



African-American Outreach

Go Red For Women

Multicultural Initiatives

Affiliate Defining Moments

Diversity Leadership Committee

American Stroke Association™

Affiliates

Supplier Diversity

Office of Health Equity and

Multicultural Initiatives

Go Red Por Tu Corazón

Committees and Volunteers

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Conozca Su Corazón

Power To End Stroke

External Initiatives

Stroke's No Joke



American
Heart
Association

American
Stroke
Association®

Diversity Report

adj **De·fi·ning**
Mo·ments¹

1. Decisive; critically important: *The AHA's bold vision of health equity is a **defining step** in reducing disparities and improving the cardiovascular health of all Americans.*

Overview

As the nation's oldest and largest voluntary health organization that fights heart diseases and stroke, the American Heart Association is committed to health equity. That means we are dedicated to reducing health disparities as we fight cardiovascular diseases and stroke on behalf of all Americans. It also means ensuring that our workforce and volunteers reflect America's diverse population.

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 hinges 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.*

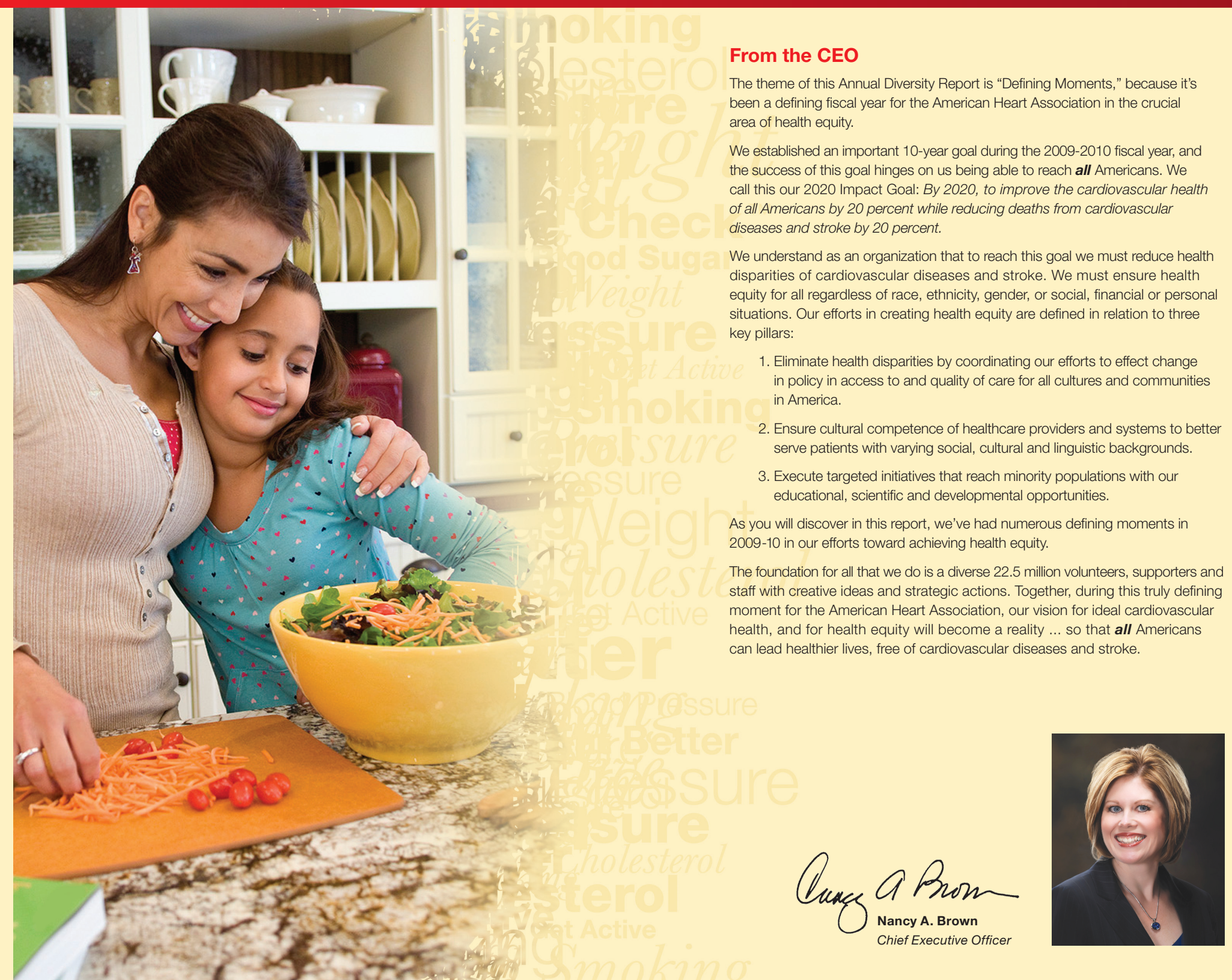
We understand as an organization that to reach this goal we must reduce health disparities of cardiovascular diseases and stroke. We must ensure health equity for all regardless of race, ethnicity, gender, or social, financial or personal situations. Our efforts in creating health equity are defined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

1. Eliminate health disparities by coordinating our efforts to effect 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.

Nancy A. Brown
Nancy A. Brown
 Chief Executive Officer



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 this country. Our goal is to eliminate health disparities, ensuring that all people have similar access and experiences in the healthcare system. We, therefore, must remain culturally competent to create a healthcare system and workforce that's capable of delivering the highest quality care to every patient regardless of ethnicity, culture or language proficiency.



Debra W. Lockwood, CPA
Chairman of the Board

The American Heart Association strives to reach all Americans through an array of initiatives that raise awareness and ultimately help save thousands of lives. We realize that African-Americans and Hispanics/Latinos are affected more by cardiovascular diseases and stroke than others — and yet are less aware of their higher risks. 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.



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

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 our 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 at 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.



Shonta Chambers, MSW
Diversity Leadership
Committee Chair

External Initiatives¹

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.

Through Go Red For Women, Go Red Por Tu Corazón, Power To End Stroke, American Stroke Association public service announcements and Search Your Heart/Conozca Su Corazón, a diverse group of Americans had defining moments as they became more aware of heart disease and stroke, and engaged in heart-healthy behavior.

Go Red For Women

African-American Outreach

African-American women are at greater risk for cardiovascular disease than women of any other ethnic group — yet they're less likely than white women to know they may have major risk factors. Nearly half (47 percent) of African-American women have some form of heart disease compared to 34 percent of white women. Yet, 41 percent consider themselves well informed about cardiovascular disease.

Here are a few highlights of how we reached African-Americans through Go Red:

- In September 2010, the Gospel Music Channel aired a 30-minute television special, "Go Red For Women: My Heart Healthy Life Starts Today." The show featured Denise Wayne and Princess Harper, members of the Professional Football Players Mothers Association. Wayne is the mother of Indianapolis Colts wide receiver Reggie Wayne and Harper is the mother of New Orleans Saints safety Roman Harper. The NFL moms revealed how they live heart-healthy lifestyles and shared why they believe women should take care of their hearts. The duo also battled it out in a Go Red BetterU physical challenge, refereed by American Heart Association national spokesperson Rani "Tha Hip Hop Doc" Whitfield, M.D.

- Go Red For Women's roving reporter Asha 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 "Rejoice In The Word" television show and the Rejoice! 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's Wear Red Sunday/Have Faith in Heart.



*Indianapolis Colts tight end
Dallas Clark is a national spokesperson
for Go Red for Women*



*AHA roving reporter Asha Kamali
and singer-songwriter Ne-Yo at
the Soul Train Awards*



External Initiatives

Go Red Por Tu Corazón

Go Red Por Tu Corazón has grown tremendously in its first full year as the American Heart Association's awareness campaign that helps Latinas make healthy lifestyle choices for themselves and those they love. Hispanic women are likely to develop heart disease 10 years earlier than other women. But most are still 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 casting call in February netted the first class of Go Red Por Tu Corazón women to represent the movement. Four inspirational women were selected to encourage Latinas 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, airing Mother's Day weekend, shed light on the important role 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 expanded on-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 center stage in the Hispanic community.
- The Go Red Por Tu Corazón movement launched its Facebook page as an extension of its website to raise more awareness of heart disease among Latinas.
- 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 spokespeople.



Power To End Stroke

Power To End Stroke — an aggressive education campaign — embraces and celebrates the culture, energy, creativity and lifestyles of African-Americans. 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 2008 to 2010, 15,134 Ambassadors — including mayors, legislators, professors, healthcare professionals, ministers, professional sports figures and celebrities — have joined the movement. Power Ambassadors have participated in more than 21,000 Power activities in their communities across the nation. About 655,000 consumers have joined the movement and committed to preventing and overcoming stroke since the program's inception. More than 28 national partners and 328 affiliate partners have formed strategic alliances with the American Heart Association/American Stroke Association.



National Survey Results

- Only 17 percent of African-Americans ages 25-54 surveyed describe their overall health as "excellent." Most (58 percent) describe their health as "good."
- More than two-thirds (70 percent) had a health check-up in the past year and 83 percent have had their blood pressure tested during this period. Twenty-six percent take high blood pressure medication.
- Three-fourths have had heart disease 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 30 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.



Dr. Clyde Yancy, Neil Meltzer, Cissy Houston, Nancy Brown and Dr. Pierre Fayad at the Power Awards Weekend networking event

External Initiatives

Power Weekend

We held our 4th Annual Power Awards Weekend May 7-9 in New York City. The weekend featured the Power Awards Concert and Awards show at the Apollo Theater in Harlem, N.Y., and the VIP Reception featuring professional chef stations of Tre Wilcox, Marvin Woods, Marwin Brown and Cassandra Wilson. The Power Networking Presentation featured keynote speaker Kwame Jackson of "The Apprentice." "The Power Awards Show" was nationally televised via The Word Network. The 2010 national awardees were Kirk Franklin, Juaquin Hawkins, Lexi Allen, Dottie Peoples, Dolyce Trigg and Shannon Nash.

Key Activities

- Choirs competed to be named the Most Powerful Voices winner, and to perform at the 2010 Power Awards at the Apollo Theater in Harlem, N.Y. The Most Powerful Voices Gospel Tour, led by Marvin Sapp and Brian Courtney Wilson, was conducted across the country to draw new registrants and attention to the movement.
- Take 2 to Save 2 (T2S2) launched in February 2010 at the International Stroke Conference in conjunction with Black History Month. The objective of T2S2 was to use text, email, Facebook and Twitter to have people to take 2 minutes to share 2 pre-written lifesaving messages with at least 2 family members and friends.
- Ambassadors and strategic alliances have contributed to the following successes to date:
 - More than 12 million media impressions generated from 890 total radio news release broadcasts and 24 interviews
 - Featured in PR Week
 - 35 affinity groups and strategic alliances activated with placements on their homepage, newsletters, etc.
 - 4,400 materials distributed
 - Calling campaign to more than 35,000 with a message from Mark McEwen, former CBS "Early Show" weatherman and stroke survivor
- Corporate affinity groups helped spread the Power message in large and influential companies such as American Airlines, Coca Cola, United Healthcare, Medco and Bristol Myers Squibb.
- Power To End Stroke partnered with 100 Black Men of America to create a joint fundraiser and youth health outreach. Both organizations recruited members to raise funds using the AHA Tribute/Memorial site that honors those who have suffered a stroke. The 100 Black Men of America chapters were provided with Power Family Health History Tree training materials to review with their youth mentees in order to teach the importance of understanding health history as a risk factor for stroke. Youth mentees were taught stroke warning signs and risk factors and encouraged to take the Family History Tree poster home to complete with their families.



Kenny Latimore and Chante Moore at the Power Awards Weekend in 2009



Power Ambassador Cicely Tyson



"Biggest Loser" Season 5 winner Bernie Salazar and trainer Andrea Everett, Power Fitness Plan



Power Ambassador Kenny Smith

Technology

The following were added as content sections to **PowerToEndStroke.org**:

- Power Fitness Plan Phase 2, including photo and video examples powertoendstroke.org/fitness
- Power My Life Check powertoendstroke.org/mylifecheck
- Interactive Family Health History Tree powertoendstroke.org/familytree

External Initiatives

American Stroke Association Public Service Announcements

The American Stroke Association Ad Council campaign has continued to inspire defining moments, generating more than \$282.3 million in estimated advertising value since launching in 2003. Our stroke awareness PSAs are consistently in the top 10 among all other 50 Ad Council campaigns, and in 2009-10 the campaign generated more than \$33 million in estimated advertising value and 2.9 billion impressions.

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(s) of stroke. The campaign features comedians delivering messages with a serious punch line — “Time Lost is Brain Lost.” According to ongoing consumer surveys, 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 19 of the top 20 markets with the highest populations of African-Americans. Nearly 1 million people visited strokesnojoke.org during fiscal year 2009-10, with stroke warning signs information being one of the most popular links.



Search Your Heart/Conozca Su Corazón African-American and Hispanic/Latino Community Education

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.

In fiscal year 2009-10, nearly 1,800 sites around 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 others. In the Hispanic/Latino community, promotoras (advocates) are often used because they have access to and credibility with the local population most at risk.



External Initiatives

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 techniques. Our eLearning 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 helps us 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 DVD in each kit. CPR Anytime kits also come with CPR practice manikins in different skin tones to appeal to diverse groups. For more information on ECC programs, visit americanheart.org/cpr.

International Offices

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 Guaynabo, 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 spread 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 seven affiliates across the country to better serve regional needs and more efficiently implement the work so urgently needed in diverse communities. Each affiliate uses multicultural health resources to address needs at the local level. This section highlights 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 180 alliances to reach people “where they are” and influence the environment to help improve overall cardiovascular health. Through several initiatives, our diverse communities had defining moments:

- For Tu Corazón Latino, about 188 invited influencers 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, media executives, 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-create solutions for the Latino population based on Life’s Simple 7. The second Tu Corazón 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 nine delivery sites that included more than 750 employees. Each site provided Go Red Por Tu Corazón 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 Corazón workshops at 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, Jafra Cosmetics International, to train Go Red Por Tu Corazón promotoras, who educated about 1,500 people in New York and New Jersey.
- We also worked with the Mexican Consulate in New York to celebrate National Wear Red Day and to partner with their “mobile consulate” on educational opportunities.

External Initiatives

Power To End Stroke

- The Founders Affiliate's 1,600 Power To End Stroke Ambassadors secured more than 20,000 people to take the pledge to reduce their risk of stroke.
- The Power of Your Voice Gospel Concert took place in Springfield, Mass. Two-time GRAMMY Award winner Tramaine Hawkins had participants dancing and singing praises and reassured them they can overcome life's obstacles and live a life free of heart disease and stroke.
- We adapted the Stroke's No Joke event in Springfield to include a night of comedy and "stroke connection" for medical professionals, community educators and survivors.
- More than 20 congregations with more than 70 sites across western New York participated in various Power To End Stroke activities.
- Taste of Soul has been a staple in the black community for more than 10 years. The event included a healthy choices format because of its alliance with the American Heart Association. More than 700 people attended, 101 pledge card registrations were received and two Ambassadors were recruited.
- 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 BMI screenings. Classes for families included information on healthy lifestyles and stroke messaging.



- This was the third consecutive year that Power To End Stroke was included in the Juneteenth Festival, the third largest African-American festival in the United States. Among the 60,000 people who attended, almost 5,000 registered for the Power To End Stroke movement.
- The Rochester Pillars of Change Cultural Health Advisory Committee introduced Power To End Stroke to more than 10,000 participants during the 30-year-old New York Clarissa Street Festival. Power To End Stroke volunteers, also known as ambassadors, are invited to serve on an advisory council or committee. This advisory committee 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 members from the various sectors of the community. Each member is asked to serve on sub-committee for a one-year term with a focus on completing one activity/project.
- During Black History Month, New York/Long Island reached more than 15,000 people through church announcements, bulletins and special presentations from the pulpit at 39 churches. We also recruited 250 Ambassadors through our outreach to the National Liturgical Dance Network and participation in the Liturgical Dance Conference in Queens. We had 300 participants in a women's retreat that also generated new Ambassadors.
- We recruited Ambassadors from and provided Power To End Stroke information to the Office Of Minority Health's Brooklyn Faith-Based High Blood Pressure Task Force; National Association of Negro Black and Professional Women; African Methodist Episcopal Church Connectional Health's Leadership; African Methodist Episcopal Zion Church Sacred Health Leaders; and the Seventh Day Adventists.
- About 450 people participated in Health Day on May 1. Fifteen selections from the Power To End Stroke Healthy Soul Food Cookbooks were prepared and presented by the junior Power Ambassador chefs.
- We have also worked with partners such as Bristol Myers Squibb, Touchstone Health, Cornell University Cooperative Extension, Delta Sigma Theta, Chi Eta Phi and Omega Psi Phi to recruit and train Ambassadors, and secure pledges.
- We presented the National Association of Negro Business and Professional Women's Club, Inc., with a Strategic Alliance Appreciation Award for their work with Power To End Stroke.

External Initiatives

- We held numerous Power Ambassador recruitment and training events in New Jersey, partnering with Newark Day Centers; New Jersey Federation for Colored Women's Clubs; Alpha Kappa Alpha Sorority, Inc.; National Association of Negro Business and Professional Women, Inc.; the Haitian Heritage Festival; Burlington County Wellness Day; Burlington County Department of Health; and nursing students from New Jersey College.
- More than 77 churches participated in Power Sundays during Black History Month, reaching over 28,000 people.
- Trilogy An Opera Company presented Power To End Stroke to audiences at all performances, reaching 1,000 people.
- We hosted the Sounds of the Heart gospel concert to celebrate life and wellness, and in September we hosted Trenton – Celebration of Power.

Great Rivers Affiliate

The Great Rivers Affiliate is composed of the following: Delaware, Kentucky, Ohio, Pennsylvania and West Virginia.

Throughout fiscal year 2009-10, the Great Rivers Affiliate Health Strategies Team focused on reaching the most at-risk populations in the communities surrounding Pittsburgh, Cleveland and Philadelphia. Among our defining moments:

- Partnered with Medworks for health screenings, medical follow-up and community outreach to reach more than 2,500 participants in November 2010.
- We presented at the Ecumenical HIV/AIDS Network of Greater Cleveland, which conducted their annual convention for more than 80 congregations.
- In Cleveland and Pittsburgh, the affiliate formed numerous partnerships, including with the Black Nurses Association; Hispanic Roundtable; Urban League; 100 Black Men of Greater Cleveland; 100 Black Men of Western Pennsylvania; Hispanic Alliance Group; National Black MBA Association; Cleveland Medical Association; state offices of minority affairs; healthcare systems; physician groups; and numerous nonprofit community-based organizations and government agencies.
- The East Cleveland office sent a Power To End Stroke message to 5,000 households via the community newsletter and public television.
- The affiliate launched an Asian Outreach Committee in Philadelphia, bringing educational messages into Chinatown and other Asian communities in native languages through trained volunteers.
- We partnered with St. Mary Medical Center in Langhorne, Pa., to conduct a Power To End Stroke event.

Greater Southeast Affiliate

The Greater Southeast Affiliate is composed of the following: Alabama, Florida, Georgia, Louisiana, Mississippi, Puerto Rico and Tennessee.

Staff members and volunteers in the Greater Southeast Affiliate are continuing strong community and organizational partnerships while finding new opportunities to promote "ideal cardiovascular health" messages to populations at high risk for heart disease and stroke. The affiliate's Health Equity Committee has representation from its states and Puerto Rico organizing work groups to assess need, public health and clinical opportunities and community outreach.

In Puerto Rico, hospitals, wellness coordinators and community events are incorporating Go Red Por Tu Corazón messages to educate and inspire women.

In Georgia, our partnership with Delta Sigma Theta was expanded to include all nine metro Atlanta alumnae chapters and eight collegiate chapters. We focused on the need for increasing minority advocates for the American Heart Association policy agenda. We also continued our partnership with the Department of Health – Office of Chronic Disease to increase Search Your Heart activities in some of the most economically deprived communities in rural Georgia.

Staff members in Florida developed a community meeting to showcase the new focus of ideal cardiovascular health, which has led to an expanded partnership with the African Methodist Episcopal churches in Florida. Staff members work with key leaders to develop areas of the church health ministry that could connect with AHA policy priorities guidelines, messages and programs.

In Alabama, the American Heart Association/American Stroke Association convened a state task force to promote the Go Red For Women messages. The task force is also focusing on creating health equity in relation to women and cardiovascular disease. Annually, we reach 16,650 senior citizens through 350 senior centers, 1,800 female inmates in state facilities, more than 10,000 patients at 67 county health departments and more than 4,000 patients at various federally funded clinics throughout the state.

In Memphis, Tenn., our partnership with the Church Health Center has led to delivering Power To End Stroke messages — resulting in more than 300 Power To End Stroke Ambassadors and 1,500 Power To End Stroke registration cards signed.

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 Kellie Irving, through her community health expo, and disc jockey LaTangela Sherman via public service announcements that have created 36 million media impressions. She also sponsors a monthly community event for 200 citizens to promote health screenings and messages about healthy diet and exercise.

External Initiatives

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 Bowie/Mitchellville Alumni Chapter of Kappa Alpha Psi Fraternity hosted its inaugural Power To End Stroke walk-a-thon at the Glenn Dale Community Center to raise funds and awareness for stroke prevention. About 200 walkers participated in the event and a local community hospital provided free health screenings. The American Heart Association was presented a check for more than \$9,100 to be used for Power To End Stroke activities in the Greater Washington Region.



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.

North Carolina Department of Public Health

The American Heart Association and the North Carolina Department of Public Health, Department of Health and Human Services WISEWOMAN Project, formed a statewide partnership to launch Power To End Stroke and Go Red For Women. WISEWOMAN providers from 19 counties served as Ambassadors for the Power To End Stroke and Go Red For Women campaigns.

University Drives Stroke Awareness on Campus and in the Community

Staff members and volunteers from the North Carolina TRIAD 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, Indianapolis, Kansas, 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 16,000 people participated and 9,000 registered.

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 Midwest 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.



External Initiatives

Mexican Consulate

Through our partnership with the Consulate General of Mexico, the Ventanilla 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 2010 Bi-National Health Week/Hispanic Heritage Month, we conducted a series of health fairs, informational workshops, screenings and other activities. We reached more than 183,000 members of the Mexican community in the consulate's jurisdiction. Collaborative activities included services to more than 21 cities in Illinois, Wisconsin and Indiana; Latin American Consulates in Chicago, including Argentina, Brazil, Colombia, Chile, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Peru, the Dominican Republic and Venezuela; referrals to health clinics and other health services; and 138 events including workshops, medical exams and vaccinations. In addition, the program in Chicago resulted in 127,717 people receiving educational presentations and printed information; 3,400 medical examinations (blood pressure, cholesterol and/or diabetes) and 1,210 vaccinations. Our mobile program reached 61 cities, with 18,646 people receiving prevention information, 1,464 medical examinations and 3,091 vaccinations.

Power To End Stroke FunRaiser

The Power To End Stroke FunRaiser, 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.

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. Through the tour, we recruited 359 Ambassadors and reached more than 13,000 people.
- Vestido 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 lifesaving 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.

External Initiatives

Western States Affiliate

Power To End Stroke

Celebrity chef G. Garvin turned up the heat at Beebe Memorial Cathedral for the Bay Area's Celebrity Cooking Class 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 rotated through three stations learning about portion control, eating a heart-healthy snack (banana snowman) and drawing thank you cards for an American Heart Association gala.

External Initiatives

2010 Annual Meeting

Chinese Community Cardiac Council volunteers Claudia Jeung and David Wong received awards at the Greater Bay Area Volunteer Recognition and Awards Ceremony. Jeung received her 35-year service award and Wong received special recognition as the Health Strategies Heart Partner.

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.



On Heart Felt Fun Day in April, Girl Scouts in kindergarten through third grade rotated through various interactive learning stations about the heart, healthy snacks, physical activity, portion control, heart-health fortune tellers and sugar savvy. At the heart-healthy snack station, the girls and their troop leaders tried new snacks such as dried fruit with no added sugar, hummus with baked blue corn tortilla chips, jicama sticks and water flavored with fresh fruit.

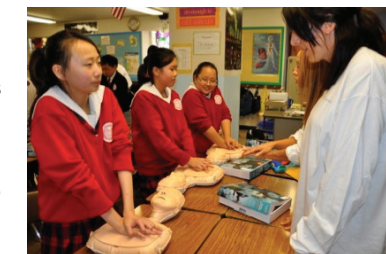


CPR Press Conference

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

Novartis Day of Caring Program

More than 100 Novartis employees learned CPR in San Francisco's Chinatown, then taught CPR Anytime to seventh and eighth graders at St. Mary's Chinese Day School. The employees also played nutrition bingo with seniors at Lady Shaw Senior Center and presented seniors with a cilantro plant to take home. And they conducted graffiti abatement in Chinatown.



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 toured an ambulance and learned how to recognize the warning signs of heart attack and stroke, and what happens when you call 9-1-1.



In-tern-al I-niti-a-tives¹

1. Actions taken by the American Heart Association to ensure diversity is embraced and emphasized throughout the organization.

CEO Diversity Advisory Cabinet (CDAC)

The American Heart Association is committed to ensuring our workforce and volunteers reflect America's diverse population. We know such diversity will enrich us with talent, energy, perspective and inspiration to achieve our mission: *Building healthier lives, free of cardiovascular diseases and stroke.*

Chief Executive Officer Nancy Brown serves as the chair of our CEO Diversity Advisory Cabinet, which develops ways to enhance the cultural competence of staff and volunteers. The cabinet is made up of a cross-functional and diverse group of staff members.

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 interwoven 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 Champion 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 this process and the Leadership Roundtable. The award recognizes individuals quarterly who as part of their normal business practices create an environment that expands awareness.

Communications Subcommittee

The Communications Subcommittee incorporates monthly messaging in AHA communication vehicles, the association-wide Outlook diversity calendar and new initiatives such as the Leadership Roundtable.

The Leadership Roundtable provides employees the opportunity to participate in an open forum discussion with diverse AHA leaders. The discussions allow staff to learn more about the executive leadership team, including their backgrounds, career and professional challenges, as well as personal anecdotes, favorite books and quotes.

Diversity Week Subcommittee

During Diversity Week, we raised awareness about the association's diversity initiatives. Staff members celebrated diverse cultures and groups across the organization. Other highlights included the singing of "God Bless America" by volunteer Cordelia Clapp in her Native American language; a presentation by Dr. Pamela Johnson on promoting, embracing and sharing diverse cultures across the organization; German and Indian cuisine; and entertainment that included a performance by a local Bollywood dance group.



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 committed to 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, re-launched the Hispanic/Latino Affinity Group called Amigos Haciendo Amigos.

Education Subcommittee

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

Internal Initiatives

Office of Health Equity and Multicultural Initiatives

Health equity is crucial to our mission because we want all Americans to live 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-scope 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, Health Equity staff members help us reach targeted audiences through existing 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.

Highlights of Best Practices/Executions:

- 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 2006, and the organization's affiliates around the country joined in the initiative in 2008. The initiative encourages developing mutually beneficial business relationships with eligible and qualified minority and women-owned business enterprises, known as MWBE. 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 this area. Responsibilities include:

- Maintaining a MWBE database.
- Referring qualified MWBE 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.



Internal Initiatives

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 our 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.



Multi-cultural Strategies¹

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

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.



AMERICAN HEART ASSOCIATION

1-800-AHA-USA1 heart.org

AMERICAN STROKE ASSOCIATION

A division of the American Heart Association
1-888-4-STROKE (1-888-478-7653). For more
information on life after stroke, ask for the stroke
family "Warmline." StrokeAssociation.org

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7272 Greenville Avenue • Dallas, TX • 75231-4596

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