



2024

Oregon and
Southwest Washington

2024 ANNUAL REPORT



Building a culture of health

in Oregon and southwest Washington

As we're entering our second century of impact, the American Heart Association is working to advance health and hope for everyone because our future is about improving yours.

01

Nutrition Security

We're working to ensure everyone has equal access to healthy foods here in Oregon and southwest Washington.

02

Combatting Hypertension

30% of Oregon adults have high blood pressure and many don't know it. We're working to lower that number.

03

CPR Emergency Response

Helping our community be the difference between life and death for someone experiencing a cardiac event.

04

Fighting Tobacco

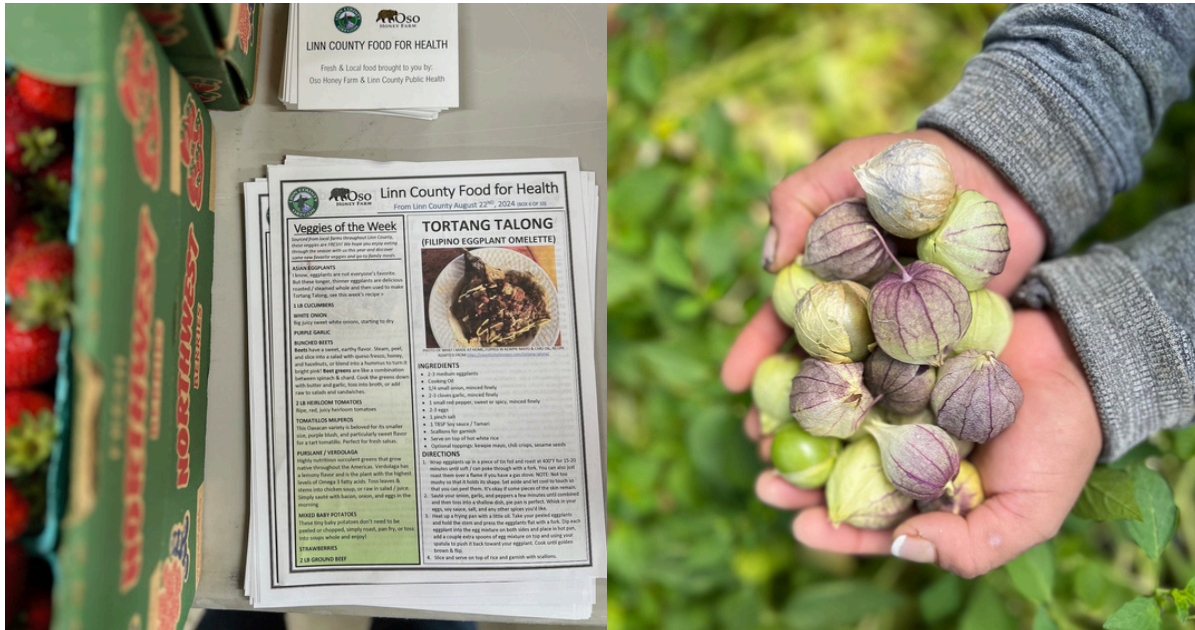
We're advocating for legislative tobacco restrictions at the state and local level.

05

Putting Kids First

Supporting good heart and brain health early to help reduce our kids' risk for heart disease later in life.

Nutrition Security



Nutrition security means getting enough healthy food consistently and putting that food to best use. Thanks to our efforts, more than 40,000 individuals and families were screened for food insecurity in the past year.

Locally, our nutrition security work centers around improving access to healthy foods, as well as education around utilizing it. Often, families who have historically not had access to fresh, healthy foods are not familiar with how to cook it, which makes education imperative.

We have worked alongside more than a dozen community and clinical organizations to implement food insecurity screening and referral systems, working to provide immediate aid and facilitate enrollment in food assistance programs like SNAP and WIC.

Some recent collaborators

- Adelante Mujeres
- Nehalem Bay Health
- The Portland Clinic and Beaverton Farmers Market
- Unete Oregon
- Vancouver Clinic and Vancouver Farmers Market

Combating High Blood Pressure

The American Heart Association impacts more than half a million patients and community members in Oregon and southwest Washington through our Target:BP initiative around hypertension control. The initiative includes staff training, technical and equipment support, patient education and a data recognition program. Our patient education efforts include self-measured blood pressure programming and lifestyle mentoring.



Community Sites

Our recent collaborators

- Centro Cultural
- Portland Opportunities Industrialization Center
- Adelante Mujeres

Clinical Sites

Our recent collaborators

- Vancouver Clinic
- The Portland Clinic
- Multnomah County Clinics
- Neighborhood Health Center
- Virginia Garcia Memorial Health Center

30% of Oregon adults have high blood pressure. Many don't know it. Here at the American Heart Association we're working with clinics and community organizations to help reduce this major risk factor for heart disease and stroke.

CPR & Emergency Response



We've trained 168,700+ Oregonians to perform Hands-Only CPR in the past year. By 2028, we want to improve rates of bystander CPR to 45% nationally, and by 2030 we want to double the cardiac arrest survival rate.

About 356,000 U.S. adults experience out-of-hospital cardiac arrest each year. Although approximately 90% of those people will not survive the event, the likelihood of survival increases with prompt intervention. Early intervention that includes CPR and restoration of normal heart rhythm with the use of an AED increases the chance of survival.

Locally, we are working to increase bystander CPR education by coming alongside community-based organizations and placing CPR training kits. Additionally, we support schools, community organizations and businesses in implementing cardiac emergency response plans.

Our work is implemented with an equity lens, targeting communities less likely to receive bystander CPR. Some recent collaborators:

- Portland Opportunities Industrialization Center
- Friends of Trees
- Multnomah County REACH

Fighting Tobacco



Vaping is now the most popular way for adolescents to use tobacco and nicotine. According to the 2023 National Youth Tobacco Survey, 10% (1,560,000) of high school students and 4.6% (550,000) of middle school students reported current e-cigarette use.

Reaching the tobacco endgame and preventing use by kids and young adults will require strong government oversight. We need stronger regulation of the design, manufacturing, sales and marketing of all tobacco products.

In Oregon, we're pursuing a statewide flavored tobacco restriction eliminating flavors and sweeteners to reduce appeal to kids.

Local Impact

- Supported passage of tobacco flavor restrictions in Washington and Multnomah Counties
- Partnered in developing tobacco policies that will keep as many as 10,000 students in 21 schools away from deadly tobacco and nicotine products
- Provided resources and education on the harmful effects of flavored tobacco at local health fairs

Putting Kids First



We all want our kids to grow up healthy and happy. Supporting good heart and brain health early helps lower the risk for heart disease, stroke and other major health problems later in life.

Here in Oregon and southwest Washington, our Kids Heart Challenge prepares kids for success by supporting their physical and mental well-being. The American Heart Association provides step-by-step instructions for physical education instructors, coaches or teachers to host fun activities with engaging educational modules that teach heart-healthy information to students.

Kids Heart Challenge provides:

- Downloadable lesson plans
- Interactive skills resources
- Resources for healthy eating, physical activity and wellness in the classroom
- Communication starters for faculty and parents to address growing concerns about teen vaping and smoking
- Community service opportunities

Local Impact

- Engaged with 8,464 students and their families via Kids Heart Challenge
- Trained 2,453 students and families in Hands-Only CPR
- 2,338 students and families learned the stroke warning signs
- Partnered with 176 schools across 56 school districts in Oregon

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As we enter our second century of impact, we want to thank our dedicated sponsors for being a relentless force for a world of longer, healthier lives.

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Latin for heart of life – Cor Vitae is our annual philanthropic giving society of the American Heart Association.

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All of us can save lives

**Building a world of lifesavers –
and better health for all.**

“When the American Heart Association launched on June 10, 1924, ‘mission statement’ was not part of the lexicon. But our founders vowed to lead the way through science, advancements in treatments, prevention and finding a cure for cardiovascular disease.

As we enter our second century of impact, we want to thank our dedicated donors and volunteers for being a relentless force for a world of longer, healthier lives.”

— Meredith Collett, Executive Director, Oregon & SW Washington

Thank you for your continued support.



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Association.**

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