SHARING LESSONS LEARNED FOR HEART HEALTH

AstraZeneca HealthCare Foundation

Connections for Cardiovascular Health℠

2016 ANNUAL REPORT
Cardiovascular disease (CVD) is a serious problem in the United States—one that requires innovative approaches, access to care and resources, collaboration, measurement and evaluation along with the dissemination of effective practices to address this growing burden.

More than 92.1 million people in the United States suffer from some form of CVD.1 The disease is alarmingly prevalent; about half of Americans (49%) have at least 1 of the 3 main risk factors for developing CVD—smoking, high blood pressure, and high cholesterol.2 In response, public and private organizations alike have called for increased emphasis on disease prevention and health promotion.3-8

At the AstraZeneca HealthCare Foundation, we believe that community-based health programs have the potential to develop partnerships and effective practices to empower participants to take control of their health through education, access to care and lifestyle modifications. By sharing these effective program practices, other organizations can leverage these lessons learned to help improve heart health in their communities.

The AstraZeneca HealthCare Foundation, through its Connections for Cardiovascular HealthSM (CCH) program, works to improve cardiovascular health by awarding grants to support community-based health programs and then helping Grant Awardees to build capacity and share their key learnings. Forming connections and fostering collaboration is at the heart of what we do.

Join us in reading about the CCH Grant Awardees who have developed effective ways to address CVD in their communities and are sharing what they have learned to help others do the same.

At the AstraZeneca HealthCare Foundation, we are proud of the work our Connections for Cardiovascular HealthSM (CCH) Grant Awardees have accomplished this year to improve cardiovascular health through their innovative, community-based programs. Program participants are not only learning how to make lifestyle modifications that will support their own health, but there are sharing those learnings with those they love – to improve the heart health of one person, one family and one community at time.

Just as program participants are spreading their knowledge with others, we are encouraging our Grant Awardees to do the same. Cardiovascular disease remains a leading cause of death in the United States, and we believe that in order to affect change on a national level, the AstraZeneca HealthCare Foundation and our CCH Grant Awardees need to share our learnings with others who are also working to improve heart health. We hope you will review the Effective Program Practices for Community-Based Health Programs highlighted in this annual report to learn more about this effort and our CCH program.

The Foundation’s commitment to sharing lessons learned began in earnest this year, and it will remain a focus moving forward. Our heartfelt thanks to our Grant Awardees for their innovative and impactful programs – and for their willingness to share their learnings to help others.

Since the inception of the AstraZeneca HealthCare Foundation’s Connections for Cardiovascular HealthSM (CCH) program seven years ago, Grant Awardees have developed programs that have demonstrated improved cardiovascular risk factors for many program participants within their communities. These programs and their collective impact have been analyzed by our evaluation partners at West Chester University. From this evaluation work, six innovative themes have emerged as common approaches to improve cardiovascular health at the community level. In addition, several effective program practices and challenges faced for these community programs have been identified.

Over the past year, these innovative approaches were discussed in several different venues. In the fall, these approaches were presented by several of our trustees and Grant Awardees during a moderated panel session sponsored by the American Public Health Association’s at its Annual Meeting in Denver. In addition, Grant Awardees from California, Mississippi, New York, Pennsylvania, Virginia, West Virginia, and Washington, D.C. collaborated with the Foundation to participate in four roundtable discussions focused on sharing their approaches to address urgent and unmet cardiovascular needs. These roundtable discussions are available for viewing on our YouTube channel @ConnectionsCVHealth so you can hear first-hand how these organizations are addressing heart health in their communities.

We remain committed to sharing key learnings from the CCH program and from its Grant Awardees as the program progresses. We encourage you to connect with us on social media as we continue to communicate these learnings.

Rich Buckley
President,
AstraZeneca HealthCare Foundation

James W. Blasetto, MD, MPH, FACC
Chairman,
AstraZeneca HealthCare Foundation
Established in 1993, the AstraZeneca HealthCare Foundation is a Delaware not-for-profit corporation and a 501(c)(3) entity organized for charitable purposes, including to promote public awareness of healthcare issues, to promote public education of medical knowledge, and to support or contribute to charitable and qualified exempt organizations consistent with its charitable purpose.
Connections for Cardiovascular Health℠

In 2009, the AstraZeneca HealthCare Foundation launched the Connections for Cardiovascular Health℠ program with a $25 million contribution from AstraZeneca Pharmaceuticals. The program awards annual grants to nonprofit organizations working to improve cardiovascular health at the community level.

National Breast Cancer Awareness Month

The Foundation supports and is a collaborating partner of NBCAM—a group of national public service organizations, professional medical associations, and government agencies—who work to improve breast cancer awareness, share disease information, and provide greater access to services. Since 2013, the Foundation has provided over $180,000 in charitable contributions to NBCAM collaborating organizations.

AstraZeneca Employee Disaster Relief Fund

The Foundation provides support for AstraZeneca employees affected by federally declared disasters in the United States.

For more information on the Foundation’s programs, visit http://www.astrazeneca-us.com/responsibility/astrazeneca-healthcare-foundation.

The Center for Social and Economic Policy Research at West Chester University

The Foundation’s university evaluation partner, the Center for Social and Economic Policy Research at West Chester University, Pennsylvania provides evaluation support of CCH-funded programs, identifies key learnings based on Foundation practices, and provides representation on the Foundation’s grant review committees.

Want to learn more?

Like us on Facebook @AstraZenecaHealthCareFoundation

Follow us on Twitter @ConnectCVHealth

Watch us on YouTube at ConnectionsCVHealth
Effective Program Practices for Community-Based Health Programs

Over the past seven years of grantmaking, a number of effective program practices have emerged as common threads among successful Connections for Cardiovascular HealthSM Grant Awardees. These important lessons are just a few of the methods the CCH Grant Awardees have implemented for successful heart health programs.

HIT THE ROAD
Bring programs to participants through mobile clinics and in places where they live, work, and gather.

IMPROVE ACCESS
Create affordable, healthy foods through farmers markets and community gardens. Incentivize participants through redemption programs or vouchers for healthy purchases.

DEPLOY HEALTH COACHES OF ALL AGES
Empower youth and teens as health coaches to share heart health knowledge with families and communities.

EMPOWER PARTICIPANTS
Take personal responsibility over CV health, set personal health goals and change behaviors while providing incentives to recognize these efforts.

KNOW YOUR AUDIENCE
Engage community experts and neighborhood peers who share the same cultural values, experiences, and traditions as participants, provide culturally sensitive education and activities.

COMPREHENSIVE CARE
Provide uninsured populations a medical home and refer participants to existing systems of donated care.

50+
CONNECTIONS FOR CARDIOVASCULAR HEALTHSM PROGRAMS

1.6
MILLION PEOPLE REACHED

56,000
PARTICIPANTS TRACKED FOR PROGRESS TOWARD BETTER CV HEALTH
“Funding from the AstraZeneca HealthCare Foundation allowed our organization to develop capacity by hiring staff, procuring resources and building a program model focused on impact. This model incorporated best practices, evolved over time and supported our ability to demonstrate measurable outcomes—and helped us to secure additional funding from three foundations. This new funding will sustain our program and continue to help us “HEAL” hearts in our New Orleans community.”

— Rashida Ferdinand, Executive Director
Sankofa Community Development Corporation
Sankofa HEAL Project
2011-2013 CCH Grant Awardee and 2016 APHA Guest Speaker
New Orleans, LA

“Because of the educational opportunities that were made possible by the grant... we were able to develop a program that we hope will sustain itself for a period of time long after the funding is over. And one way to do that is changing the culture, the culture of health.”

— Aurora King
Clinical Program Manager
Manna Ministries Inc.
Picayune, MS

“And the wonderful thing about the AstraZeneca HealthCare Foundation is that it makes it possible for us to put a [comprehensive community-based CV health program] together and offer it to the community—a package that really works.”

— Nadean Randle,
Licensed Clinical Social Worker
Mallory Community Health Center
Lexington, MS

OVERALL PARTICIPANT RESULTS

- INCREASED PHYSICAL ACTIVITY
- DECREASED WEIGHT AND/OR BODY MASS INDEX
- LOWERED BLOOD SUGAR
- INCREASED KNOWLEDGE OF CARDIOVASCULAR HEALTH
- LOWERED BLOOD PRESSURE OR CHOLESTEROL
- IMPROVED NUTRITION OR NUTRITION KNOWLEDGE
2015 GRANT Awardees

These grant awards were distributed in November 2015, and program activities were implemented throughout 2016. Six of the awardees received repeat funding to continue implementing their programs in 2017.

Catherine’s Health Center

PROGRAM: Healthy Heart Team
GOAL: To improve the cardiac and overall health outcomes of complex patients with multiple co-morbidities by adapting Catherine’s Health Center’s organizational structure to provide team-based, patient-centered care in a safety-net setting through the implementation of a trained and certified RN/care manager who will direct and coordinate the efforts of a multidisciplinary care team.

HIGHLIGHT: Average glucose decreased from 154.3 to 135.7 among a group of over 350 Healthy Heart Team participants.

AREA OF FOCUS: Grand Rapids, MI
PAST GRANT AWARD(S): $160,916 (2014); $163,387 (2013); $161,950 (2012) (all for Live Heart Smart/Heart Smart Connections)
TOTAL GRANT(S) AWARDED: $653,636

City Health Works

PROGRAM: Extending care for hypertension beyond the confines of the healthcare system via neighborhood-based coaching integrated with primary care
GOAL: To improve hypertension control and reduce CVD-related health disparities among minority, low-income populations through the provision of evidence-, home-, or community-based health coaching (motivational interviewing and self-management skills focused on chronic disease, diet, physical activity, smoking cessation and medication adherence) that is tightly coordinated with primary care providers and linked with social services.

HIGHLIGHT: A group of 28 participants increased their average number of days engaging in physical activity by almost 20% from baseline to 12-month follow-up.

AREA OF FOCUS: New York, NY
GRANT AWARD(S): $178,809 (2016); $178,809 (2015)
TOTAL GRANT(S) AWARDED: 357,618

Drexel University, Stephen and Sandra Sheller 11th Street Family Health Services

PROGRAM: R’Health: Building Resilience for Life-Long Health
GOAL: To reduce CVD risk among at-risk adolescents by combining resilience-building, nutrition education, CVD education, exercise, and a service-learning project to create a peer-collaborative learning community to decrease the impact of adverse childhood events by increasing: psychological resilience, knowledge of cardiovascular disease/risk factors, consumption of fruits and vegetables; and improving physical activity levels.

HIGHLIGHT: Over 70% of 11 participants increased their fruit and vegetable consumption.

AREA OF FOCUS: Philadelphia, PA
GRANT AWARD(S): $179,974 (2015)
**The Gaston and Porter Health Improvement Center Inc**

**PROGRAM:** *Prime Time Sister Circles® (PTSC): An Effective Intervention for Reducing Risk Factors for Cardiovascular Disease (CVD) in Mid-Life African American Women*

**GOAL:** To help mid-life African American women who are impoverished improve their physical and emotional health outcomes through an evidence-based, intensive, three-month, community-centered, curriculum-grounded support group that will: expand their knowledge of CVD; change attitudes; facilitate reductions in their blood pressure, weight and unmanaged stress; and help them prioritize their health, improve their nutrition, and increase their physical activity.

**HIGHLIGHT:** Average body mass index (BMI) decreased from 33.7 at pre-test to 33.1 at post-test.

**AREA OF FOCUS:** Washington, DC

**GRANT AWARD(S):** $179,726 (2016); $179,726 (2015)

**TOTAL GRANTS AWARDED:** $359,452

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**Mallory Community Health Center**

**PROGRAM:** *Take Control of Your Health*

**GOAL:** To improve metabolic control, psychosocial outcomes, and quality of life to reduce diabetes-related complications, such as CVD, among Mississippians in Mallory Community Health Center’s community by implementing an evidence-based community intervention to promote and teach people with diabetes how to be active, eat healthy, monitor daily, take medication, reduce risks, problem-solve, and develop healthy coping habits for successful diabetes management.

**HIGHLIGHT:** Nearly 90% of 135 participants scored 90% or higher on a nutrition knowledge survey by year-end, up from 58% at baseline.

**AREA OF FOCUS:** Lexington, MS

**GRANT AWARD(S):** $180,000 (2016); $180,000 (2015)

**PAST GRANT AWARD(S):** $228,445 (2013); $250,000 (2012); $190,680 (2011) (all for Dr. Martha W. Davis Healthy Families Movement Program)

**TOTAL GRANT(S) AWARDED:** $1,029,125

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**Manna Ministries Inc**

**PROGRAM:** *Heart 2 Heart Initiative*

**GOAL:** To engage the community and collaborate in improving CVD awareness, while improving the quality of care and patient education through community outreach in delivery of screening, patient education, treatment, and heart-healthy lifestyle support and education to reduce CVD in uninsured and underinsured populations in southern Mississippi and Louisiana.

**HIGHLIGHT:** Among over 30 participants, the average score for CVD knowledge increased from 75% at baseline to 84% at follow-up.

**AREA OF FOCUS:** Picayune, MS

**GRANT AWARD(S):** $180,000 (2015)

**PAST GRANT AWARD(S):** $152,763 (2014); $152,763 (2013)

**TOTAL GRANT(S) AWARDED:** $485,526
**North Georgia HealthCare Center, Inc**

**PROGRAM:** POWER (Patient Outreach with Educational Resources)

**GOAL:** To provide testing and education to prevent, diagnose, and treat diabetes, high blood pressure, obesity, and heart disease among the most underserved residents in North Georgia HealthCare Center’s area, giving them the opportunity to make better health choices while breaking down transportation and economic barriers by bringing these free services directly to them in their own communities through on-site services.

**HIGHLIGHT:** Average Hemoglobin A1C levels decreased from 8.0 at baseline to 6.0 by year-end among a group of over 875 participants.

**AREA OF FOCUS:** Ringgold, GA

**GRANT AWARD(S):** $179,200 (2015)

**PAST GRANT AWARD(S):** $204,435 (2014); $175,200 (2013)

**TOTAL GRANT(S) AWARDED:** $558,835

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**St. Mary’s Health Wagon**

**PROGRAM:** Heart Health 1, 2, 3. Comprehensive Cardiovascular Disease Initiative for Diabetes Mellitus, Metabolic Syndrome, and Obesity

**GOAL:** To identify, minimize, and prevent CVD in individuals with metabolic syndrome, diagnosed as dysmetabolic syndrome x, diabetes mellitus, and Nonalcoholic Fatty Liver disease (NAFLD) through the use of health education, screening, and medication management, utilizing a holistic medical approach and evidence-based practices.

**HIGHLIGHT:** In a group of over 920 participants, 58% with two or more blood pressure readings had a decrease in blood pressure. The average blood pressure reading decreased from 146/84 mmHg at baseline to 132/79 mmHg at follow-up.

**AREA OF FOCUS:** Wise, VA

**GRANT AWARD(S):** $180,000 (2015)

**PAST GRANT AWARD(S):** $250,000 (2014); $200,000 (2013) (for Heart Health 1, 2, 3); $239,500 (2012), $155,300 (2011), $150,762 (2010) (all for Appalachian Healthy Heart Initiative)

**TOTAL GRANT(S) AWARDED:** $1,175,562

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**West Virginia Health Right, Inc**

**PROGRAM:** SCALE (Sustainable Changes and Lifestyle Enhancement)

**GOAL:** To achieve sustained weight loss in 50 obese patients to improve their health status and reduce CVD risk facts through personal coaching, group support, nutritional education, and improved diet coupled with exercise.

**HIGHLIGHT:** Over 90% of 100 SCALE participants lost weight, and the average weight decreased from 240 pounds at baseline to 225 pounds at follow-up. Participants lost a combined total of 1,578 pounds during the grant year.

**AREA OF FOCUS:** Charleston, WV

**GRANT AWARD(S):** $180,000 (2016); $179,686 (2015)

**PAST GRANT AWARD(S):** $191,028 (2014) (for SCALE); $185,025 (2012); $185,025 (2011); $186,907 (2010) (all for Pathways to Cardiovascular Health)

**TOTAL GRANT(S) AWARDED:** $1,107,671
Westminster Free Clinic

PROGRAM: Corazones Sanos para Mi Familia (Healthy Hearts for My Family)

GOAL: To improve the health outcomes of low-income, uninsured Latinos suffering from, or at high risk for, heart disease and/or diabetes through the provision of culturally competent, patient-centered services including: early detection through community outreach and health screenings; access to preventive care and medical specialists; healthy lifestyle support, such as cooking demonstrations and physical activity; and empowerment through improvement of eating environments.

HIGHLIGHT: In a group of nearly 140 participants, 94% reduced their triglyceride levels by an average of 50 points or maintained their levels within normal range.

AREA OF FOCUS: Thousand Oaks, CA

GRANT AWARD(S): $179,953 (2016); $179,945 (2015)

PAST GRANT AWARD(S): $192,994 (2014)

TOTAL GRANT(S) AWARDED: $552,892

YMCA of Metropolitan Los Angeles – Mid Valley Family YMCA

PROGRAM: Activate Your Heart/Active Su Corazon

GOAL: To reduce the risk of hypertension and CVD through education based on the American Heart Association curriculum “Empowered to Serve,” cooking demonstrations, grocery store tours, group exercise and screenings by implementing a free, 8-week program targeting underserved, low-income adults in the San Fernando Valley and helping them build and sustain habits for a healthy lifestyle.

HIGHLIGHT: Among over 100 participants with high blood pressure, 70% reduced their blood pressure.

AREA OF FOCUS: Van Nuys, CA

GRANT AWARD(S): $162,032 (2016); $158,566 (2015)

TOTAL GRANT(S) AWARDED: $325,598
2016 GRANT AWARDEES

Together with six repeat-funded programs, these four grant awards were made in November 2016 and program activities will be implemented throughout 2017.

2016 Repeat-Funded Grant Awardees

- City Health Works
- The Gaston and Porter Health Improvement Center Inc
- Mallory Community Health Center
- West Virginia Health Right, Inc
- Westminster Free Clinic
- YMCA of Metropolitan Los Angeles – Mid Valley Family YMCA

**Catherine’s Health Center**

**PROGRAM:** Whole Hearts

**GOAL:** To combine outreach, education, and screening to identify individual risk factors with team-based, patient-centered care and on-site counseling, treatment and support for underlying mental health issues to help low-income, underserved individuals overcome complex obstacles and achieve better cardiovascular and overall health outcomes.

**AREA OF FOCUS:** Grand Rapids, MI

**GRANT AWARD(S):** $171,239 (2016)

**PAST GRANT AWARD(S):** $167,383 (2015) (for Healthy Heart Team); $160,916 (2014); $163,387 (2013); $161,950 (2012) (all for Live Heart Smart/Heart Smart Connections)

**TOTAL GRANT(S) AWARDED:** $824,875

**El Sol Neighborhood Educational Center**

**PROGRAM:** Mi Corazon, Mi Salud / My Heart, My Health

**GOAL:** To improve cardiovascular health among Latinos and African Americans by implementing a promotor-led and community-driven project designed to change knowledge, attitudes, skills and behaviors associated with cardiovascular health through increased screening, education, treatment and healthy lifestyle support, care coordination and health navigation.

**AREA OF FOCUS:** San Bernardino, CA

**GRANT AWARD(S):** $176,250 (2016)

**Manna Ministries Inc**

**PROGRAM:** (MOVE) Minimizing Obesity Via Education, Encouragement, Exercise

**GOAL:** To educate, engage, and empower individuals and families in reaching healthier lifestyles for themselves and their communities through support, encouragement and community collaborative, thereby reducing obesity in Mississippi one individual/family at a time.

**AREA OF FOCUS:** Picayune, MS

**GRANT AWARD(S):** $179,570 (2016)

**PAST GRANT AWARD(S):** $180,000 (2015); $152,763 (2014); $152,763 (2013) (all for Heart 2 Heart Initiative)

**TOTAL GRANT(S) AWARDED:** $665,096

**Mercy Hospital Foundation Inc**

**PROGRAM:** Heart Smart for Life

**GOAL:** To improve the underlying causes of heart disease utilizing a multi-disciplinary team approach by providing screenings and cardiovascular health, nutrition, and behavioral health education, and promoting exercise and appropriate use of medications by way of a mobile clinic and community center partners to help a very low-income, racially and ethnically diverse, underserved population overcome barriers to good health that exist in the community.

**AREA OF FOCUS:** Buffalo, NY

**GRANT AWARD(S):** $165,770 (2016)
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