart Institute

"Because of you, the young women who are "very likely" to enter the field of STEM grew by 33% on the post survey results." Thank you to our 2023 STEM Goes Red & Go Red for Women Executive Leadership Team Members and Co-Chairs Shelly Buck and Barbra Wadsworth! STEM Goes Red Hosted by the Philadelphia Eagles at Lincoln Financial Field on February 7th welcomed 8 local high schools from the School District of Philadelphia with 127+ Young Women attending. Guest speakers included, Shelly Buck, Go Red for Women Co-Chair, Dr. Tony Watlington, Superintendent of the Philadelphia School District, and Jaeden White, youth ambassador and heart survivor.



Advocacy Day

Advocates from the Greater Philadelphia region joined with volunteers from across Pennsylvania to advocate for of statewide standards for the development and utilization of stroke registry infrastructure and mandatory participation by Comprehensive Stroke Centers and Primary Stroke Centers, and any Primary Stroke Centers that attain supplementary levels of distinction.



Delaware County, Bucks County, and City of Philadelphia Recognize Heart Month

Thank you to local elected officials from Philadelphia, Delaware County, and Bucks County who recognized February as Heart Month. This past Heart Month, we partnered with local elected officials and community stakeholders to “Be the Beat” and strengthen the out-of-hospital cardiac arrest chain of survival by promoting and teaching life-saving hands only CPR.

ADDRESSING HEALTH EQUITY IN PHILADELPHIA

In Philadelphia residents that live less than 2 miles apart can have a nearly 20-year difference in life expectancy. Life expectancy is lowest among Black men (69.1 years) compared to any other group – more than 5 years less than other men and 10 years less than women. The social determinants of health are a major factor on people's health and well-being. This includes a person's access to a quality education, healthcare, and their built environment. That is why the American Heart Association supports funding for evidence-based strategies to improve health equity in Philadelphia that include:



1 HEALTH EQUITY PROGRAMS

Support funding to the Philadelphia Department of Public Health (PDPH) and Chief Racial Equity Officer to implement evidence-based programs addressing health equity and improve health disparities in our city.



2 EARLY CHILDHOOD EDUCATION

PHLpreK has served over 10,000 children. Currently, the program has up to 4,300 seats at over 130 centers. Too many families still lack access to high-quality early childhood education options in their neighborhoods. That is why we are supportive of continued expansion of high-quality early childhood education that improves access for families.



3 TOBACCO CESSATION AND EDUCATION

Philadelphia continues to have the highest smoking rate among large U.S. cities. Due to preemption, city officials are limited in their approach to address tobacco use. That is why we are supportive of increased funding for evidence-based tobacco cessation and education programs.

TO LEARN MORE ABOUT THE AMERICAN HEART ASSOCIATION'S COMMITMENT IN PHILADELPHIA TO ADDRESS HEALTH EQUITY VISIT EASTERNSTATES.HEART.ORG/PENNSYLVANIA

Addressing Health Equity in Philadelphia Budget

The American Heart Association has joined with community partners to advocate for funding towards evidence-based programs and strategies that address social determinants of health to improve health equity in Philadelphia. This includes funding for the continued expansion of high-quality early childhood education, innovative solutions to reduce youth and tobacco use, and public health programs focused on health equity.



American Heart Association®

You're the Cure

GREATER PHILADELPHIA

2022-2023 Public Policy Agenda

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. We will help achieve this in Greater Philadelphia with these advocacy initiatives.

HEALTH EQUITY

For more information, please contact Jacob Zychick, Community Advocacy Director, at (215) 575-5277 or jacob.zychick@heart.org

- High-Quality Early Childhood Education: Secure funding in Montgomery County, PA, that promotes and expands access to high-quality early childhood education.
- Health Equity Funding: Secure funding in Delaware County, PA, and the City of Philadelphia that meets or exceeds AHA determined funding levels for state or local health equity and social determinants of health programs targeted at heart disease, stroke and related risk factors and the disparities that exist in these areas.
- Health Equity Action Plan: Support the development in Delaware County, PA of a community-driven health equity plan for advancing health equity in the community.

ACTIVE LIVING

- Complete Streets: Delaware County requires that all road construction and reconstruction create complete streets that are safe and convenient for diverse users and all modes of transportation.

HEALTHY EATING

- Healthier Options at Restaurants: Ensure all restaurant meals offered to children in Philadelphia meet healthy nutrition standards.





American
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Donor & Volunteer

Recognition





LEADERSHIP LEGACY AWARD



Richard L. Snyder, M.D.

On February 8, 2023, local leaders came together to celebrate the accomplishments of Dr. Richard Snyder, Senior Vice President and Chief Medical Officer at Independence Blue Cross. A ceremony was held at Penn Medicine's Perelman Center for Advanced Medicine's CPR Kiosk, where Dr. Snyder received the Leadership Legacy Award from the American Heart Association's Eastern States Region, an award given to only a select few.

Each year more than 350,000 people suffer out of hospital cardiac arrest, only 10% of those people survive. Dr. Snyder has played an integral role in helping to improve those odds by helping to create the CPR Ready Coalition in Philadelphia. This coalition was created in 2016 with a goal of increasing the number of people who are trained and willing to perform hands-only CPR. This coalition is comprised of: American Heart Association, American Red Cross, The Children's Hospital of Philadelphia, CPR/AED Public Awareness and Training Network, The Health Care Improvement Foundation, Independence Blue Cross, Independence Blue Cross Foundation, Penn Medicine, Philadelphia Fire Department, and the School District of Philadelphia.

Dr. Snyder was also instrumental in bringing the second CPR Kiosk to the Philadelphia Region, at Penn Medicine's Perelman Center for Advanced Medicine, where people can learn CPR at their own pace, and be ready to help someone in crisis.

"Hands-Only CPR is a powerful tool that takes only 60 seconds to learn and can double or even triple a victim's chances of survival" said Dr. Snyder.

Kevin Mahoney, CEO University of Pennsylvania Health System, was on hand to help present the award to Dr. Snyder, along with the Fire Commissioner of Philadelphia, Adam Thiel, Gregory Deavons, CEO of Independence Blue Cross and Jennifer Litchman-Green, Executive Director of the American Heart Association of Philadelphia, all of whom shared the same sentiment, that Dr. Snyder always puts the patients and the community at large first.





EDWARD S. COOPER, MD AWARD



Paul J. Mather, M.D.

The American Heart Association, the largest voluntary health organization fighting cardiovascular diseases, announces Paul J. Mather, MD, as the 2023 recipient of the Edward S. Cooper, MD Award.

The award is named for Dr. Edward S. Cooper, a world-renowned physician and a pioneer in hypertension and stroke, and the first African American to serve as national president of the American Heart Association. Edward S. Cooper, MD, is an Emeritus Professor of Medicine at the University of Pennsylvania. Dr. Cooper served the American Heart Association for 30 years. Dr. Cooper helped to address the special health care needs of people of color. He emphasized preventive health care and health education for minorities, who are six times more likely to die from heart disease than white Americans. As a

member of an under-represented group of Americans in the healthcare profession, he actively recruited other minorities to the medical field.

The Edward S. Cooper, M.D. Award is presented by the American Heart Association of Southeastern Pennsylvania to a researcher, medical professional, or organization whose many outstanding contributions to the Philadelphia community exemplify the best of humankind.

"I am very grateful and honored to receive an award named after one of my heroes Dr. Edward Cooper. Dr. Cooper has taught us that a good life is inspired by love and guided by knowledge," said Dr. Mather.





SECOND CENTURY

As the American Heart Association approaches its 100th anniversary in 2024, we have embarked on a new path to identify emerging trends for the next 100 years that will help shape the way we save and improve lives.

The American Heart Association's official birthday is June 10, 1924. The Association was founded by pioneering physicians and social workers who believed that scientific research could lead to better treatment, prevention, and ultimately a cure. To learn more about the Association's history of impact, [click here](#). For nearly 100 years, the American Heart Association has made bold moves that have saved lives, pioneered scientific discovery, and advanced access to quality care for all. And we're just getting started. With Bold Hearts™ we're building toward our second lifesaving century as a relentless force for equitable health for all.

Our Centennial has launched our Second Century Campaign as the vital fundraising component in honor of our Centennial. This is an exciting time in the history of our organization that presents us with a unique opportunity to highlight our longtime supporters, reconnect and engage past supporters, and broaden our base of support with new donors. We are looking to our closest friends to be "early adopters" of this effort and inspire others to join us to create a tight-knit community of the Association's most loyal supporters across the country. The Second Century Campaign provides an opportunity to nationally recognize individual, corporate and foundation donors who make a 6-figure plus gift anytime from now until June 2024 and includes multi-year gifts. Special recognition will be provided to Centennial Cornerstone supporters, our most ardent supporters, who make a 7-figure plus gift to advance the American Heart Association's mission.

We've saved and improved lives for almost 100 years. We need you for our Second Century. Join us! Contact David.Morris@heart.org for more information.

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Cor Vitae, Latin for the heart of life, is the American Heart Association's annual recognition society of more than 6,500 individuals nationally whose significant personal commitments of \$5,000 or more are helping to change and save lives. Their extraordinary generosity propels pioneering research and transforms communities.

If you have remembered the American Heart Association in your will or another type of planned gift or would like more information on how to do so, please contact Joseph Sludden at 610-331-7336 or joseph.sludden@heart.org.

With heartfelt gratitude, we thank these individuals for their ongoing support, driving the American Heart Association to be a relentless force for a world of longer, healthier lives.

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Updated March 27, 2023

**** - Indicates new members**



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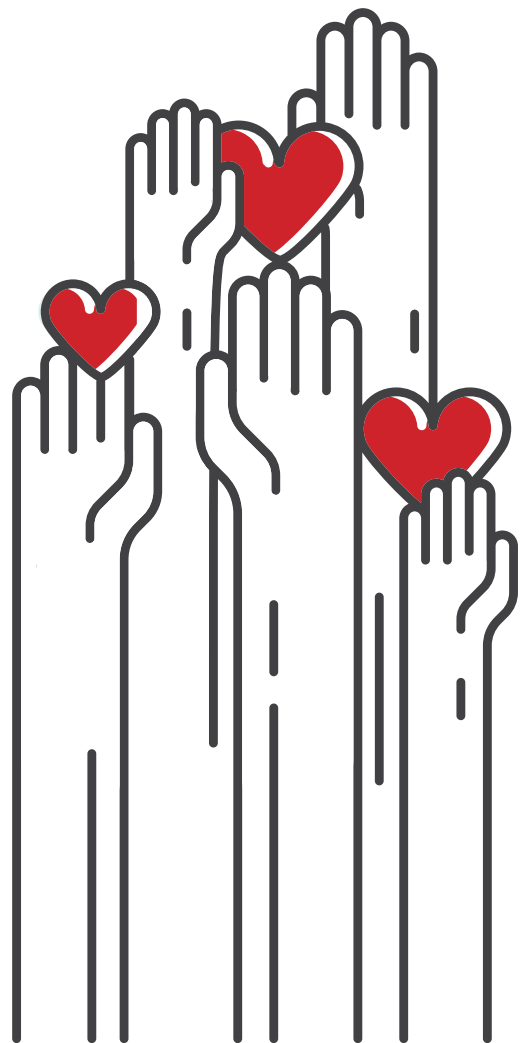
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www.heart.org/philadelphia



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