The AHA's bold vision of health equity is a defining step in reducing disparities and improving the cardiovascular health of all Americans.
We believe this is crucial because cardiovascular diseases and stroke afflict people of all races, ethnicities, genders, religions, ages, sexual orientations, national origins, geographical regions and disabilities. In fact, our aggressive new 10-year goal to dramatically reduce cardiovascular diseases and stroke is built on reaching all Americans.

This report captures an array of our efforts on many fronts in the 2009-10 fiscal year, including the creation of the Office of Health Equity and Multicultural Initiatives.

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From the CEO

The theme of this Annual Diversity Report is “Defining Moments,” because it’s been a defining fiscal year for the American Heart Association in the crucial area of health equity.

We established an important 10-year goal during the 2009-2010 fiscal year, and the success of this goal hinged on us being able to reach all Americans. We call this our 2020 Impact Goal (by 2020), to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

We understand as an organization that to reach this goal we must reduce health disparities of cardiovascular diseases and stroke. We must ensure health equity for all regardless of race, ethnicity, gender, or social, financial or personal situations. Our efforts in creating health equity are defined in relation to three key pillars:

1. Eliminate health disparities by coordinating our efforts to affect change in policy in access to and quality of care for all cultures and communities in America.
2. Ensure cultural competence of healthcare providers and systems to better serve patients with varying social, cultural and linguistic backgrounds.
3. Execute targeted initiatives that reach minority populations with our educational, scientific and developmental opportunities.

As you will discover in this report, we’ve had numerous defining moments in 2009-10 in our efforts toward achieving health equity.

The foundation for all that we do is a diverse 22.5 million volunteers, supporters and staff with creative ideas and strategic actions. Together, during this truly defining moment for the American Heart Association, our vision for ideal cardiovascular health, and for health equity will become a reality ... so that all Americans can lead healthier lives, free of cardiovascular diseases and stroke.
From the Chair of the Diversity Leadership Committee

The Diversity Leadership Committee, formerly the Women and Minorities Leadership Committee, facilitates inclusiveness at all levels of the American Heart Association, including involving all segments of the community in association activities and participation of minorities in leadership positions. The principles created to ensure this inclusiveness have provided new opportunities in many different areas of the organization and the communities we serve. The committee is made up of diverse professional volunteers whose commitment to the mission and core values of the association is strong.

In May 2009, the Women and Minorities Leadership Committee name was changed to the Diversity Leadership Committee (DLC) to more accurately reflect the American Heart Association’s success in involving women at all levels of the organization and the current need to expand our efforts within the diverse segments of our communities. The committee provides consultation on goals associated with diversity-related outreach, programs and strategies; efforts associated with health disparities; and further development of cultural competencies.

The DLC remains steadfast in our commitment to increase diversity of thought and ideas the American Heart Association. This Annual Diversity Report represents some of our collective efforts to make a difference in engaging and valuing the unique contributions of all.

From the Chairman of the Board and President

The American Heart Association, in collaboration with our strategic partners, is working diligently to build health equity in our country. Our goal is to eliminate health disparities, ensuring that all people have similar access to highest quality care. Every effort must be made to prevent or reduce the burden among these diverse communities. Even harder to reduce the burden among these diverse communities are affected more by cardiovascular diseases and stroke than others — and yet are less aware of their higher risk.

So to reach our 2020 Impact Goal and improve the cardiovascular health of ALL Americans, we must work even harder to reduce the burden among these diverse populations everywhere.

Diversity Leadership

Debra W. Lockwood, CPA
Chairman of the Board

Shouta Chambers, MSW
Diversity Leadership Committee Chair

Ralph L. Sacco, M.D., FAHA
President

American Heart Association

Ex-tern-al I-niti-a-tives

1. American Heart Association outreach efforts that integrate our science, education and development opportunities to target audiences in a way that is culturally and linguistically appropriate and relevant.

• Go Red For Women’s morning reporter Ahaa Kamali interviewed celebrities backstage and on the red carpet at the Soul Train Music Awards in Atlanta. The interviews captured the ways that celebrities “Go Red.” The Soul Train Awards were simulcast on the networks BET and CENTRIC.

• Go Red was featured on the Word Network’s “Hymnology In The Word” television show and the Regional Musical Soul Food radio network’s “Rejoice In The Word” radio show. Greg Davis, host of both shows, launched a seven-week, multi-phased promotional campaign to provide exposure of Go Red For Women/Wear Red Sunday/Have Faith in Heart.

American Heart Association

Dallas Clark is a national spokesperson for Go Red for Women

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Go Red Por Tu Corazón
Go Red Por Tu Corazón has grown exponentially in its first full year as the American Heart Association’s awareness campaign that helps Latinos make healthy lifestyle choices to save themselves and those they love. Hispanic women are 70% more likely to develop heart disease 10 years earlier than other women. But most are unaware of the threat to themselves and their families. By focusing on family and cultural traditions, Go Red Por Tu Corazón promotes a healthy lifestyle through national and local efforts, online tools and resources, media outreach and strategic partnerships:

• A nationwide calling card in February netted the first class of Go Red Por Tu Corazón ambassadors to represent the movement. Four inspirational Latinas were selected to encourage Latinos nationwide to care for their hearts and their families’ hearts. Select women were featured in the Go Red For Women NBC special and Univision TV special in addition to coverage in national and local online and print publications.

• Univision continues to be a strong media partner for the cause, creating and broadcasting a PSA and a television special in 2010. The first Go Red Por Tu Corazón television special, simply McMillen’s Day, shocked the onlookers how important Hispanic women play as gatekeepers of their families’ heart health.

• Celebrity spokeswoman Melissa Marty and her mom also participated in a radio media tour encouraging Hispanic women to share their stories for a chance to receive a healthy eating makeover.

• Go Red Por Tu Corazón was featured at the 11th annual Latin GRAMMY® Awards in Las Vegas for the second year in a row — receiving extensive coverage from Univision and other Spanish-language media. Marty took to the red carpet, interviewing artists about how they “Go Red.”

• With an ongoing site presence, consumer outreach and influencer engagement, our partnership with Univision.com and the Latin Academy of Recording Arts & Sciences is helping to broaden the reach of the movement to bring the issue of heart disease closer in the Hispanic community.

Univision.com released the Go Red Por Tu Corazón mobile notification, a tool for subscribers to view a portion of its website to take more awareness of heart disease among Latinos.

• Engaging the Hispanic Latina audience through grassroots events sponsored by Macy’s helped broaden our reach. Macy’s Hispanic Heritage Month events were supported by Go Red Por Tu Corazón content and campaigns.

Power To End Stroke
Power To End Stroke — an aggresive education campaign — embraces and celebrates the culture, energy, creativity and passion of the Hispanic/Latino community. It unites African-Americans to reduce the high incidence of stroke within their communities. Power To End Stroke has penetrated every state in the United States. The campaign penetration rates are higher in states with the highest populations of African-Americans and in the Stroke Belt (the mostly Southern states that have the highest incidence of stroke). From 2009 to 2010, 15,134 Ambassadors — including mayors, legislators, physicians, healthcare professionals, ministers, professional sports figures and celebrities — have joined the movement. Power Ambassadors have participated in more than 528 state and local events in the communities across the nation. About 655,000 consumers have joined the movement and committed to preventing and overcoming stroke once the program’s inception. More than 35 national partners and 328 affiliate partners have formed strategic alliances with the American Heart Association/American Stroke Association.

Newsroom Roundup

• Only 17 percent of African-Americans ages 25-54 survey describe their overall health as “excellent”. Most (58 percent) describe their health as “good.”

• More than two thirds (73 percent) had a health check-up in the past year and 82 percent had their blood pressure tested during this period. Twenty six percent take high blood pressure medication.

• Three fourths have heart/diabetes diagnosed in their family, and one fourth have had stroke diagnosed.

• Most (77 percent) have at least one risk factor for stroke and heart disease, such as overweight or obesity or family history of heart disease or stroke.

• Only 20 percent meet or exceed the American Heart Association’s recommended level of physical activity.

• Only 12 percent of respondents said they are “very knowledgeable” about stroke.

Key Activities

• Choirs competed to be named the Most Powerful Voices winner, and performed at the 2010 Power Awards at the Apollo Theater in Harlem, N.Y. The Most Powerful Voices Gospel Tour led by Marvin Sapp and Shemar, United Healthcare, Medco and Black & Decker Snapp’d.

• choir performed at the 11th annual Latin GRAMMY® Awards in Las Vegas, and on the red carpet at the 2010 Power Awards Weekend. The Power Networking Presentation featured keynote speaker Jean Jackson of “The Apprentice.” “The Power Awards Show” was nationally televised in the World Networks. The 2010 national awardees were Franklin, Juanita Hawkins, Leslie Allen, Octo Peoples, Doby Trigg and Shannon Horn.

Power Worked
We held our 4th Annual Power Awards Weekend May 7-9 in New York City. The weekend featured the Power Awards Ceremony and Awards show at the Apollo Theater in Harlem, N.Y., and the VIP Reception featuring professional chef stations of Tiff Winick, Marion Winok, Miles McMillen and Cassandra Wilson, The Power Networking Presentation featured keynote speaker Karen Jackson of “The Apprentice.” “The Power Awards Show” was nationally televised in the World Networks. The 2010 national awardees were Franklin, Juanita Hawkins, Leslie Allen, Octo Peoples, Doby Trigg and Shannon Horn.

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• Ambassadors and strategic alliances have contributed to the following successes to date:
  - More than 17 million media impressions generated from 990 total radio news release broadcasts and 24 interviews
  - Featured in Fox News
  - 20 affinity groups and strategic alliances activated with placements on their homepage, newsletters, etc.
  - 4,460 materials distributed
  - Calling campaign to more than 35,000 with a message from Mark McEwen, former CBS “Easy Show” weatherman and stroke survivor

• Corporate affinity groups helped spread the message in large and small companies such as American Airlines, Coca-Cola, United Healthcare, Medco and Black & Decker Snapp’d.

• Power To End Stroke partnered with 132 Black Men of America to create a joint fundraiser and youth outreach. Both organizations recruited members to raise funds using the African-American’s Giving Day (AAD) marketing campaign. AAD is an annual event where those who have suffered a stroke. The African-American’s Giving Day and Power To End Stroke have raised more than $500,000.

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Emergency Cardiovascular Care Programs

To meet the needs of diverse audiences globally, the American Heart Association’s Emergency Cardiovascular Care (ECC) Program provides training materials in 17 languages and in more than 120 countries. Domestically, we offer training materials in Spanish for healthcare professionals, lay rescuers and the general public.

We design our courses to accommodate a variety of learning styles through language and educational materials. Our learning products meet the needs of those who learn best at their own pace and on their own time, while our classroom courses provide coaching and feedback to help many acquire important skills and knowledge.

ECC’s training network of 3,500 authorized Training Centers and 280,000 instructors help reach diverse populations. Many of our Training Centers offer courses in Spanish and to culturally diverse communities that would not typically attend CPR training courses to help improve sudden cardiac arrest survival rates.

We also target diverse audiences through our CPR-Anytime programs. CPR-Anytime kits teach adult, child and infant CPR, and include English and Spanish instruction on the skills-practice DVDs in each kit. CPR-Anytime kits also come with CPR-practice manuals in different skin tones to appeal to diverse groups. For more information on ECC programs, visit ECC-program.com.

International Office

The American Heart Association is planning an international office in Dubai. Although the association has been working in the Middle East for more than 20 years, this will be our first office based in that region. The Dubai office is part of the International Humanitarian City, a global humanitarian hub led by Her Royal Highness Princess Haya bint Al Hussein. Among various projects in the Middle East, the American Heart Association is customizing its educational material for local cultural and health conditions. We’re also translating various materials into Arabic. We also have offices in Brussels, Hong Kong, and Guayaquil, Puerto Rico. The latter two offices recognize our focus on serving the training and information needs of our expanding customer base in Asia and Latin America.

Guidelines for CPR & Emergency Cardiovascular Care

To help globally, we develop science news about new guidelines for CPR and emergency cardiovascular care, ECC published its “Highlights of the 2010 American Heart Association Guidelines for CPR & Emergency Cardiovascular Care” in English and 12 other languages. The highlights provide an in-depth summary by topic of the changes to science and treatment recommendations published in the 2010 American Heart Association Guidelines for CPR and ECC.

Affiliate Defining Moments

The American Heart Association has several affiliates across the country to better serve regional needs and more efficiently implement the work so urgently needed in diverse communities. Each affiliate utilizes multicultural health resources to address needs at the local level and to train the public during events that help raise a few of the many defining moments nationwide.

Founders Affiliate

The Founders Affiliate is composed of the following states: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont.

Founders collaborated with 150 alliances to reach people “where they are” and influence the environment to help improve overall cardiovascular health. Through various initiatives, our diverse communities had defining moments:

• For Tu Conozca Latino, about 185 Inspired influences representing 115 organizations gathered at the time Warner Center in October for a summit on Latino cardiovascular health. Participants included healthcare executives, physicians, nurses, nutritionists, medical practices, community outreach managers, nonprofit professionals and business leaders. During the summit, we reviewed specific ways cardiovascular diseases affect American Latinos in the Northeast and the critical role Latino doctors, media executives and community leaders play in mobilizing the population and influencing behavior.

Hispanic-serving organizations received a special invitation to join a program partnership and to co-invest in the solutions for the Latino population based on La Idea 7. The second Tu Conozca Latino Health Summit is scheduled for October 27, 2011, at the Time Warner Center in New York City.

• North Hudson Community Action Corporation, the largest health center in New Jersey, hosted Health@Heart Workshops in each of their delivery sites that included more than 750 employees. Each site provided Go Red For Tu Conozca Latino health information and CPR Anytime training. More than 250 families received CPR training and the CPR-Anytime kits. The health center also conducted more than 100 Conozca Su Corazon workshops at all of its clinics and at local partner sites during Diabetes Month, Heart Month and Stroke Month.

• In addition, we worked with one of our national partners, Janka Cosmetics International, to train Go Red Tu Conozca promotoras, who educated about 1,500 people in New York and New Jersey.

• We also worked with the Mission Consular in New York to celebrate National Wear Red Day and to partner with their “mobile consulate” on educational opportunities.

American Stroke Association Public Service Announcements

The American Stroke Association (ASA) launched its “Stroke’s No Joke” campaign, including TV, radio, online and billboard public service announcements (PSAs) and social media activities. The campaign’s first TV spot aired during the 2009-10 Super Bowl. ASA launched its “Stroke’s No Joke” campaign in August 2009, with stroke warning signs information being one of the most popular links.

In fiscal year 2009-10, nearly 1,800 ads on the nation conducted events in which one or more of three educational modules were implemented: Heart Disease and Stroke, Nutrition and Physical Activity. These sites are generally community gathering places such as schools, churches, community centers and health clinics. Volunteer educators are trained to implement the modules and train hosts. In the Hispanic-Latino community, promoters (advocates) are often used because they have access to and credibility with the local population most at risk.

In August 2009, the American Stroke Association launched its “Stroke’s No Joke” campaign including TV, radio, online and billboard public service announcements dedicated to reaching African-Americans about stroke warning signs and the need to seek emergency medical care at the first sign of a stroke. The campaign features characters delivering messages with a serious punch line — “Time Lost is Brain Lost.” According to ongoing consumer survey research, awareness of the “Stroke’s No Joke” campaign among African-Americans rose to 30 percent in August 2010, from 8 percent in August 2009. Our TV spots have also aired in 18 of the top 25 markets with the highest populations of African-Americans. Nearly 7 million people visited strokeandsjoke.org during fiscal year 2009-10, with stroke warning signs information being one of the most popular links.

External Initiatives

Search Your Heart/Conozca Su Corazón

The American Heart Association’s Search Your Heart and Conozca Su Corazón community-based education programs provide countless defining moments for African-Americans and Latinos/Hispanics by delivering information about making healthy lifestyle changes to reduce their risk of heart disease and stroke.

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The Taste of Soul has been a staple in the black community for more than 10 years. The Come Get Your Power two-part project targeting children and their families kicked off in April and concluded in September 2010. People participated in blood pressure and two Ambassadors were recruited.

The Rochester Pillars of Change Cultural Health Advisory introduced Power To End Stroke to more than 10,000 participants during the 30-year-old New York Cityasset Street Festival. Power To End Stroke volunteers, also known as ambassadors, are invited to serve on an advisory council or committee. This advisory council is known as the Pillars of Change (POC) – Cultural Health Advisory Committee. Power Ambassadors are selected to sit on the POC based on their area of interest, special skills and experience. Composed of thought leaders and opinion makers, this committee sets the strategic direction of the Power To End Stroke movement in its market area. The goal is to include medical professionals, community educators and survivors.

We hosted the Sounds of the Heart gospel concert to celebrate life and wellness, and in September we hosted Treasure – Celebration of Life.

Across the United States, Power To End Stroke Healthy Soul Food Cookbooks were prepared and presented by the junior clubs; Alpha Kappa Alpha Sorority, Inc.; National Association of Negro Business and Professional Women’s Clubs; Delta Sigma Theta; and climbs.

Power to End Stroke Ambassadors are promoting our messages in Baton Rouge, La., including Director of Diversity and Inclusion at BlueCross and BlueShield of Louisiana. Kelly Lewis, through their community health epic; and, also Justice LaTeresa Sherman via public service announcements that have created 36 million media impressions. She also sponsors a monthly community event for 200-300 people to promote health news and messages about healthy diet and exercise.
University Doctors Drive Awareness on Campus and in the Community
Staff members and volunteers from the North Carolina TRIO Region of the Mid-Atlantic Affiliate formed a stroke awareness collaborative with Winston-Salem State University through the Center of Excellence for the Elimination of Health Disparities to establish a Power To End Stroke campus-based initiative. Several events included information on stroke prevention and awareness to Winston-Salem State University students.

Midwest Affiliate
The Midwest Affiliate is composed of the following: Iowa, Illinois, Indiana, Michigan, Minnesota, Missouri, North Dakota, South Dakota and Wisconsin.

Power To End Stroke Gospel Tour: Celebrating 10 Years and Beyond
The Midwest Affiliate celebrated 10 years of uplifting the mind, body and soul during the Annual Power To End Stroke Gospel Tour. Gospel Tours were held in Chicago, Detroit, St. Louis, East St. Louis, Indianapolis, Milwaukee, Kansas City and Minneapolis. More than 10,000 people participated and $9,100 was raised.

Delta Sigma Theta Regional Partnership
Delta Sigma Theta Sorority is a powerful force of African-American women who have aligned their voices, actions and commitment with the American Heart Association. Their vibrant red and white organizational colors along with their national, regional and local platforms are harmonious with the American Heart Association mission. A Mid-Atlantic Affiliate regional partner since 2007, Delta Sigma Theta Sorority has recruited more than 400 You’re The Cure advocates and 500 Power To End Stroke Ambassadors and registered over 12,000 African-Americans in Power To End Stroke. Regional activities of Delta Sigma Theta Sorority have included numerous Go Red For Women events and participation in American Heart Association Heart Walk events.

Mexican Consulate
Through our partnership with the Consulate General of Mexico, the Ventura de Salud program offers: on-site assessments, referrals and links to available services; assessment for eligibility to public programs and other primary care services; and cholesterol, diabetes, high blood pressure and glaucoma screenings and vaccinations. During the 2013 Bi-National Health Week/Hispanic Heritage Month, we conducted a series of health fairs, informational workshops, screenings and other activities. We reached more than 16,000 people in the community in the consulat’s jurisdiction. Collaborative activities included services to more than 27 cities in Buenos Aires, Mexico and Latin American Consulates in Chicago, including Argentina, Brazil, Colombia, Chile, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Peru, the Dominican Republic and Venezuela referals to health clinics and other health services, and 138 events including workshops, medical exams and vaccinations. In addition, the program in Chicago resulted in 127,177 people receiving educational presentations and printed information, 3,400 medical examinations (blood pressure, cholesterol and/or diabetes) and 1,220 vaccinations. Our mobile program reached 61 cities, with 18,646 people receiving presentation information, 1,464 medical examinations and 3,091 vaccinations.

Power To End Stroke ForFathers
The Power To End Stroke ForFathers, a collaborative effort with Delta Sigma Theta and the Indianapolis Public School District, provided stroke awareness and a family-centered healthy lifestyle activity to students and their families. Families also received a heart healthy soul food cookbook. The efforts of the students, parents and principals resulted in more than $9,000 Power To End Stroke registrations.

North Carolina Department of Public Health
The American Heart Association and the North Carolina Department of Public Health, Department of Health and Human Services (DHHS) project, formed a statewide partnership to match Power To End Stroke and Go Red For Women. DHHS/ DHHS/DHSS from 19 countries served as Ambassadors for the Power To End Stroke and Go Red For Women campaigns.

Mid-Atlantic Affiliate
The Mid-Atlantic Affiliate is composed of the following: Maryland, North Carolina, South Carolina, Virginia and Washington, D.C.

Throughout the fiscal year, the Mid-Atlantic Affiliate worked strategically with various alliances to educate and raise awareness about the high incidence of stroke among African-Americans.

Pan-Hellenic Councils Walking with a Purpose
The Bowles-Michelle Akers Chapter of Kappa Alpha Psi Foundation hosted its inaugural Power To End Stroke walk-a-thon at the Glen Oak Community Center to raise funds and awareness for stroke prevention. About 250 walkers participated in the event and a local community hospital provided two health screenings. The American Heart Association was presented a check for more than $1,100 to be used for Power To End Stroke activities in the Greater Washington Region.

External Initiatives

Fitness and Families
Seven YMCAs from Mecklenburg County and Cabarrus County of North Carolina partnered with the American Heart Association to promote and distribute Power To End Stroke materials and messaging.

SouthWest Affiliate
The SouthWest Affiliate is composed of the following: Arkansas, Colorado, New Mexico, Oklahoma, Texas and Wyoming.

The SouthWest Affiliate continues to focus on health equity as a core priority. We’re reaching diverse audiences with American Heart Association messages through numerous strategic initiatives:

• The Most Powerful Voices gospel tour features concerts in Dallas/Fort Worth, Houston, Austin, San Antonio, Little Rock, Tulsa and Oklahoma City. Led by Health Equity staff members, Most Powerful Voices is an evening of empowering music fused with healthy lifestyle messages to educate African-Americans about their increased risk for stroke. This year, we assembled a stellar lineup of artists to perform and champion the Power message. Marvin Sapp headlined the tour. For the tour, we recruited 359 Ambassadors and reached more than 13,000 people.

• Meditas Rojo is our signature health education conference for Hispanic women. It’s held in conjunction with the national Go Red Por Tu Corazón campaign. Women who attend the event receive health screenings to learn about their risk and overall cardiovascular health. After screenings, they can participate in awareness and prevention programs ranging from heart-healthy cooking classes to salsa aerobics. Since originating in Fort Worth five years ago, the event has expanded to six cities within our affiliate. Nearly 2,000 women this past year learned teaching information.

• We launched an American Indian/Alaska Native awareness campaign called Go Red for Women Storytellers. Our 52 volunteer storytellers bring together and educate American Indians about reducing their risk for heart disease and stroke by telling their story of how cardiovascular disease impacted them personally.

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• The Most Powerful Voices gospel tour features concerts in Dallas/Fort Worth, Houston, Austin, San Antonio, Little Rock, Tulsa and Oklahoma City. Led by Health Equity staff members, Most Powerful Voices is an evening of empowering music fused with healthy lifestyle messages to educate African-Americans about their increased risk for stroke. This year, we assembled a stellar lineup of artists to perform and champion the Power message. Marvin Sapp headlined the tour. For the tour, we recruited 359 Ambassadors and reached more than 13,000 people.

• Meditas Rojo is our signature health education conference for Hispanic women. It’s held in conjunction with the national Go Red Por Tu Corazón campaign. Women who attend the event receive health screenings to learn about their risk and overall cardiovascular health. After screenings, they can participate in awareness and prevention programs ranging from heart-healthy cooking classes to salsa aerobics. Since originating in Fort Worth five years ago, the event has expanded to six cities within our affiliate. Nearly 2,000 women this past year learned teaching information.

• We launched an American Indian/Alaska Native awareness campaign called Go Red for Women Storytellers. Our 52 volunteer storytellers bring together and educate American Indians about reducing their risk for heart disease and stroke by telling their story of how cardiovascular disease impacted them personally.

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Celebrity chef G. Garvin turned up the heat at Beebe Memorial Cathedral for the Bay Area’s Celebrity Cooking Series that began as part of the Power To End Stroke movement. His recipes focused on creating new favorites for the holidays that are delicious and healthy. About 225 people participated.

Juntos Launched in Orange County
Nearly 70 Latino community leaders in Orange County attended a reception to launch the local “Juntos Contra el Derrame Cerebral (Together Against Stroke)” program. Neurologist Richard Dauben, M.D., and cardiologist Jairo Marin, M.D., led an informational session about the prevalence of stroke within the Latino community.

Gordon J. Lau Elementary After-School Program
We reached 100 third, fourth and fifth graders in the after-school program at Gordon J. Lau Elementary in the heart of San Francisco’s Chinatown. The students received heart health education in three habitats: learning about portion control, eating a heart healthy snack (banana snowman) and drawing thank you cards for an American Heart Association gala.

CPR Press Conference
The event commemorated the 50th anniversary of CPR. Seventh graders from Claire Lilienthal School, a school with curriculum stressing academic excellence for both Korean immersion and general education programs, attended the event on the steps of City Hall. The students sang the lyrics to “That’s CPR,” a song written by local rap artist MC Lars.

Girl Scouts
More than 5,000 Girl Scouts from nine states walked on the Golden Gate Bridge to “bridge” from junior to cadette level. This year, we debuted heart mascots. And the girls folded origami hearts and wrote a pledge on what healthy activity they will follow. The girls and their troop leaders also learned about how much sugar is in various drinks. Troop leaders were also introduced to Go Red For Women.

Peer Nutrition Program
Fourth and fifth graders from San Francisco’s John Yehall Chin Elementary School in Chinatown were trained as peer nutrition educators, who then conducted two presentations in two kindergarten classes.

Heart Health Career Program at St. Mary’s Chinese Day School
American Heart Association volunteer health professionals shared how their work relates to the heart and what a typical day of work is like. Each class also found an ambulance and learned how to recognize the warning signs of heart attack and stroke, and what happens when you call 9-1-1.
American Heart Association

Diversity Report

Diversity Work Subcommittee
During Diversity Week, we raised awareness about the association’s diversity initiatives. Staff members celebrated diversity through various projects across the organization. Other highlights included the singing of "God Bless America" by volunteer Cordelia Clapp in her Native American language.

Corporate Best Practices
Some of the Corporate Best Practices on diversity that CDAC incorporates include:
- Diversity is an integral part of our business.
- Diversity is integrated into the fabric of the organization.
- Leadership has to "own" diversity.
- Leadership must engage staff.
- Leaders must become the true champions for staff to embrace and respect diversity.

Diversity Champions Award
The CEO Diversity Advisory Cabinet established the Diversity Champion Award to acknowledge American Heart Association employees who exemplify diversity and cultural competence in their professional and personal lives. The Communications Subcommittee administers the process and the Leadership Roundtable.

External Best Practices Subcommittee
The subcommittee is charged with reviewing outside organizations’ diversity initiatives. Based on their experiences and what they learn, the group recommends potential diversity initiatives to the cabinet. During the fiscal year, the subcommittee participated in developing a plan that will enable association leaders to become more connected at the community level through key alliances.

The subcommittee guides the formation of affinity groups in the organization. This year, the subcommittee revised the Affinity Group Charter and Structure, establishing a regular messaging mechanism about existing affinity groups and the process for forming new ones.

In 2009-10, we launched the African-American Affinity Group known as Heart & Soul, and re-launched the Hispanic/Latino Affinity Group called Amigos Haciéndo Amigos.

Education Subcommittee
The Education Subcommittee worked with the American Heart Association to coordinate quarterly activities, including speakers and supervisory training focused on diversity and cultural competence.

Office of Health Equity and Multicultural Initiatives
Health equity is crucial to our mission because we want all Americans to be healthier, longer lives. In fact, health equity is at the center of our 2020 Impact Goal: To improve the cardiovascular health of all Americans by 20 percent by the year 2020, while also reducing deaths from cardiovascular disease and stroke 20 percent. The American Heart Association renamed what had been known as Cultural Health Initiatives in May 2010, creating the Office of Health Equity and Multicultural Initiatives. The evolution reflects an organization-wide effort to address a much broader range of issues among minority populations.

Staff members within this office shifted their focus from implementing specific, market-based cultural health programs to implementing large-scale community engagement strategies that include cultural competency, disparities reduction and targeted minority initiatives.

The office’s new role engages all association staff members to drive to our goal of building health equity. By partnering with staff members from all areas of the organization, the Health Equity staff members help us teach targeted audiences through selecting American Heart Association assets. These staff members work in partnerships within communities, at the state and regional levels, and with association staff members and volunteers.

Internal Initiatives
Office of Health Equity and Multicultural Initiatives

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*Highlights of Best Practices/Exemplars:*
- **October 2009 — An internal roundtable on health disparities developed recommendations for the American Heart Association 2010-13 Strategic Plan.**
- **January 2010 — "Vision of Health Equity" created.**
- **May 2010 — Cultural Health Initiatives became Health Equity, transitioning staff to enhance and integrate diversity impact at all levels.**

Supplier Diversity
The American Heart Association’s National Center launched a Supplier Diversity Initiative in 2005, and the organization’s affiliates across the country joined the initiative in 2008. The initiative encourages developing mutually beneficial business relationships with eligible and qualified minority and women-owned business enterprises, known as MWBEs. The American Heart Association supports the development of small businesses and those owned by minorities or women by identifying opportunities for them to provide products and services to the association. The National Center Procurement Services Department provides information to staff about qualified businesses, and monitors and reports the organization’s progress in the area. Responsibilities include:
- Maintaining a MWBE database.
- Referring qualified MWBEs to departments or primary suppliers for consideration.
- Encouraging primary suppliers to buy from qualified MWBEs.
- Collecting data on MWBE status of current suppliers.
- Monitoring and reporting MWBE use.

The National Center’s supplier diversity efforts have been recognized by several minority and women’s business councils. In 2010, the Dallas/Fort Worth Minority Supplier Development Council honored the association in the area of Best Practices — Capacity Building. Since the program launched, our percent of diversity spending has increased annually.

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Winning With Talent: Building a Compelling Place to Work

Through the American Heart Association’s Winning With Talent initiative, senior leadership is committed to attracting, hiring and retaining top talent. All of these leaders also are required to possess the strategic capability of cultural competence. As the American Heart Association continues to focus on developing an even more culturally competent mindset among its staff members and volunteers, it has established plans to improve and maintain the diverse mix of senior leaders, employees and volunteers.

The association identifies cultural competence as a critical capability, broadly considered and applied throughout its strategic planning. To ensure the diverse perspective and skills are in place to set the most appropriate strategic direction, the association measures how well the senior management team mirrors the demographics of our evolving customer base. Over the years, we have measured and reported on specific elements of our progress, focused on increasing the percentage of minority employees, particularly among our officials and managers category.

For the American Heart Association to remain relevant in the communities it serves and achieve its mission, continuing to strengthen the organization’s cultural competence is critical.

Diversity Leadership Committee (DLC)

In fiscal year 2009-10, the committee’s defining moments included:

- American Heart University – The committee provided feedback on related course offerings, such as “Why Diversity Matters,” and suggestions on future courses.
- Cultural Competence – The committee provided input on the findings and recommendations of the Cultural Competency Work Group. Possible approaches on how best to bridge the gap of cultural competency in health care for providers and systems were discussed.
- Go Red Por Tu Corazón – The DLC provided input into the launch of Go Red Por Tu Corazón and the American Heart Association’s outreach to the Hispanic and Latino community, including our involvement in the Latin GRAMMYS.
- Power To End Stroke – The committee provided strategic direction on PTES health impact goals and the Take 2 To Save 2 social-media campaign. A DLC member also attended the American Stroke Association advisory meeting to present options for PTES health impact goals in support of the 2010-13 Strategic Plan.
- Recruitment/Nominations – The DLC has continued to play a vital role in furthering the diversity of candidates to the board and other committees. The incoming DLC roster includes representation from each affiliate. The committee has agreed to focus on populating the national committees and Board of Directors with qualified leaders representative of the changing demographics of our communities.

Strategic Alliances and Partnerships

The American Heart Association actively partners with other organizations interested in the health and well-being of racially and ethnically diverse populations. The association has formed strategic relationships with partners to maximize our impact in reaching racial and ethnic minority consumers. Some key alliances include:

- 100 Black Men of America
- Alpha Kappa Sorority
- Association of Black Cardiologists
- Congressional Black Caucus
- Delta Sigma Theta Sorority, Inc.
- National Alliance for Hispanic Health
- National Association for the Advancement of Colored People
- National Association of Hispanic Nurses
- National Association of Negro Women Business and Professional Clubs, Inc.
- National Center for Cultural Competence
- National Council of La Raza
- National Hispanic-Medical Association
- National Minority Month Health Foundation
- Office of Minority Health
- The Links, Inc.

Multi-cultural Strategies

1. Strategic actions directed by the American Heart Association to ensure diversity is embraced and emphasized throughout the organization and beyond.