



American Heart Association® | American Stroke Association®

*Learn and Live®*

## AMERICAN HEART ASSOCIATION TODAY...

**Mission:** Building healthier lives, free of cardiovascular diseases and stroke.

#1 and #3 killers of adults across all demographics/economic backgrounds  
#2 cause of death among children

**Impact Goal:** By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing death from cardiovascular diseases and stroke by 20 percent.

**Invested** more than \$2.6 billion in research since 1949 and more than \$1 billion in the last 10 years alone. Eleven Nobel Peace Prize winners have been funded by the AHA. AHA funded research has resulted in such life saving discoveries as CPR, bypass surgery, pacemakers and surgical repair of heart defects.

**Generate** more than 15 billion media impressions annually

- 98% of consumers have a favorable reaction to the AHA logo
- 96% are aware of the AHA name
- 90% are more likely to buy a product displaying the AHA logo

## AHA's TOP INITIATIVES...



**Go Red For Women** – an outstanding cause initiative aimed at increasing awareness that heart disease is the leading cause of death for women and inspiring women to take charge of their heart health.



**Childhood Obesity** – working with the Clinton Foundation to impact childhood obesity by fostering environments that encourage children to live healthy lifestyles.



**The Power To End Stroke** – African American awareness campaign that encourages control of risk factors to decrease high incidence of stroke.



**Start!** – a program to encourage corporations and their employees to start walking and develop healthy lifestyles.

## AHA'S INVESTMENT IN ARIZONA...

\$4.5M

**Amount currently invested in heart disease and stroke research in Arizona** through 19 active grants. Not only does this research help us discover the next life saving advancement, it also provides local jobs. (\$2.4M – amount of research that went unfunded in AZ last year.)

5000

**Number of patients in Arizona that have benefited from American Heart Association's Get With The Guidelines program** utilized by 18 Arizona hospitals, decreasing their risk of a second heart attack or stroke and improving the quality of life for those living with heart failure.

553

**Number of Arizona schools participating in Jump Rope For Heart,** teaching kids about heart disease and the importance of giving back to the community.

1%

**Number of Arizona workers that were not protected from the dangers of secondhand smoke.** Thanks to Smoke Free legislation that was passed, 99% of AZ workers are no longer exposed to secondhand smoke.

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**Through our advocacy efforts,** a Good Samaritan Law was passed to protect those who use an AED when acting in good faith. Tobacco cessation coverage will now be provided for members of AHCCCS (State Medicaid Program).

## **PARTNERSHIP OPPORTUNITIES...**

### **CPR ANYTIME**

Tragically, the vast majority of Americans do not know how to perform CPR! The AHA's goal is to train 20 million people in CPR by 2010. The CPR Anytime lifesaving skills program will begin by targeting 7<sup>th</sup> grade students in Arizona. This program will educate and empower students with lifesaving skills which will increase the survival rates from sudden cardiac arrest, drowning, and choking incidents. CPR Anytime is a new, innovative personal kit for learning CPR in just 22 minutes. Community programs are available as well.

### **GO RED FOR WOMEN (GRFW)**

The goal of the GRFW movement is to educate people that cardiovascular disease kills more women than men...claiming nearly half-a-million women each year in this country alone. Proceeds from the annual GRFW luncheon and the GRFW campaign support the awareness, education and research that will allow women to live longer, stronger, healthier lives. Sponsorships are available.

### **HALLE HEART CHILDREN'S MUSEUM**

The **Halle Heart Children's Museum** is an interactive, hands-on museum teaching children how to identify emergency warning signs and what to do about them, as well as about healthy eating and exercise habits, the science of veins, arteries and how the heart works, and the benefits of tobacco-free living.

The newly renovated Halle Heart Children's Museum celebrated its grand reopening in November of 2010. Over twenty-five thousand elementary students will visit the museum yearly, thanks to AHA transportation funding for Arizona Title One (underserved) schools and those with budget constraints. The museum will help schools meet mandated state educational requirements in health, science and physical education.

### **HEALTHY SCHOOLS** *in collaboration with the Alliance for a Healthier Generation*

The objective of this program is to support 200 schools in Arizona over a four year period in their efforts to promote a healthy school environment for students and staff through physical activity and healthy eating. Research shows that creating a healthier school environment can result in greater academic success. Funding opportunities are still available.

### **HEART BALL**

This year the Phoenix and Tucson Heart Balls are celebrating their 52<sup>nd</sup> and 53<sup>rd</sup> anniversaries respectively. Countless lives continue to be saved from the many programs supported by the annual Heart Balls across the country. Sponsorships are available at all levels annually.

### **HEART WALK**

Thousands participate in the Phoenix and Tucson Heart Walks annually. These AHA signature events promote physical activity and raise awareness of the importance of walking for health benefits. Sponsorships are available annually.