



# Reducing BLOOD PRESSURE & CHRONIC DISEASE

Nearly half of all Americans have high blood pressure.

Uncontrolled high blood pressure is a silent killer that causes unnecessary and inequitable disease and death. If we do not address this issue, uncontrolled high blood pressure robs us of precious time with loved ones.

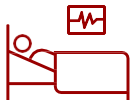
The American Heart Association is working to create equitable health for all and address this problem through policy, systems, and environmental changes at the national, state and local level. In Greater Cincinnati, we are:



Collaborating with barber shops to provide health prevention, community building, outreach, and referrals to primary care treatment for African American men.



Providing education and programming to local faith-based communities.



Working with and recognizing Federally Qualified Health Centers to provide access to self-monitoring blood pressure cuffs with the latest electronic health record technology and education to improve health literacy through Target: BP, CCC Cholesterol and Target Type 2 Diabetes.



Implementing the Check. Change. Control. self-monitoring blood pressure program within local faith-based communities and corporations to maintain or improve hypertension control rates and healthy lifestyles.





# Ending TOBACCO USE & VAPING

Tobacco users become addicted as kids and want to quit as adults – we are fighting to protect young people from the tobacco industry and help all tobacco users quit.

If we do not address this issue, tobacco will continue to kill nearly half a million Americans each year.

The American Heart Association's ultimate endgame is an end to all tobacco and nicotine. AHA supports first ending the use of all combustible tobacco products while ensuring other products do not addict the next generation. In Cincinnati, we are:



Leading the Tobacco Endgame Coalition that convenes and collaborates with residents and community partners to share best practices, programs and initiatives.



Creating the Tobacco Endgame Community Dialogue Series which engages diverse populations in conversations about the tobacco and e-cigarette epidemic.



Developing of a community-led action plan to supplement the dialogue series allowing community partners and residents to work together to address the growing concerns.





# Increasing NUTRITION SECURITY

1 in 10 people in America are at risk for not getting enough food each day – or getting the nutrients they need. That's called nutrition insecurity. If we do not address this issue, people in historically disadvantaged communities run the risk of living a shorter life expectancy and may suffer from complex health problems.

Across the country, the American Heart Association is working to create equitable health for all and address this problem through policy, systems, and environmental changes. In Greater Cincinnati, we are:



Identifying community assets and gaps that affect peoples' ability to acquire and prepare healthy foods by mapping out existing nutritional programs, including organizations focused on food access and nutrition.



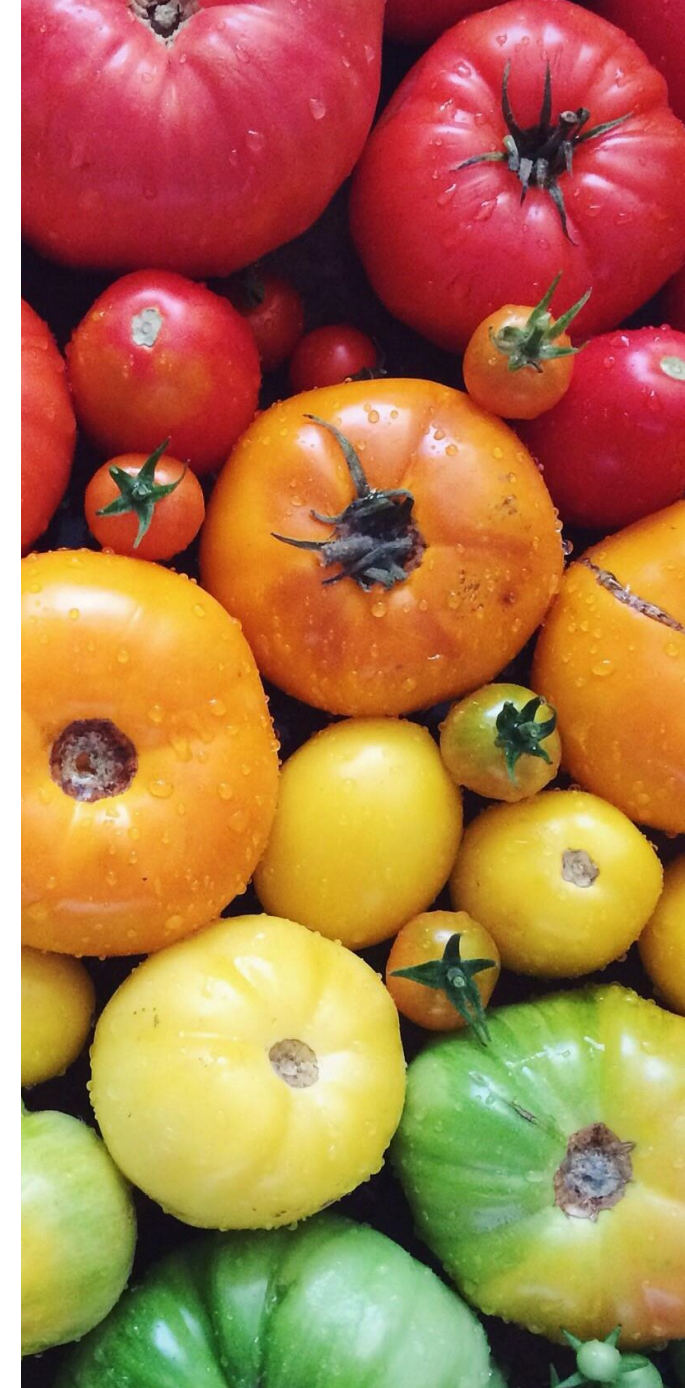
Convening community champions and organizations for structured conversations evaluating the effectiveness of nutrition access and education.



Advocating for food security through a regional food system development agenda at city, county and regional levels. We are valuating partners' readiness to change internal policies and procedures in response to articulated community needs.



Collaborating with the Greater Cincinnati Regional Food Policy Council and partners to increase healthy food access across local communities.





# Promoting MENTAL WELL-BEING

**Mental well-being and physical health are connected.**

**76% of employees say that at least one issue has impacted their mental health.**

**Historically excluded communities are disproportionately impacted, particularly now.**

**Despite being treatable, there is an enormous treatment gap and barriers with stigma, discrimination, and access.**

The American Heart Association aspires to be the preferred content developer for total health, and is working to create equitable health for all and address this problem by :



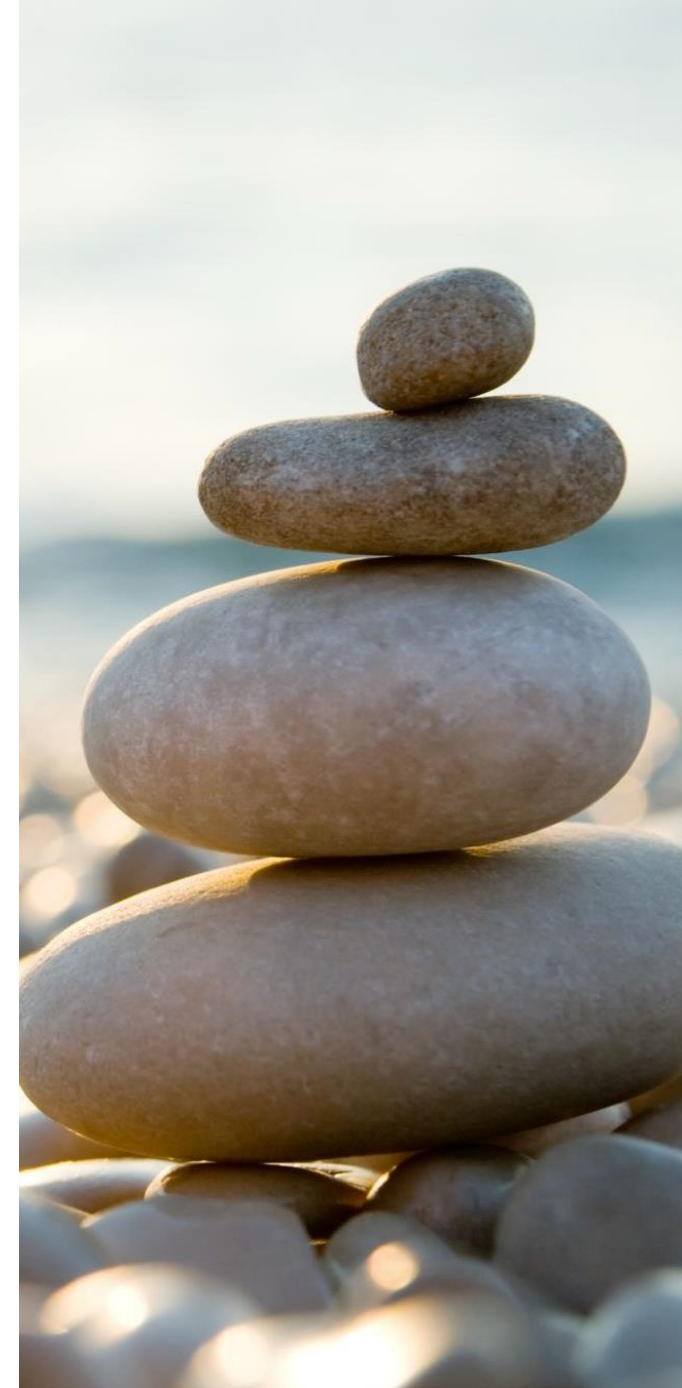
Utilizing our existing channels and promoting mental well-being content with corporate partners



Developing models for collaboration on scientific statements and growing AHA volunteer capacity



Identifying signature partnerships to drive well-being in the lifestyle segment backed by strong science







# Reducing RISK FOR WOMEN

The price of being a woman is high; 1 in 3 women pay that price with their lives when it comes to CVD.

Too many women continue to remain unaware that CVD is their leading cause of death.

Women are far less likely than men to receive bystander CPR and continue to face inequities in access to and quality of care.

If we do not address this issue, the simple fact of being a woman will continue to be a risk factor for dying from CVD.

The American Heart Association is working to create equitable health for all and address this problem:



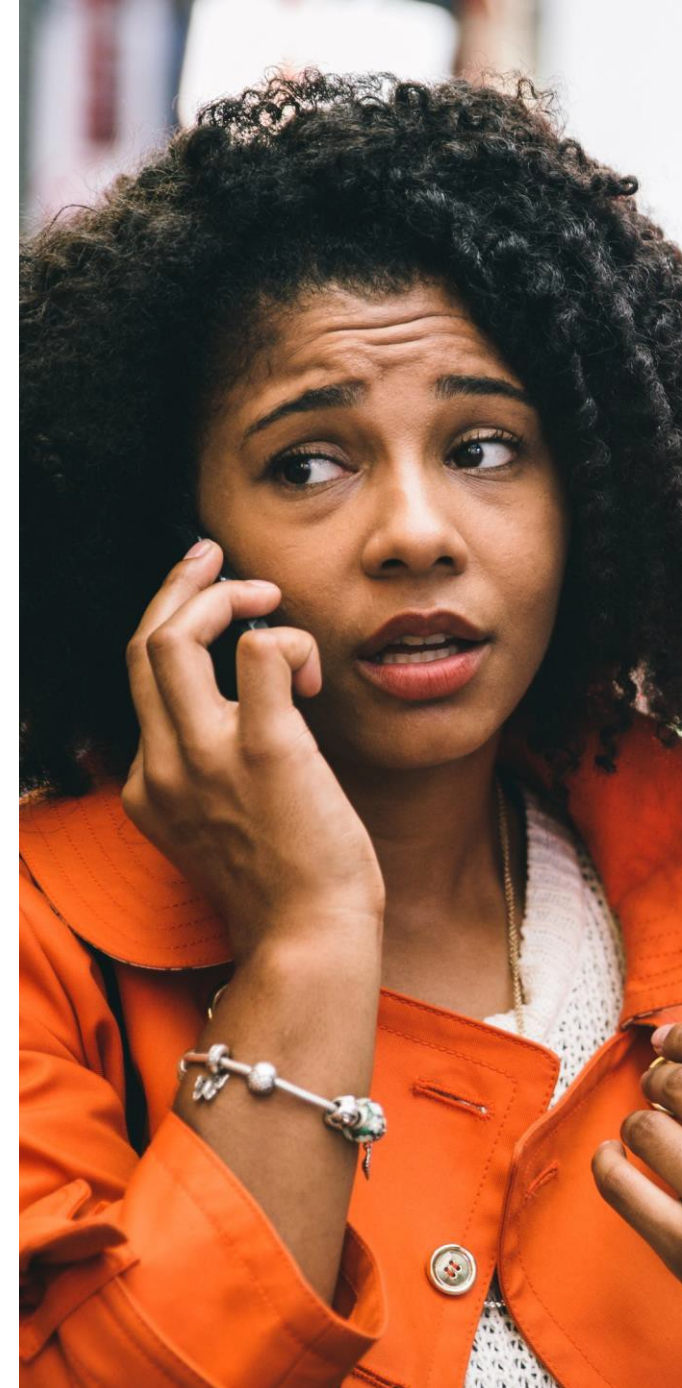
Increasing awareness, helping women take charge of their health and closing gender & ethnicity gaps in research and STEM



AHA's science, brand, and grassroots network uniquely position us to address the inequities women experience in access and quality of care



Implementing community-driven solutions to eliminate disparities in calling 911, rate of response and/or bystander CPR





# Addressing COVID-19

**75% of people hospitalized with COVID-19 had a high-risk condition.**

**People with heart disease, diabetes or high blood pressure are at higher risk.**

**Heart attack and stroke patients fear calling 9-1-1 or seeking treatment in a hospital.**

**If we do not address this issue, COVID-19 has the potential to drastically change the health and well-being of people living in the U.S. for many years to come.**

The American Heart Association is working with researchers, medical experts, hospitals, community leaders, businesses, families and more to reduce the impact of the coronavirus.



Investing a minimum of \$2.5 million to investigate the cardiovascular implications of coronavirus



Establishing new guidelines for administering CPR



Working with community groups to nourish families, support physical activity and reduce the burden of chronic disease



Developing a COVID-19 data registry through Get With The Guidelines®

