



American  
Heart  
Association.

***GREATER KNOXVILLE***



**IMPACT REPORT**



# THE **MISSION**

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The American Heart Association is on a mission to be a relentless force for a world of longer, healthier lives.



# WORDS FROM THE HEART



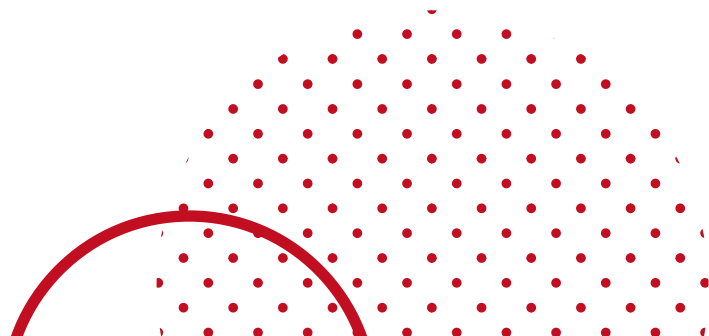
In Knoxville, we are dedicated to the pursuit of longer, healthier lives by fostering a wholesome environment in the places where we live, learn, work, play, pray, and heal. Addressing challenges related to **women's health, readiness, tobacco & vaping, patient care, and healthy living** remains at the forefront of our mission. As a united community, we are actively collaborating to improve health outcomes and break socioeconomic barriers.

As the executive director in Knoxville, I am immensely grateful for the exceptional contributions of our esteemed Board of Directors, devoted volunteers, generous sponsors, and the entire American Heart Association team. Together, we have achieved an exceptional milestone by raising an impressive **\$2,985,484** during this fiscal year, firmly committed to being an unwavering force in promoting longer, healthier lives worldwide. Looking ahead, we will continue to champion our mission through initiatives that empower and enrich our beloved Knoxville community.

With heart,

A handwritten signature in black ink that reads "Beverly Miller". The script is fluid and cursive, with a large, stylized 'B' and 'M'.

Beverly Miller  
Executive Director



# OUR IMPACT

The American Heart Association is committed to driving equitable health impact in Greater Knoxville through five key priority areas: **women, readiness, tobacco & vaping, patients and healthy living.**



Equity is always at the center of our work, and it will continue to guide all that we do. Through our focus on these key impact areas, we can improve the health and well-being in Knox County, while saving and improving countless lives.

People are counting on us like never before. Together, we will drive change, and we will be relentless. Thank you for your continued support.

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 healthcare access and quality.

# CONTROLLING HIGH BLOOD PRESSURE

Over 30% of adults in Knox County have been diagnosed with hypertension, also known as high blood pressure (HBP).

Many don't know they have HBP or have a way to regularly check their numbers. To add fuel to the fire, the rate of Knox County adults with major modifiable risk factors for cardiovascular disease and stroke are above state and national averages.

The American Heart Association is committed to equitable health for all by eliminating uncontrolled high blood pressure in Knox County.



Through our Target: BP initiative, we are working to improve BP diagnosis and control in local clinical settings. We are also supporting efforts that provide those in need with home BP monitoring services and are working within our community through Federally Qualified Health Centers, food pantries/banks, community organizations, workplace services and faith-based settings to implement a blood pressure screening, education, and referral program to assist those who are most at risk.



# ELIMINATING TOBACCO & VAPING

Tobacco use remains the single largest preventable cause of death and disease in the United States. Vaping is becoming an increasing epidemic among teens. The tobacco industry spends millions of dollars to target and hook youth, people of color, those from LGBTQ+ communities and others with limited access and resources into a lifetime of nicotine addiction.



If we do not address this issue, tobacco will continue to devastate families and communities and will continue to kill nearly half a million Americans each year. The American Heart Association is committed to equitable health for all by preventing kids and adults from developing a lifelong tobacco habit.

**Smoking  
kills, on  
average  
1,200  
Americans.  
EVERY. DAY.**

Through our advocacy efforts, we have raised the tax on tobacco products, eliminated the sale of flavored tobacco products in some cities, strengthened federal regulations, helped communities and state enact smoke-free policies and recommended policies that penalize retailers (not youth) from underage smoking and vaping.

In addition, we are working within schools and communities to teach our next generation about the dangers of smoking and vaping. We are also providing support for those who choose to quit.

# IMPROVING NUTRITION SECURITY

**1 in 8 people in Knox County live in a food desert. Over 12% of our total population and over 17% of Knox County children are food insecure.**

Some people living in disproportionately affected communities may live in areas without convenient access to a grocery store or have to take multiple buses to get to the nearest one. This makes eating healthy extremely inconvenient, if not impossible.

The American Heart Association has helped local food pantries, community and faith-based organizations increase their cold food storage capacity of fresh/frozen produce, dairy, and lean meats, and distribute more nutritious foods to the communities.



We are collaborating with local food banks to transform their food distribution with a heart-healthy lens through community-led heart-healthy food drives and expanding the distribution of heart-healthy food boxes to under-resourced communities and to those living with, or at risk for hypertension.



# CPR & AED AWARENESS

Here in Knoxville, we sought support and collaboration to activate the evidence-based objectives provided by American Heart Association science and leverage our playbook as a resource to create a targeted, culturally relevant awareness campaign to address the barriers and importance of bystander CPR in Greater Knoxville.



This year, the Knoxville American Heart Association partnered with Pilot Company and CPR Choice to increase the bystander CPR rate in Knox County and reduce disparities in cardiac care among women, Black and Hispanic communities.



## CPR & AED Awareness Week

9

Community Impact Partners

40

Zip Codes Empowered

12

Hands-Only CPR Demos

105

Total Participants

33

CPR Anytime Kits Distributed

285

Total Household Impact

With hands-only CPR, it takes just

# 2 STEPS TO SAVE A LIFE:





# NATIONAL WEAR RED DAY<sup>®</sup> IN KNOXVILLE



On February 5, we joyfully celebrated National Wear Red Day with a vibrant display of unity in our community. National Wear Red Day is the icon day of the American Heart Association. Our local ambassadors, including community partners, sponsors, employees, survivors, supporters, news anchors, and even the Knoxville mayor, all adorned themselves in striking shades of red.



This year's event was truly an unforgettable experience, as we came together to raise awareness for an important cause.



# COR VITAE SOCIETY

## HEART OF LIFE

**The Cor Vitae Society celebrates individuals making a lifesaving impact in communities across the country.**

Ann and Steve Bailey  
Dee Dee and Jim Brogan  
Sloan and Ryan Chesney  
Paula Chesworth and Karthik  
Krishnan

Vee and Tyler Congleton  
Rouchelle and Paul Duncan  
Gillian and Brian Ferguson  
Beth and Malcolm Foster  
Aimee and Rusty Harmon  
Susan and James Haslam  
Holly and Michael Honeycutt  
Christine and Chad Keener

Allison and Reid Lederer  
Leslie and Ken Parent  
Carie and Spencer Rakes  
Karen and Mike Rodgers  
Vaiden and Scott Taylor  
Bryn and Josh Todd  
Tom and Bridget Tomlinson  
Dimple and Sumeet Sharma  
Eric and Amy Schoch  
Meg and Stuart Sprouse  
Holly and Pat Stobb  
Liz and Wes Stowers  
Lori and Kevin Wills



American Heart Association®

## Cor Vitae Society





# KNOX COUNTY YOUTH MARKET

**18**

**schools receiving resources, lesson plans and professional development opportunities**

**2,215**

**students taking healthy challenges**

**\$15,154,265**

**in research grants funded through the American Heart Association in Tennessee**

**309**

**families learning Hands-Only CPR®**

**\$9,570**

**in givebacks received in local schools**

**292**

**families learning the warning signs of a stroke and dangers of vaping**



American Heart Association.

**KIDS  
HEART  
CHALLENGE™**

**AMERICAN  
HEART  
CHALLENGE™**



# THE HEART OF PARIS

## THE 2023 HEART BALL

**With the help of our sponsors, donors, and volunteers, more than 400 guests came together to celebrate the mission and advancements of the American Heart Association at the 38th annual Knoxville Heart Ball.**

Guests enjoyed a silent and live auction, a sit down dinner by famed Chef Tim Love, and live music and dancing with the Block Party Experience.

Dr. Brian Wiseman received the "Tim Williams is Why" recognition and the audience, inspired by the Open Your Heart appeal, raised an impressive \$378,723. Thanks to our many corporate sponsors and generous donors, the 2023 Knoxville Heart Ball was a great success.



**2023 Heart Ball Chairs  
Doctors Beth & Malcolm Foster**



American Heart Association®  
**Heart Ball**



# GO RED FOR WOMEN & CIRCLE OF RED

As the milestones of a woman's life changes, so do her unique risks for developing cardiovascular disease.

Under the leadership of Go Red Chair Vaiden Taylor and Circle of Red Chair Ashleigh Christian (pictured to the right), Knoxville continued the life-saving work of the American Heart Association and grew the Circle of Red Society from 8 members to 30 members.



American Heart Association.



Circle of Red™



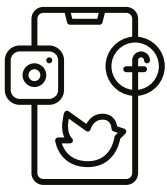
# HEART WALK RAISES \$185,000



**\$185,000** Raised for a world of longer, healthier lives  
**1,400** Pounds of fresh produce given to families  
**91+** Coaches signed up to help lead their teams  
**831** Walkers registered to join the 2022  
Greater Knoxville Heart Walk

## MEDIA WINS

**The Greater Knoxville Heart Walk was promoted the entire month of September on WATE.**



**16,100**

Reach

**6,000**

Engagements





# MARKETING & COMMUNICATIONS

## SOCIAL MEDIA ORGANIC

**106,381**   **15,399**  
Reach   Engagements

**Top Post of the Year:**  
*Heart Ball Thank You*

## SOCIAL MEDIA PAID

**178,290**   **15,399**  
Impressions   Results

**Top Paid Ad of the Year:**  
*UTMC Stroke Ad*

## 34+ Quality Media Interviews



# MEET THE KNOXVILLE TEAM



**Beverly Miller**  
Executive Director



**Kayla Smith**  
Senior Development  
Director, Heart Ball



**Maggie Greer**  
Development  
Director, Go Red



**Mindy Savage**  
Development  
Director, Heart Walk



**Danica Powell**  
Region Social  
Media Marketing  
Director



**Amy Morales**  
Development  
Coordinator



**Nicole Gross**  
Community Impact  
Director



**Megan Eboch**  
Event Planning  
Coordinator



# THANK YOU TO OUR SPONSORS

Generous donors like you are the reason we are able to move the mission of the American Heart Association forward!



# THANK YOU

## **SAVE THE DATES:**

**Heart Walk – August 26, 2023**  
**Heart Ball – February 3, 2024**  
**Go Red for Women Luncheon – April 25, 2024**

**American Heart Month – February 2024**  
**National Wear Red Day – February 2, 2024**  
**American Stroke Month – May 2024**  
**CPR/AED Awareness Week – June 1-7, 2024**

## FY 2022-2023

# **BOARD OF DIRECTORS**

### **Chair**

**Ken Parent**  
*Pilot Company*

### **President**

**Dr. Brian Wiseman**  
*The University of Tennessee  
Medical Center*

### **Members**

Dr. Sumeet Sharma — East Tennessee Children's Hospital  
Andy Beam — Pinnacle  
Tony Benton — Tennova Healthcare  
Brett Foster — Knox County Schools  
Dr. Marsha Spence — The University of Tennessee  
Cheryl Smith — CPR Choice  
Eddie Jett — MBI Companies, Inc.  
Charles F. Lomax, Jr.— Knoxville Area Urban League  
Luke Johnson — Covenant Health



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