



American  
Heart  
Association.

# BAY AREA COMMUNITY TRANSFORMATION

## OUR MISSION

*To be a relentless force for a world of longer, healthier lives.*

Every person deserves the opportunity for a full, healthy life. 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.



### Improving Nutrition Security

- Advocating for policies that increase healthy food and water access.
- Helping community organizations and clinics to adopt food security screening policies to accurately identify and assist more individuals who are in need.
- Providing linguistic and culturally tailored nutrition education for employees and community members to support a healthy lifestyle and prevent heart disease and stroke.



### Reducing High Blood Pressure

- Partnering with clinics to improve hypertension control rates by educating clinic staff, assisting with adoption of clinical system changes, and engaging patients in self-monitoring blood pressure programs.
- Delivering linguistic and culturally tailored lifestyle change education.
- Establishing community-based blood pressure screening and referral to appropriate clinical care.



### Ending Tobacco Use and Vaping

- Ensuring all Bay Area residents are covered by flavored tobacco sales restriction policies.
- Providing best practices to Bay Area cities and counties to require strong enforcement of local tobacco retail laws.
- Defending California's flavored tobacco sales restriction law, which Big Tobacco has put on hold until the November 2022 ballot.
- Training youth advocates to use their voice to end tobacco use and vaping.



### Increase Access to Care

- Engage hospitals in quality and systems improvement programs.
- Create community to clinic linkages that ensure individuals who are screened are referred and followed up with.
- Increasing basic CPR skills and knowledge in communities of color and low-income neighborhoods.



## DID YOU KNOW?

**Nearly 1 in 2 of U.S. adults have hypertension** (high blood pressure) and rates are higher for Black and Native American individuals, older individuals, and individuals with lower education and income.

**1 in 3 Bay Area adults cannot afford enough food** each month to support optimal health.

**80% of youth** who have ever used any tobacco products started with flavors.

About **90% of out-of-hospital cardiac arrest victims die**. Immediate response can **DOUBLE** or **TRIPLE** their chance of survival.



American Heart Association.



# THREE YEAR COMMUNITY TRANSFORMATION VISION: \$30M IN COMMUNITY REVENUE BY 2025

## OUR APPROACH

*As we prepare for our Second Century of impact, the American Heart Association Bay Area Region will continue to lead the nation in revenue and health impact through sustained year-over-year growth and vision to achieve \$30M in revenue by 2025 by advancing cardiovascular health for all, including identifying and removing barriers to health care access and quality.*

### BAY AREA MISSION CATALYSTS



#### Volunteer Leadership

- Recruit three years of chair leadership. These community catalysts will invest in the impact priority most aligned with their values and organizational goals. Together we will make a commitment to community health transformation.
- Rally Executive Leadership Team members around common purpose and health movement in the Bay Area.



#### Solving the Health Problems of our Community

- Expand on success in developing multi-year, mission-centric strategic relationships with top corporations that deliver community and employee health impact.



#### Connecting with our most Committed Investors

- Convene the most committed investors in Heart Association's mission through the Second Century campaign and Bay Area Centennial Circle, with the goal to raise \$10M in full mission funding by June 2024 to help us innovate, fund research, and address urgent community needs.



#### Broadening our Base of Support

- Engage with community members who can personally invite their networks to join them in fueling AHA's mission.
- Recruit three key corporate partners to engage their consumer base to spread critical mission messages and accelerate revenue generation.
- Increase membership in Circle of Excellence companies with 100K+ annual employee fundraising.



#### Build our Community Brand

- Develop Young Professionals Board to build future volunteer leadership capacity and engagement.
- Diversify Board leadership and achieve Gold Status, Gold Standard Board by fostering a board environment where members connect, opportunities are developed and difficult conversations can take place.

### BAY AREA TOP 25 COMPANIES

- Apple
- Applied Materials Inc.
- Chevron
- Cisco Systems Inc.
- First Republic Bank
- Gilead Sciences Inc.
- Google
- HP
- Intel Corp.
- John Muir Health
- Kaiser Permanente Northern Calif.
- LinkedIn Corp.
- Meta Platforms Inc.
- PG&E
- Safeway Northern CA Division
- Salesforce Inc.
- Stanford University / Health Care
- Sutter Health
- Tesla
- Uber Technologies
- UCSF Health
- United Airlines
- VMware, Inc.
- Wells Fargo & Co.
- Workday



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## BAY AREA IMPACT: CASE STUDIES

### Chevron



#### CREATING A COMMUNITY OF LIFESAVERS

What started as a desire to empower their employees with the lifesaving knowledge of Hands-Only CPR, led Chevron to invest in their community to create an entire force of lifesavers. By sponsoring an American Heart Association Hands-Only CPR training kiosk in the Oakland International Airport, Chevron is ensuring more community members are equipped to save lives. Each year, Chevron engages their employees in the annual Heart Walk and Wear Red Day initiatives to elevate the importance of knowing CPR and health and wellbeing for all.

### First Republic



#### CREATING A CULTURE OF WELLNESS

With the goal to be a leader in the Healthy for Good (HFG) movement, First Republic worked with the American Heart Association to create a strategic relationship that encompasses employee health and wellness, engagement and leadership. This led to the creation of the Heart Association's Young Professionals Board, a network of young professionals who are making a difference in our communities; year-round wellness seminars for employees focusing on nutrition; physical and mental health; and the ongoing engagement of 1,000s of employees in the HFG movement and Heart of the Bay.

### Atlassian



#### CREATING A CONVERSATION AROUND HEALTH EQUITY

The American Heart Association has worked with Atlassian to create and activate a unique and robust year-round program that aligns with the core values of both organizations and provides an extraordinary experience for Atlassian employees. Our engagement has included: educating employees through quarterly workshops focused on the intersection of heart health and health equity (with topics such as Health Equity in the LGBTQ+ Community, Practicing Allyship, and Well-being + Health Equity); enlisting over 1,600 Atlassians globally to walk together; and energizing employees through healthy, monthly engagement opportunities, where Atlassians can build on their health, share their experiences, and learn from each other.

## CORPORATE VISIBILITY AND LEADERSHIP CATALYSTS

#### Mike Wirth, CEO

*Member, American Heart Association's CEO Roundtable*

#### Mary A. Francis

*Chair, AHA Bay Area Board of Directors and Past AHA Go Red for Women Chair*

#### Dr. Huma Abbasi, Chief Medical Officer

*Lieutenant, AHA's CEO Roundtable*

#### Mike Roffler, President & CEO

*Member, AHA Bay Area Board of Directors and Past AHA Healthy for Good Chair*

#### Mike Selfridge, Chief Banking Officer

*Immediate Past-Chair, AHA Bay Area Heart of the Bay – Heart Ball*

#### Susie Cranston, Chief Operating Officer

*Past Chair and Member, Bay Area Go Red for Women Executive Leadership Team*

#### Robert Chatwani, Chief Marketing Officer

*2023 Bay Area AHA Heart Walk Chair*