



OUR HEARTS BEAT
— for —
LONGER, HEALTHIER LIVES



American
Heart
Association.

DALLAS DIVISION

Our Mission:

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

REASON TO HELP

1 in 3 deaths in the U.S. is caused by heart disease or stroke

Every **40 seconds** someone in the U.S. has a heart attack

Every **40 seconds** someone in the U.S. has a stroke

The American Heart Association® (AHA) tirelessly and passionately works to find cures to the world's leading causes of death—heart disease and stroke. While funding the most innovative discoveries is critical, it's only half the battle.

We must prevent heart disease and stroke from happening in the first place. That's why the AHA has evolved and expanded its global vision to include promoting healthier, longer lives for all.

The AHA improves and saves lives by:



Leading Breakthroughs in Science and Technology



Transforming the Health of Communities



Changing Policies and Systems

Together, we are a force to be reckoned with.
Together, we will change the future.

REASON TO HOPE

Deaths from cardiovascular disease have decreased **71%** (1968-2016)

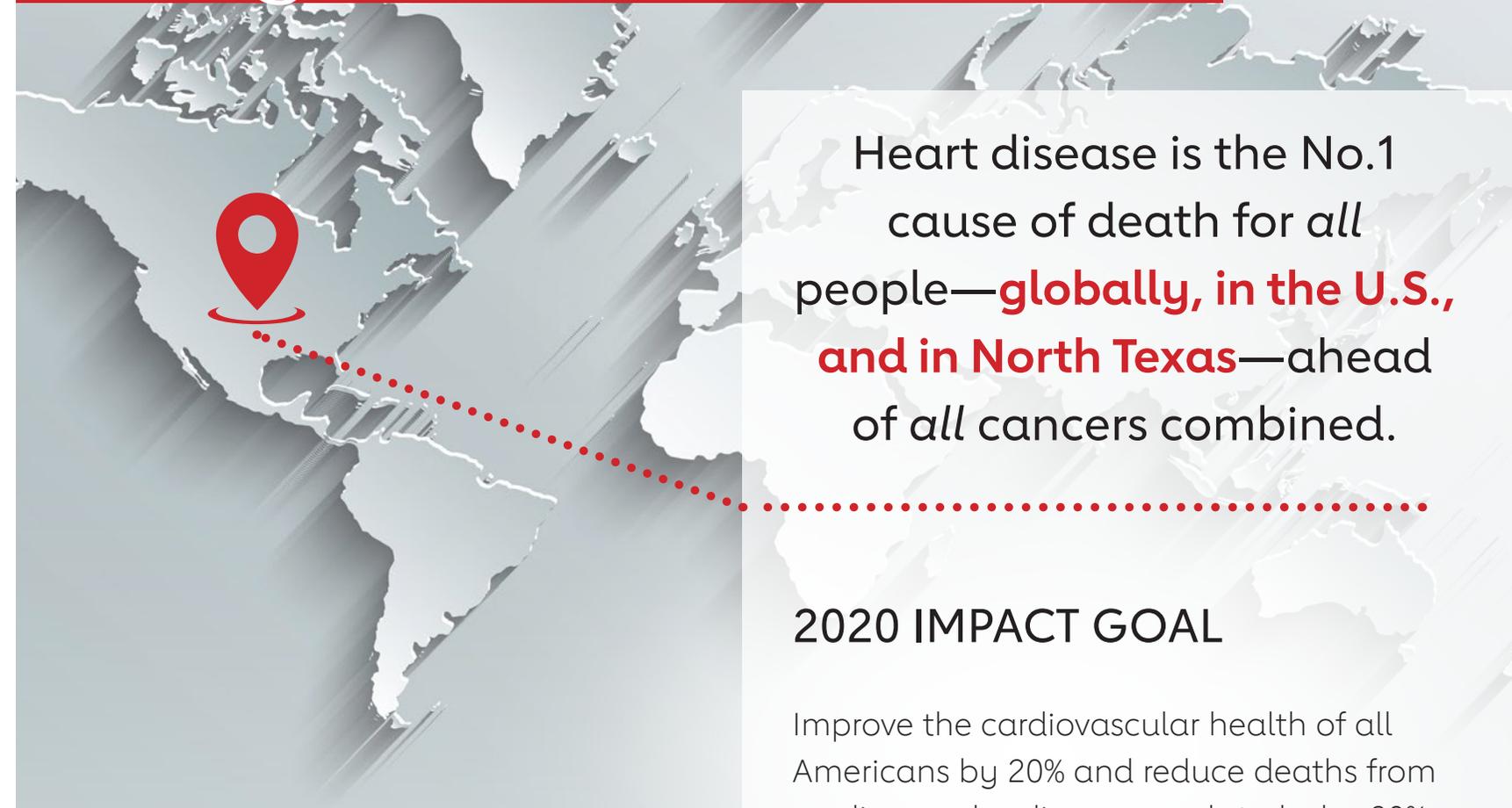
Deaths from stroke have decreased **39%** (1999-2016)

People have gained approximately **1 million years** of life back (1990-2016)

Heart disease is the No.1 cause of death for *all* people—**globally, in the U.S., and in North Texas**—ahead of *all* cancers combined.

2020 IMPACT GOAL

Improve the cardiovascular health of all Americans by 20% and reduce deaths from cardiovascular diseases and stroke by 20% by 2020.



we have to fund it to find it

We are crusaders and champions of innovation and discovery. The AHA has funded thousands of inventions and ongoing improvements of lifesaving medical and health advancements.

You may recognize, or have benefited from, a few of the biggest breakthroughs to date:

First Artificial Heart Valve

CPR Techniques and Guidelines

Heart Transplant Capabilities

First Implantable Pacemaker

Cholesterol-Inhibiting Medications

Congenital Heart Defect Detection in Babies

We bring science to life to help you live healthy, active and free of disease.

And we're just getting started.

Accelerating **Science** for Extraordinary **Impact**

With the convergence of technology, science and research, and access to information, we expect so see more change in healthcare in the next 15 years than in the previous 50. The AHA is shaping the future of health *faster*.

THE AHA FUNDS THE MOST MERITORIOUS SCIENCE ANYWHERE to give us the greatest chance of saving lives **EVERYWHERE.**



THE AHA HAS INVESTED \$4.3 BILLION in research since 1949, second only to the U.S. Federal Government.



THE AHA INVESTS in the careers of the best and brightest young investigators and established researchers and works to ensure diversity of perspective across our research.



THE URGENCY FOR DISCOVERY IS GREAT
Heart disease is the No. 1 killer in the world. Stroke is No. 2. We lose 17 million lives each year and there is no cure.

NEW KNOWLEDGE RESULTING FROM AHA-FUNDED RESEARCH

is translated into guidelines to provide the best, most updated care, benefiting millions of lives at home and around the world.



AHA-FUNDED RESEARCH has resulted in discoveries that have saved lives in every community in the United States.



IN DALLAS COUNTY, the AHA funded 34 active research projects worth **\$6 MILLION.**



HOWEVER, in FY 18-19, 26 qualified applications needing **\$4.8 MILLION WENT UNFUNDED.**

Dallas at

Where you live should not determine whether you live.

We believe in health equity for all. Unfortunately, race, place and socio-economic factors significantly influence health outcomes.

That's why we must come together to solve complex issues that contribute to health disparities.

DALLAS COUNTY

- Poverty has increased by 42% in the past 15 years. One in three children live in poverty.
- 72% of Pre K-12 public school students in all Dallas County ISDs are economically disadvantaged.
- Dallas County ranks 6th in the nation for the number of food insecure children.



your **zip code** is as important as your **genetic code**

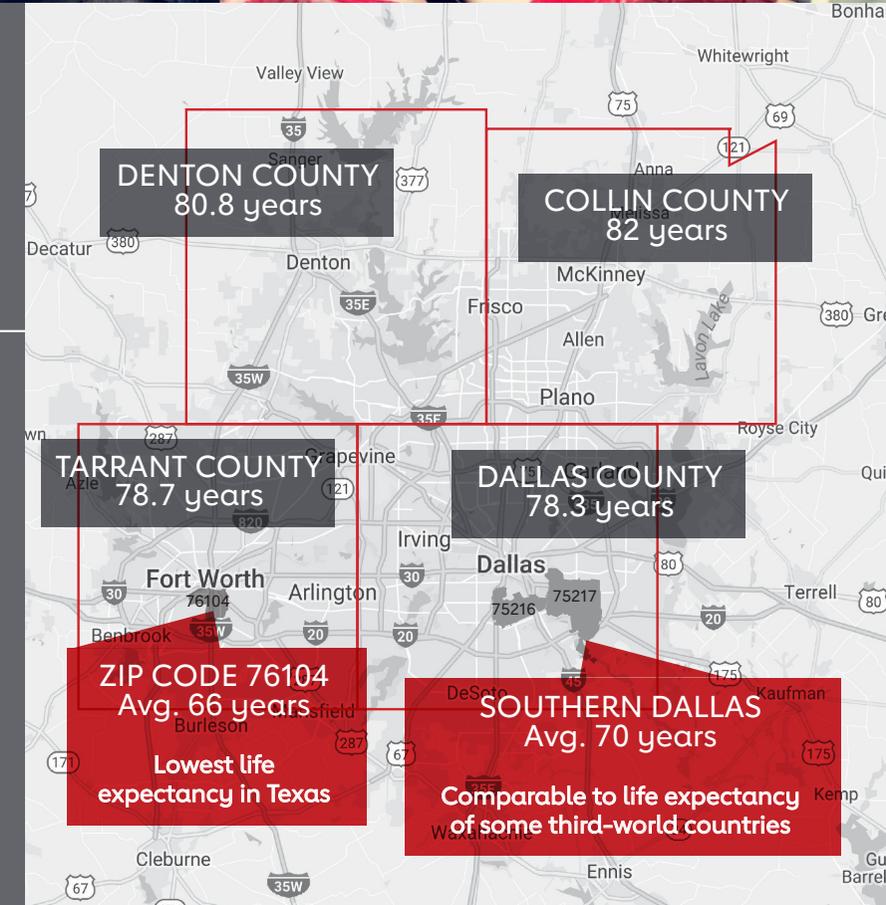
Socially at-risk populations—like citizens in Southern Dallas—can have up to a 10-year gap in life expectancy based on the neighborhood they live in.

COLLECTIVE IMPACT GOAL

By the end of 2020, our goal is to reduce food insecurity in Dallas County from 17% to 15%. This will specifically impact 66,438 residents in zip codes 75216 and 75217, which rank the highest for both poverty and food insecurity.

Focus Areas:

- **Food Insecurity:** Food insecurity addresses the household stability of obtaining enough food for family members due to financial or other resources for food. The AHA is actively raising awareness and creating partnerships for food solutions and healthy living education.
- **Food Access:** Access to healthy, affordable and culturally appropriate food plays an integral part in creating a sustainable local food system. The AHA is actively advocating for alternative food strategies to provide access to fresh fruits and vegetables.



HOME is where the HEART is

inspiring healthy adults

Good news! Heart disease is 80% preventable. The choices we make everyday impact the health of our bodies and minds. If you need a change of heart about your lifestyle, we are here to help you on your journey towards good health.

- **Nearly 40%** of adults are obese and pay about 40% more in health care costs
- **Nearly half** of all U.S. adults have some form of cardiovascular disease
- Cardiovascular disease is the **leading cause** of death among people with diabetes
- About **800,000** people have a new or recurrent heart attack each year

raising healthy children

Attention Parents: We live in a generation in which parents are expected to outlive their children. We can prevent this tragic trajectory with healthy lifestyles. Healthy youth make better grades and grow to become productive adults.

- **One in three** children and adolescents are overweight or obese
- **Less than 10%** of children have "reasonably healthy diets" and **less than 50%** are getting physical activity
- **Two-thirds** of children are drinking at least one sugary drink on any given day
- E-cigarette use is rising at alarming rates— a **78% increase** among high schoolers and a **48% increase** among middle schoolers

DALLAS DIVISION

59,000

babies born annually receive mandatory newborn screening for congenital heart defects, thanks to legislation the AHA helped pass
Little Hats, Big Hearts

356,000

elementary students jumped and moved to heart-healthy programs
Kids Heart Challenge | NFL Play60**

160

underserved 8th grade students participated in the annual STEM education program
STEM Goes Red

57,000

high schoolers learn CPR annually as a graduation requirement, thanks to legislation the AHA helped pass
*CPR In Schools**

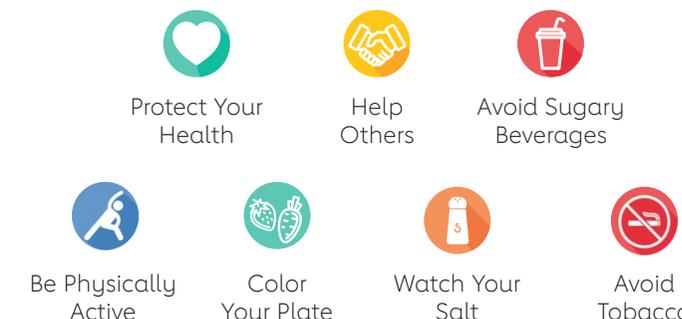
life's simple 7

How to achieve ideal cardiovascular health for a better, longer life.

Your heart will thank you.



Visit mylifecheck.heart.org for a free health assessment and action plan.



life's simple 7 for kids!

Ways to grow strong and healthy children.

Their hearts will thank you.

Visit heart.org to find helpful tips and tools to raise healthy kids.



CPR

Each year, more than 350,000 sudden cardiac arrests happen in a home or public place—yet only 1 in 10 survive.

CPR, if performed immediately, can double or triple the chances of survival! That means families, students and co-workers must be equipped to save lives in homes, schools, offices and public places.

The AHA trains 22 million people worldwide in CPR annually. You can be a lifesaver, too!

- CPR Anytime® (Individual instruction kits for Adults & Children; Infants)
- CPR Anywhere® (Group training)
- CPR in Schools Training Kit™
- CPR in Sports Training Kit™
- CPR Kiosk

pumping heart health into healthcare

The AHA works with hospitals and health care providers in North Texas to improve quality care by improving training, systems and technology. When medical professionals apply the most up-to-date evidence-based treatment guidelines, patient outcomes improve.

Get With The Guidelines®

A suite of five healthcare quality improvement programs that help ensure the most recent scientific guidelines are implemented for heart failure, stroke, resuscitation, AFIB and coronary artery disease. Half of the nation's hospitals follow these guidelines, of which **40 hospitals implement one or more of these guidelines in North Texas.**

Resuscitation Quality Improvement®

More than 200,000 cardiac arrests happen inside U.S. hospitals every year, yet less than 25% of patients survive. Designed specifically for practicing medical staff, this innovative on-site CPR training program, with quarterly skills practice, was **piloted in North Texas** and is available nationwide.

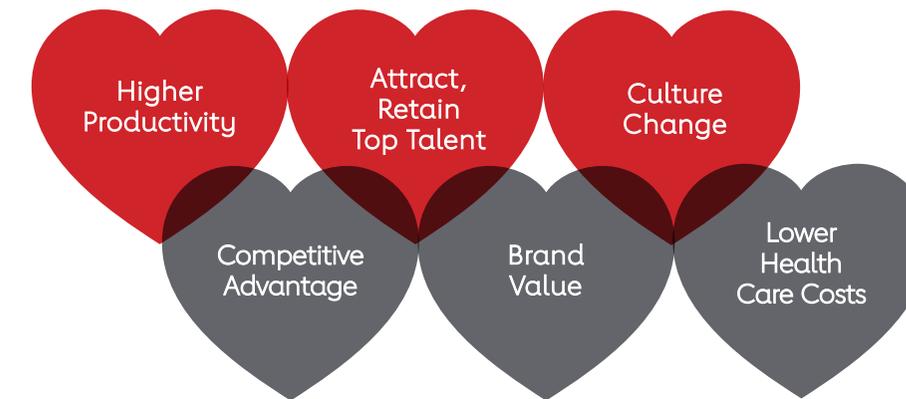
Mission: Lifeline®

This program for hospitals and EMS agencies focuses on delivering the best possible care for high-risk, time-sensitive emergencies including heart attacks, cardiac arrests and strokes. From the 911 call center to emergency response and transport, arriving at the hospital to emergency room protocols—all systems of care must work quickly and seamlessly.

working heart health into companies

Nearly half of all U.S. adults have at least one cardiovascular disease, costing a staggering \$351 billion a year - with health care costs expected to spike to \$1 trillion by 2035.

As health care costs increase so does the economic burden for companies. That's why prioritizing employee health is an economic imperative. Some potential benefits of a healthier workforce are:



Studies have shown companies that implement a sustainable, comprehensive and measurable health and wellness program can experience a **4:1 ROI—for every \$1 invested, an estimated \$4 saved in health care costs.**

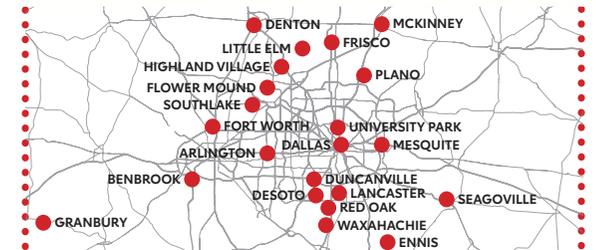
AHA's **Workplace Health Solutions** offers a complete suite of evidence-based tools to help employers maximize their workplace health programs. To learn more, visit heart.org/workplacehealth.



ADVOCACY

Policy has the power to protect our health, improve communities and drive lasting change. AHA priorities include:

- Smoke-free ordinances in more than 100 cities across the state—**22 in North Texas**—and counting:



- Healthy Food Financing Initiative in Dallas to incentivize grocery stores to provide affordable, fresh, healthy food to low-income communities.

movements that move hearts



Go Red For Women®

Created by women for women, this annual campaign and luncheon in Dallas encourages women to put their heart health front and center to prevent disease and live their best lives.



Wear Red & Give Day

February is National Heart Month and on the first Friday we paint communities red and inspire supporters to give from their hearts.



Little Hats, Big Hearts

Volunteers knit tiny, red hats for newborns to raise awareness of congenital heart defects and prevention testing.



STEM Goes Red

Inspiring 8th graders to become future scientists who will be the ones to discover cures for heart disease and stroke.



Côtes du Coeur

The AHA celebrates its lifesaving mission through a celebrity chef dinner and the largest wine auction in the Southwest. The annual gala in Dallas brings people and palates together to provide hope for a healthier future.



Collin County Heart Ball

An evening filled with food and spirits, a live auction, music and mission to celebrate AHA's impact in Collin County.



Largest in the Nation!

Dallas Heart Walk®

The largest gathering of survivors and supporters taking steps to celebrate being Healthy for Good™. More than 60,000 people and 100 companies lace up their sneakers to make a difference.



Healthy For Good™

As the trusted resource in healthy living, the AHA provides simple, shareable tools and tips to improve employee well-being all year.



Hard Hats with Heart™

An industry-specific initiative for construction companies aimed at improving heart health within this high-risk industry.



CycleNation®

This relay-style stationary cycling event raises heart rates and vital funds for the mission. By pedaling together we can put the brakes on heart disease and stroke, and ride toward good health.



Cycle on Demand

Companies, colleges and civic groups can host exclusive events at their campus or in the community to move more people to get active.

social good is good for the heart



Community Impact

The AHA is a catalyst for change and a convener for collaboration to help build and sustain resilient communities. We work with community leaders, elected officials and other organizations to address challenges facing socially at-risk populations.



Healthy Living and Nutrition Education

Free education to spark interest in healthy living and eating with simple, tasty, affordable ways to feed families on a budget.



Vestido Rojo

Vestido Rojo (Red Dress) rallies LatinX women to lead heart-healthy families. The movement provides bilingual education, community resources and volunteerism.



Advocacy Academy

A culturally relevant enrichment program for adult and youth community leaders that help to advance policy changes and build healthier communities.



Kids at Heart

For more than 40 years, the AHA has partnered with schools to help youth of all ages start strong and live well. We set kids on a path to eat healthy, exercise and give back to their community.



Kids Heart Challenge® | American Heart Challenge®

The largest school-based education and fundraising campaigns empowering better health and community service for students of all ages.



Little Growers

To improve poverty and food access in North Texas, this innovative program brings urban farms, healthy food education and cooking lessons to school-aged children.



STEM Goes Red

Designed for 8th graders to pump talent and interest into STEM careers that may one day be the innovators to help people live healthier and disease free.



Cor Vitae Society

This group of committed individuals support the mission through cumulative gifts of \$5,000 or more annually. We recognize their generous personal contributions that will make a difference in the lives of others.



Circle of Red

Part of Go Red for Women, this giving group is comprised of community and corporate leaders who personally invest in the cause to improve women's health.



Open Your Heart

A reason to toast at our galas, we invite guests to raise a paddle during the Open Your Heart mission moment and donate vital mission funds.

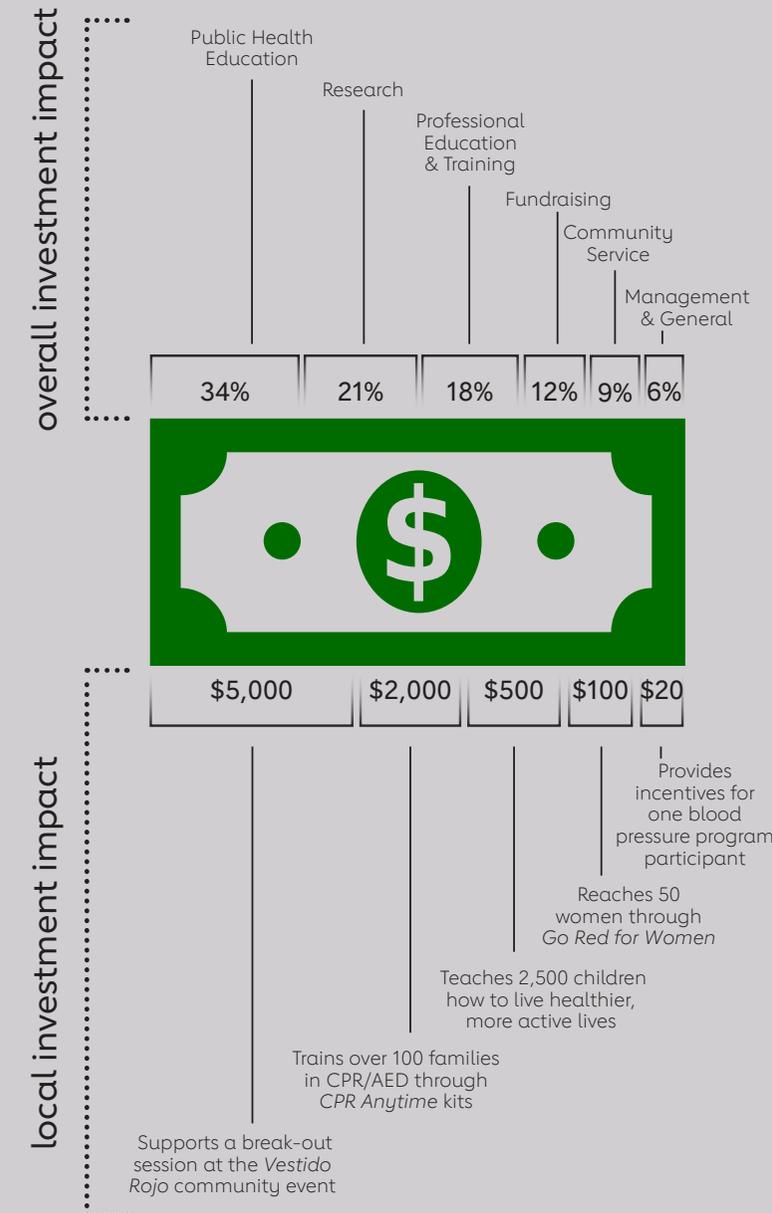


Leaders with Heart

A key component of Heart Walk, company executives lead by example by making individual gifts and asking other executives to do the same.

the IMPACT of your DOLLAR

We are proud that the AHA spends 82 cents of every dollar on advancing the mission. Only 18 cents go toward fundraising and operations, significantly lower than the acceptable standard for nonprofits.



Thank you for your generous donations!

join. volunteer. donate. fundraise.

JAN	FEB			MAR	
Healthy, Happy New Year!	National Heart Month	Go Red For Women Luncheon	National Wear Red & Give Day	Nutrition Month	
	Congenital Heart Awareness Week	Little Hats, Big Hearts			
APR		MAY		JUN	JUL
Move More Month	Minority Health Month	American Stroke Month	EMS Awareness Week	CPR & AED Awareness Week	Healthy, Happy 4th of July!
Côtes du Coeur		CycleNation			
AUG	SEPT	OCT	NOV		DEC
Healthy, Happy Summer!	Childhood Obesity Month	STEM Goes Red	Eat Smart Month	Collin County Heart Ball	Healthy, Happy Holidays!
	Dallas Heart Walk	Workplace Health Symposium	Vestido Rojo		



American Heart Association

DALLAS DIVISION

About the American Heart Association

The American Heart Association is a leading force for a world of longer, healthier lives. With nearly a century of lifesaving work, the Dallas-based association is dedicated to ensuring equitable health for all. We are a trustworthy source empowering people to improve their heart health, brain health and well-being. We collaborate with numerous organizations and millions of volunteers to fund innovative research, advocate for stronger public health policies, and share lifesaving resources and information.

Dallas Division, serving Dallas, Collin and Denton Counties

heart.org/dallas ♥ 214-441-4200



@ahadallas



@aha_dallas



@ahantx