AstraZeneca HealthCare Foundation

Connections for Cardiovascular Health℠

SUPPORTING COMMUNITIES THROUGH HEALTHY CONNECTIONS
2012 ANNUAL REPORT

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DEFINING THE PROBLEM

Cardiovascular disease afflicts nearly 83 million adults in the United States and is the leading cause of death for both men and women.\(^1\)

About **600,000** people die of heart disease in the United States every year—that’s **1 in every 4 deaths**.\(^2\)

High blood pressure, high LDL cholesterol, and smoking are key risk factors for heart disease. About half of Americans (49%) have at least one of these three risk factors.

Several other medical conditions and lifestyle choices can also put people at a higher risk for heart disease, including

- Diabetes
- Overweight and obesity
- Poor diet
- Physical inactivity

Heart disease is the leading cause of death for white and African American women in the United States.\(^3\)

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It is an unfortunate reality that cardiovascular disease continues to be the nation's number one killer. This alarming fact represents a very real human and economic cost to our nation, our communities, and our families—a cost that we can no longer afford to bear.

The way forward is for all of us to make connections in our communities. That is where the work of the AstraZeneca HealthCare Foundation can make a difference. Established in 1993, the Foundation promotes public awareness of healthcare issues, promotes public education of medical knowledge, and contributes to charitable organizations consistent with its charitable purpose. One way the Foundation achieves this mission is funding community-based initiatives through our Connections for Cardiovascular Health℠ (CCH) program that encourage healthy behaviors in the settings where people live, work, learn, and play in order to improve cardiovascular health. Through these CCH-funded programs, the Foundation can help society take an integrated and effective approach to improving cardiovascular health across the United States.

I have the honor of serving the AstraZeneca HealthCare Foundation as its President and, in doing so, I see there are hundreds of organizations from across the nation applying for grants to provide innovative solutions to improve cardiovascular health at the community level. From California to Maine, the actions of grassroots programs, like those funded by the CCH program, are moving the needle on cardiovascular health in a positive direction. The Foundation is very gratified by their success and encourages all of us to continue to work together to form connections so that real progress can be made to improve cardiovascular health across the United States.

David P. Nicoli, Esq
President, AstraZeneca HealthCare Foundation
This is the first annual report of the AstraZeneca HealthCare Foundation, and it serves, in part, as an introduction to the Connections for Cardiovascular Health℠ (CCH) program. The CCH program provides annual grants of $150,000 and up to US-based nonprofit organizations engaged in charitable work at the community level to improve cardiovascular health. Together with our grant awardees and evaluation partners at The Center for Social and Economic Policy Research at West Chester University, we have reached great milestones, and we will continue to reach even further.

There are two things that immediately stand out in making the CCH grant-making program so special. First, there is the program’s focus on supporting the specific unmet needs of communities across the country, especially the underserved. Second, there is the high level of innovation exhibited by the grant awardees to reach and encourage members of their communities to work together to improve their heart health. The Board of Trustees continues to focus on sustainable programs that impact these populations in need. The Board awards grants to those programs that work with community members to provide interventions that are socially and culturally appropriate. Some grant awardees focus on risk-factor modification. Several others focus on behavioral education, but all are focused on improving cardiovascular health by helping individuals to make heart-healthy decisions.

To date there have been nearly half a million lives touched by these programs, with over 21,000 program participants who have been tracked over time, and we are seeing positive results from their participation. Through CCH-funded programs, participants are improving their heart health. For example, they are making healthier food choices, exercising more, and reducing cardiovascular risk factors by lowering their body mass index (BMI), blood pressure, and Hemoglobin A1C levels. I am proud of the progress our grant awardees have achieved in a short period of time and look forward to continuing to support diverse programs that provide the tools, strategies, and other best practices to help people be healthier.

James W. Blasetto, MD, MPH, FACC
Chairman, AstraZeneca HealthCare Foundation
MISSION

Established in 1993, the AstraZeneca HealthCare Foundation (the 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.

History

National Breast Cancer Awareness Month

Since the Foundation’s inception, it has supported the National Breast Cancer Awareness Month (NBCAM) in October. NBCAM is a collaboration of national public service organizations, professional medical associations, and government agencies that work together to promote breast cancer awareness, share information about the disease, and provide greater access to services.

The Foundation is proud that its initial efforts to celebrate NBCAM have expanded and moved forward so that many breast health organizations raise awareness of breast cancer in the month of October as well as throughout the year.

Visit www.nbcam.org for more information.

Connections for Cardiovascular Health™

In 2009, the AstraZeneca HealthCare Foundation received a $25 million charitable contribution from AstraZeneca, and the Foundation established its CCH program to help fund innovative approaches to improving cardiovascular health. The CCH program provides annual grants of $150,000 and up to US-based nonprofit organizations engaged in charitable work at the community level in support of CCH’s mission. Since CCH’s inception, nearly $11 million has been awarded to 33 organizations working to improve cardiovascular health.

Together with our evaluation partners at The Center for Social and Economic Policy Research at West Chester University, the Foundation evaluates grant awardees’ progress at established points throughout the year and utilizes the results to assist both the grant awardees and the Foundation to ensure goals are met.

AstraZeneca Employee Disaster Relief Fund

The Foundation provides support for AstraZeneca employees affected by federally declared disasters in the United States. In 2012, more than $4,800 was donated to employees affected by Hurricane Sandy, the second costliest hurricane in US history.
The goal for the Foundation, as it is for the grant awardees, is to establish connections. These Connections for Cardiovascular HealthSM (CCH)-funded programs are helping to create a “movement.” Studies have shown that programs conducted in a community setting have a higher chance of success and instigating behavioral change (Sources: American Heart Association1 and Canadian Journal of Cardiology2).

Through Foundation grants, community-based programs provide targeted approaches to address inequities in cardiovascular health. The programs interact with people in the context of family, community, and culture. They reach out via schools, churches, grocery stores, barbershops, and even farmers’ markets. Many also utilize local neighborhood residents as certified health workers, health promoters, or lifestyle coaches to encourage optimal health behaviors. These health workers are important and trusted liaisons, providing cultural mediation between health services and the community via outreach, navigation and follow-up, education, informal counseling, and social support. They assist people in accessing needed services and build individual and community capacity by increasing health knowledge and self-sufficiency through a range of activities.

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

The on-boarding of this organization supports the Board of Trustees’ request for evaluation support of the CCH-funded programs. Graduate-level professors from West Chester University also provide outside representation on the Foundation’s review committees to help facilitate the review process.

Grant Application Process

Funding is awarded to nonprofit organizations that submit an application via the Foundation’s website at www.astrazeneca-us.com/foundation. The annual deadline for application submissions is in February.

Grant Review Process

Applications are reviewed by the Foundation Grant Review Committee. Final grant award selections are made by the Board of Trustees in September of each year, and funds are distributed in November. Awards are made public via events and the media the following February.

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In November of 2011, 20 nonprofit organizations from across the United States were awarded a total of $3.6 million in grants to implement their programs in 2012, which were funded, in part, with a grant from the CCH program. These 20 awardees worked throughout 2012 to improve cardiovascular health in some of the worst areas for major cardiovascular age-adjusted death rates. The results of their 2012 programs are highlighted on the following pages.

The Power of Partnerships

The Connections for Cardiovascular HealthSM program provides annual grants to US-based nonprofit organizations engaged in charitable work at the community level.
Faced with caring for the underserved in one of the sickest counties in one of the sickest states in the nation,¹ the Community Hearts Program reaches out to uninsured/underinsured workers in Jackson, MI to provide navigational assistance and resources to reduce cardiovascular disease risk, educate, and build skills regarding healthy lifestyles and disease management.

Over 400 individuals participated in 2011-2012, and repeat assessments showed a 55% reduction in high cholesterol, a 25% decrease in low productivity, and a 22% decrease in illness days through personal one-on-one coaching sessions and peer-led self-management courses. The program also helped equip local farmers’ markets with EBT machines, assisted in ‘corner store’ conversion efforts to offer healthier options, and provided fruit and vegetable and exercise coupons to program participants. Together with the community’s Health Improvement Organization, the Community Hearts Program is fighting to change Jackson County’s current health ranking. The Community Hearts Program has received two consecutive years of funding from the Connections for Cardiovascular Health℠ (CCH) program, totaling $305,000 to date.

¹Jackson County Health Rankings

We are grateful to the Foundation for providing us with essential resources to reach uninsured residents of our community and better manage their cardiovascular health. This grant enhances our local Project Access program and supports the Health Improvement Organization’s countywide efforts to improve community health. The first year of funding helped hundreds of Project Access participants receive vital preventive screenings and resources and brought Electronic Benefit Transfer machines to our local farmers’ markets. This year’s funding continues to advance efforts to make healthy lifestyles more accessible to all.

– Amy Schultz, MD, Director of Prevention & Community Health, Allegiance Health Foundation

SUMMARY

GRANT AWARDEE: Allegiance Health Foundation

GOAL: To identify cardiovascular risk among uninsured/underinsured workers and provide them with navigation and resources to assist in risk reduction, health education, and skill building around healthy lifestyles and disease management.

AREA OF FOCUS: Jackson, MI

2012 GRANT AWARD: $155,000

TOTAL GRANT AWARD(S): $305,000
Aroostook County, known to residents simply as “The County,” has a cardiovascular disease death rate nearly double the Healthy People 2010 goal of 1.6 per 1,000.¹ Cary Medical Center’s Healthy Hearts-Healthy Community program, based on the work of Dr Caldwell Esselstyn, Jr at the Cleveland Clinic, encourages healthy lifestyle choices for low-income families living in rural northern Maine. The goal is to reduce incidences of cardiovascular-related morbidity, mortality, and related cost burden for community residents. By increasing the quality of life for all residents, Healthy Hearts-Healthy Community is helping to promote northern Maine as a model for improved cardiovascular health.

In 2012, the Healthy Hearts-Healthy Community program reached over 44,000 people through a TV/DVD series, educational events, clinical nutritional counseling on the benefits of a plant-based diet, and even through healthy plant-based buffets at local restaurants. The program monitored the progress of over 850 participants and saw 36 individuals with life-threatening cardiovascular disease switch to a low-fat, plant-based diet. The impact to the larger community includes the new availability of plant-based meals at 12 restaurants, the doubling of size of the Caribou Farmers’ Market, and local grocers reporting higher consumption of fruits and vegetables. The Healthy Hearts-Healthy Community program received two years of funding from the CCH program for a total of $462,319.

¹Healthy People 2010

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**SUMMARY**

**GRANT AWARDEE:** Cary Medical Center

**GOAL:** To reduce incidence of cardiovascular-related morbidity, mortality, and cost burden and to increase quality of life while creating and promoting the identity of northern Maine as a dedicated model for improved cardiovascular health and disease outcomes.

**AREA OF FOCUS:** Caribou, ME

**TOTAL GRANT AWARD(S):** $462,319

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The Healthy Hearts-Healthy Communities program is helping people to understand that we all must become more accountable for our health. Educating people about healthy nutrition, working with families to increase physical activity, and informing patients in financial hardship that they have options for healthcare are all important efforts in creating a healthier community. We are very grateful to the Foundation program for their generous support to continue this important work.

– Kris Doody, RN & Chief Executive Officer, Cary Medical Center
Cardiovascular disease is the leading cause of death in Georgia. Therefore, it is no surprise that more than 2.3 million Georgia adults (33%) do not know the modifiable risk factors for cardiovascular disease.\(^1\) The Center for Black Women’s Wellness, Inc program entitled Healthy Women 4 Healthy Families strives to equip African American women in Atlanta who are at risk for cardiovascular diseases, such as heart disease and stroke, with the tools, knowledge, and motivation to lose weight and adopt a healthier lifestyle that improves their overall health. The program provides nutrition and fitness interventions as well as stress management strategies. Women are encouraged to turn their nutrition and exercise education into poetry. For example, in one of the Haiku Health sessions, participants created the following haiku:

\[
\begin{align*}
\text{Chips grow on my hips} \\
\text{Salmon tastes good on my lips} \\
\text{To lose is to gain}
\end{align*}
\]

In 2012, 86 women saw a total of 124.3 pounds lost, saw a statistically significant increase in the number of days reported exercising for 30 minutes or more, saw a reduction in total cholesterol by 593 mg/dL, saw a reduction in Hemoglobin A1C by 0.2% among known diabetics, and saw better eating habits. The Healthy Women 4 Healthy Families program received one year of funding from the Connections for Cardiovascular Health\textsuperscript{SM} (CCH) program for a total of $157,698.

\(^1\)Georgia Department of Public Health

"Cardiovascular disease is a leading cause of death for black women, and the Healthy Women 4 Healthy Families program offers innovative, culturally appropriate ways to address it. This significant support from the Foundation allow[s] us to enhance our efforts to improve the health and well-being of black women and their families."

– Jemea Dorsey, CEO, Center for Black Women’s Wellness, Inc

**SUMMARY**

**GRANT AWARDEE:** Center for Black Women’s Wellness, Inc

**GOAL:** To reduce the incidence of cardiovascular disease and its associated risks among underserved, low-income African American women who have borderline high levels of cholesterol, have a family history of early heart disease, or who are overweight/obese.

**AREA OF FOCUS:** Atlanta, GA

**TOTAL GRANT AWARD(S):** $157,698
Like Daughter, Like Mother

Heart disease and stroke account for 30.3% of all female deaths in Delaware, equating to three women dying from heart disease and stroke in Delaware each day.\(^1\) Furthermore, less than 25% of Delawareans eat the recommended servings of fruits and vegetables per day. With statistics like these, it is not a surprise that the “First State” is not first in regards to cardiovascular health. The Christiana Care Health System’s **Cardiovascular Outreach Prevention Program (COPP)** seeks to find an answer to why this is so by reaching out to low-income, African American female teens to teach them about heart disease. The program educates young women about the lifestyle and health factors that can put them at risk and gives them tools for reaching out to other women in their lives to help them become heart-healthy.

In 2012, over 100 teens were educated on the risk factors and warning signs of cardiovascular disease and equipped with tools to coach a significant adult in their lives to adopt healthy lifestyle habits. A post-program survey found that 97% of the adults and 85% of the teens learned new information about cardiovascular disease prevention. In addition, throughout the year the average self-reported days of 30 plus minutes of physical activity among adult participants showed an increase over each eight-week program from a mean of 2.42 days per week to an average of 3.89 days per week. But one of the most valuable outcomes was the ability for many adult and teen participants to communicate more effectively with one another about healthy lifestyles and about life in general. The **COPP** program has received two years of funding from the **CCH** program, totaling $348,463 to date.

\(^1\)American Heart Association

“This program features two distinct advantages—the biggest advantage is intervention—we are reaching these teenagers while they are still exhibiting some healthy behaviors and before they have developed unhealthy habits. The second advantage is that today’s teenage generation is very adept at networking, meaning they have the opportunity to promote the message of good health to both their peers and their families.”

– Omar Khan, MD, Medical Director of Community Health & Preventive Medicine at the Eugene du Pont Preventive Medicine & Rehabilitation Center at Christiana Care Health System

**SUMMARY**

**GRANT AWARDEE:** Christiana Care Health System

**GOAL:** To engage low-income, African American teens and adult women to increase their knowledge/confidence in their ability to make healthy lifestyle changes.

**AREA OF FOCUS:** Wilmington, DE

**2012 GRANT AWARD:** $195,809

**TOTAL GRANT AWARD(S):** $348,463
Extending Our Hearts and Our Reach

The Cornerstone Assistance Network’s Cardio CAN program is located in Fort Worth, an area marked by high diagnoses of hypertension, cholesterol, and diabetes, but low access to healthcare, according to Tarrant County Public Health Surveys.¹ Through the use of trusted promotores, Cardio CAN targets urban communities with high populations of immigrants and English-as-a-second-language (ESL) speakers, disabled persons, families, and retirees. Cardio CAN’s goal is prevention first, followed by intervention, and requires participants to take greater responsibility in their own care. The program is sensitive to the difficult challenges of the working poor and responds by utilizing four key initiatives, including a medical home, health education, healthy cooking classes, and a fitness program.

In 2012, 30% of the 145 participants monitored over time reduced their Hemoglobin A1C measures by 10% or more and at least 20% of those participants reduced their LDL and triglyceride measures by 20% or more.

The Cardio CAN program received three consecutive years of funding from the Connections for Cardiovascular HealthSM (CCH) program for a total of $526,955.

¹Tarrant County Public Health Survey

“Cardio CAN will continue to see a growing number of new patients and monitor overall improved health of current patients. The program will be able to extend its reach to even more of those underserved in Tarrant County. Through the program’s services, including Cornerstone’s fitness facility and nutrition classes, patients have access to the tools necessary to help them maintain a healthier lifestyle. Cardio CAN is more closely monitored and communicates patient data with its new electronic medical records. We are grateful for the continued support of the Foundation and will continue to expand upon our mission with this partnership.

– Mike Doyle, CEO, Cornerstone Assistance Network

SUMMARY

GRANT AWARDEE: Cornerstone Assistance Network
GOAL: To provide guidance for uninsured and low-income families to become more independent while leading healthier lives.
AREA OF FOCUS: Fort Worth, TX
2012 GRANT AWARD: $191,955
TOTAL GRANT AWARD(S): $526,955
Great Gains and Tremendous Loss

Not only does Mississippi lead the nation in obesity for underserved/low-income residents, Holmes County is the country’s poorest county, with an approximate per capita yearly income of $12,000. On top of that, 41% of Holmes County residents are obese. The Healthy Families Movement Program (HFMP) at the Dr Arenia C. Mallory Community Health Center, Inc implements a cardiovascular wellness program for women that includes medical, nutritional, fitness and behavioral counseling, stress management, and lifestyle change elements to combat these statistics. Equally as important, the program seeks to accomplish this in an enjoyable and engaging community setting for the participating women.

In 2012, the program provided 130 participants with access to a fitness center and home equipment and offered program activities that included cooking demonstrations and grocery store and restaurant outings. Pre- and post-test scores in all areas of fitness showed a 70% decrease in the time needed to walk/run one mile for program participants. Additionally, those same 130 participants lost a total of 960 pounds through improved diet, increased physical activity, and behavior change. HFMP has received two years of funding from the CCH program for a total of $440,680 to date.

“...Our goal is to tackle the problem of poor cardiovascular health and obesity in Mississippi through the Healthy Families Movement Program. This program educates women about nutrition, physical activity, and cardiovascular health in order to increase their knowledge of a healthy lifestyle. We also hope to assist participants and their families in making small changes in health behaviors that will lead to big results....”

— Stellanda Davis-Cornelius, MCHC, CEO, Dr Arenia C. Mallory Community Health Center, Inc

SUMMARY

GRANT AWARDEE: Dr Arenia C. Mallory Community Health Center, Inc

GOAL: To reduce the risk of heart disease among low-income, African American women in the community.

AREA OF FOCUS: Lexington, MS

2012 GRANT AWARD: $250,000

TOTAL GRANT AWARD(S): $440,680

1USDA, US Census Data 2010
It is an unfortunate reality that cardiovascular disease is the leading cause of death for Latinos, and the stroke rate for this population is expected to rise 350% in the next 50 years. In addition, nearly 25% of Texas residents are medically uninsured, and 59% of those are Latino. Language barriers, poverty, and lack of health insurance all leave this population particularly vulnerable to health problems. El Buen Samaritano Episcopal Mission’s *El Corazón de la Familia* program provides low-income Latino families with a safety net of services such as integrated healthcare, health education, and bilingual children’s programs. *El Corazón de la Familia* guides families towards self-sufficiency so they can lead healthy and productive lives. To enhance this, *El Corazón de la Familia* includes ¡Salud Hoy!, a family-focused nutrition program, healthy cooking classes for children and adults, and a robust fitness and exercise program.

In 2012, the program interfaced with over 3,000 participants, and over 550 of those were monitored over time to benchmark improvements in health. These participants saw a 33% increase in physical activity, a 25% increase in intake of fresh fruits and vegetables, and a 77% overall sense of improved family health. In addition, 71% of participants achieved and/or maintained an appropriate BMI level. *El Corazón de la Familia* received two consecutive years of funding from the Connections for Cardiovascular Health program for a total of $400,000.

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1. American Heart Association
2. The Incidental Economist
One in 4 Chicago public schools’ kindergarteners, sixth graders, and ninth graders is obese, according to the city’s Health Chicago report. Families must start working together to create healthier habits. While some risk factors such as family history and age are uncontrollable, many can be modified. Physical inactivity and obesity are perpetrators, paving the way for heart disease, high blood pressure, and type 2 diabetes. Family Focus’ Healthy Hearts & Families program (HHF) therefore focuses on underserved, low-income African American and Latino families living in Chicago who do not have health education and services. The family-based program provides cardiovascular health education and connections to healthcare providers.

In 2012, pre- and post-test results demonstrated a significant increase in participant knowledge of heart-health issues. By the end of 2012, over 80% of the 352 participants could describe why cardiovascular health was important. Additionally, 75% of African American and Latino participants reported exercising 30 minutes or more a day for three times a week after participating in HHF programming. More importantly however, participants shared their HHF stories with friends and family and are still connecting with others to spread the word about cardiovascular disease. The HHF program received two consecutive years of funding from the CCH program for a total of $575,480.

“Health has a tremendous impact on the child, family, and the community. As an agency that concentrates its efforts on promoting the wellbeing of children from birth, Family Focus is thankful for the partnership with the Foundation to help mitigate these health risks with early detection, education, and support. Our Healthy Hearts & Families program, created with generous support from the Foundation, provides parents with important nutrition and fitness education, enabling them to both care for themselves and raise healthy children.”

– Merri Ex, President & CEO, Family Focus

SUMMARY

GRANT AWARDEE: Family Focus
GOAL: To decrease the risk of cardiovascular disease in target populations by bridging the gap between existing services and families in need.
AREA OF FOCUS: Chicago, IL
TOTAL GRANT AWARD(S): $575,480
Neighbors Improving Education and Awareness

Not only is the type 2 diabetes prevalence on northern Arizona reservations considerably higher than in the US population, but heart disease is the leading cause of death among Native Americans in Flagstaff and Northern Arizona.¹ The Northern Arizona Diabetes - Heart Connection program at Flagstaff Medical Center works to reduce these morbidity/mortality rates not only in the Native American community, but also across northern Arizona by working in rural areas with families, retirees, ESL speakers, and people living with HIV+/AIDS. The program understands the ethnicity, language, socio-economic status, and life experiences of its community and delivers care by making participants feel safe. The goal of overall community wellness is achieved by focusing on prevention, best clinical practices, treatment availability, accessibility, and affordability.

In early 2012, at the start of the program, 93% of the over 500 participants did not know of a relationship between diabetes and cardiovascular disease. Through follow-up screenings, education, and personal one-on-one counseling of close to 100 people, 100% of participants reported via a post-test that they had an understanding of the relationship between cardiovascular disease and diabetes and that having cardiovascular disease or diabetes puts people at risk for both conditions. On average, participants also lowered their cholesterol by five points and were proud to share these accomplishments with family and friends. A Flagstaff Medical Center summer 2012 community health needs assessment no longer ranks diabetes in its top 10 health concern areas. The Northern Arizona Diabetes - Heart Connection program has received two consecutive years of funding from the Connections for Cardiovascular HealthSM (CCH) program, totaling $325,560 to date.


Through a generous grant from the Foundation, we are able to offer community-based cardiovascular disease and diabetes screenings and prevention education to hundreds of northern Arizona residents this year. In particular, we are excited to collaborate with several neighborhood groups whose residents have found convenient access to screenings and education a challenge in the past. Working with individual and unique rural communities to address their health needs and interest in ways that work best for them is one of the best parts of the Connections for Cardiovascular HealthSM (CCH) grant—we have the flexibility to meet our goals in ways that are effective for our diverse population.

– Cristine Henry, Population Health Management Director, Flagstaff Medical Center

SUMMARY

GRANT AWARDEE: Flagstaff Medical Center
GOAL: To reduce morbidity/mortality rates and to improve wellness/overall health. In addition to those with diabetes, this program targets rural areas, families, retirees, ESL speakers, and people with HIV+/AIDS.
AREA OF FOCUS: Flagstaff, AZ
2012 GRANT AWARD: $158,160
TOTAL GRANT AWARD(S): $325,560
Reversing the Rankings

Hardee County ranks first among Florida counties in obesity and third among counties in diagnosed diabetes. Florida Hospital Heartland Medical Center’s Creating Healthier Hearts (CHH) program works to reduce these numbers via free cardiovascular health education and cardiac health screenings to low-income and underserved Hispanic and Latino community residents.

In 2012, screenings took place at numerous locations, including low-income housing developments, food banks, and local churches. Program staff counseled and taught residents about cardiovascular disease and how to improve their health. Participants who needed physician treatment were referred to clinics that offered medical service for uninsured or low-income individuals. Finally, CHH also conducted cardiovascular training in local elementary schools to teach adolescents how to prevent cardiac disease. Through these efforts, over 4,000 participants were reached and 523 were tracked over time to benchmark health goals. Results for tracked participants show that 40.2% of participants brought down their BMI, 62% of participants with blood pressure 120/80 or above lowered their blood pressure, 56% lowered their total cholesterol, and 61% lowered their Hemoglobin A1C levels. The CHH program received one year of funding from the CCH program for a total of $164,130.

We are blessed to receive this grant and provide an exciting new service for the Hardee County community. By teaching about the treatment and prevention of cardiac care to an underserved population, we are making our community much healthier and furthering our Mission to extend the healing ministry of Christ.

– Linda Adler, Vice President & Administrator, Florida Hospital Heartland Medical Center

SUMMARY
GRANT AWARDEE: Florida Hospital Heartland Medical Center
GOAL: To offer free heart-health education and cardiac-health screenings to all low-income and underserved Hispanic and Latino residents.
AREA OF FOCUS: Sebring, FL
TOTAL GRANT AWARD(S): $164,130

1Centers for Disease Control and Prevention
Get Up and Get Moving

In rural Queen Anne’s County, MD, 25% of all middle school students tested during the Cardio-Fit Project’s first session had BMIs in the “overweight/obese” range. In addition, individual middle school obesity rates were as high as 64% for girls and 44% for boys. With no Boys and Girls Club or YMCA and reduced physical education time in school, Queen Anne’s County youth have limited opportunities to engage in fitness activities. The Foundation for Community Partnerships’ Partnering for Youth Cardio-Fit Project therefore teaches rural school children and their families the importance of a lifelong commitment to fitness.

In 2012, the Cardio-Fit Project provided essential life-enhancing information about cardiovascular health to more than 600 middle school students. Students engaged in daily fitness activities and learned the science behind nutrition and exercise by learning how to measure aerobic capacity and heart rates; understand the heart, circulatory and respiratory systems, and identify health risk factors. Of the participants surveyed, 91% of students reported improved knowledge of fitness and nutrition. In addition, over 65% of participants in the Cardio-Fit Project maintained or improved their PACER (Progressive Aerobic Cardiovascular Endurance Run) performance compared with baseline results, exceeding the program’s goal of 55%. The Cardio-Fit Project has received two consecutive years of funding from the Connections for Cardiovascular HealthSM (CCH) program, totaling $446,152 to date.

“Get Up and Get Moving

We have been amazed by how well our students respond to the lessons that connect their daily choices about diet and exercise to a lifetime of cardiovascular health. It has been a privilege implementing the Cardio-Fit Project in the middle schools, and this new grant allows us to expand the program to elementary school students.”

– Kim Umberger, Partnering for Youth Program Director

SUMMARY

GRANT AWARDEE: Foundation for Community Partnerships

GOAL: To instill a profound change in attitudes about cardiovascular health by teaching participants the value of a personal, lifelong commitment to fitness and nutrition.

AREA OF FOCUS: Chester, MD

2012 GRANT AWARD: $253,297

TOTAL GRANT AWARD(S): $446,152
Building Healthy Lifestyles Piece-by-Piece

Approximately 1 in 4 Mississippians dies from cardiovascular disease,¹ and Mississippi has been marked by the highest national rates of cardiovascular death, obesity (adults and children), premature death, and poverty for over a decade.² The Chronic Disease Management and Prevention Program at Gulf Coast Health Educators has been specially designed to combat and reverse these trends by helping underserved and highly vulnerable families in the Mississippi Gulf Coast to embrace and sustain healthy lifestyles.

In 2012, the program reached more than 8,000 people through its health fairs and community health presentations. There are three distinct programs under the umbrella of chronic disease management and prevention: Healthy Lifestyles (a healthy eating, physical activity, and behavior modification program), Diabetes Education (eg, I’m in Control—a diabetes management program), and Healthy Heart (a blood pressure and cholesterol management program). Over 400 people were tracked throughout the course of the year, and in 2012 alone, 83% of Healthy Lifestyles weight-management participants lost weight over the course of the program. Among Diabetes Education patients, 58% exhibited reduced harmful blood glucose levels after program completion and 61.5% of these patients lost weight during the program. Finally, 74% of Healthy Heart patients lost weight upon program completion. Triglyceride levels dropped markedly and 68% of these participants achieved the blood pressure benchmark by program completion or shortly thereafter. The Chronic Disease Management and Prevention Program has received three years of funding from the CCH program for a total of $528,925.

²America’s Health Rankings, 2009 (found in 2011 mid-year report summary).

SUMMARY
GRANT AWARDEE: Gulf Coast Health Educators
GOAL: To prevent and/or manage chronic diseases associated with obesity and diabetes.
AREA OF FOCUS: Pass Christian, MS
2012 GRANT AWARD: $187,653
TOTAL GRANT AWARD(S): $528,925

“Knowledge is power, yet many, due to their inability to pay, are denied access to the health education they need to better manage their health. Gulf Coast Health Educators fills that void on the Mississippi Gulf Coast through three separate health education programs, funded by the Foundation grant, that operate concurrently in the Mississippi Gulf Coast target area: Healthy Lifestyles, Diabetes Education, and Healthy Heart.”

– Deborah Colby, Executive Director & Registered Dietitian, Gulf Coast Health Educators
Nationally, Tennessee has the sixth-highest percentage of diabetic adults at 9.1% of the adult population. Matthew Walker Comprehensive Health Center’s Dial Down Diabetes (DDD) program is aimed at assisting low-income African American and Latino adults in Middle Tennessee by “dialing down” the impact that diagnosed diabetes, undiagnosed diabetes, or pre-diabetes has on their lives. According to a 2007 National Health Interview Survey, adults living at the poverty level that are aged 45-64 years are twice as likely to have diagnosed diabetes or serious heart conditions as those above the poverty line.

Realizing the benefits of one-on-one education in an underserved community like Nashville, the DDD program partnered with Nashville Parks and Recreations, Austin Peay School of Nursing, Belmont University College of Pharmacy, and the Metropolitan Nashville alumnae chapter of Delta Sigma Theta sorority to provide participants with case managers to assist them. In addition, 2,600 participants in 2012 got involved in “how-to” healthy cooking classes, received “scholarships” to local recreational center fitness classes, and participated in community-based fun walks. In 2012, over 400 DDD participants were tracked and reported a 10% reduction in Hemoglobin A1C levels. In addition, 25% attended exercise classes during the week. More than 70% of DDD participants continue to make healthier food choices as a result of attending healthy cooking workshops.

DDD has received two consecutive years of funding from the Connections for Cardiovascular HealthSM (CCH) program, totaling $339,564 to date.

“…”Our patients have benefited greatly from the expanded programming. It’s encouraging to see the impact it’s making in their lives as well as their families. Our provider and health education staff looks forward to assisting our patients as they continue meeting their goals. The Foundation’s support has been key to allowing us to sponsor regular workshops and educational sessions for our patients and the broader community.”

– Jeffrey McKissack, CEO, Matthew Walker Comprehensive Health Center

SUMMARY

GRANT AWARDEE: Matthew Walker Comprehensive Health Center

GOAL: To develop a comprehensive community-based program for low-income African American and Latino adults diagnosed with diabetes, undiagnosed diabetes, or pre-diabetes.

AREA OF FOCUS: Nashville, TN

2012 GRANT AWARD: $173,700

TOTAL GRANT AWARD(S): $339,564

1Tennessee State Department of Health, 2009
Recent statistics show that 65% of adults in Louisiana were overweight or obese\(^1\)—a statistic that does not bode well for the future of New Orleans youth. In fact, 35.9% of adolescents aged 10-17 years are obese\(^2\), putting these students at greater risk for chronic diseases later in adulthood. Sankofa Community Development Corporation’s \textit{Health, Education, Agriculture, and Leadership Project (HEAL)} helps African American adolescents understand the benefits of growing and consuming fresh fruits and vegetables, while positioning them to be leaders within their community. Through a combination of indoor and outdoor classroom work, they explore their roles as peer leaders and study the foundations of nutrition and agriculture. In addition to learning about the process of growing and nurturing plants in a garden, the youth work with a registered dietitian to learn about the relationship between cardiovascular risk factors and one’s diet. Their knowledge is directly applied through the internship program, which provides an opportunity to experience agriculture from cultivation, harvest, and sales.

In 2012, over 300 participants learned about heart-healthy lifestyles, nutrition, and techniques for growing produce and leadership skills. In that same year, \textit{HEAL} students scored an average of 86% on cardiovascular knowledge measures, started reading nutrition labels, started consuming more fresh produce, and began exercising more frequently. The \textit{HEAL} program has received two consecutive years of funding from the \textit{CCH} program, totaling $300,000 to date.

\footnote{Centers for Disease Control and Prevention, 2011}
\footnote{Targeting Interventions for Ethnic Minority and Low-Income Populations study}

\begin{quote}
We are extremely excited to be awarded this second year of funding from the Foundation. This grant helps us to maintain the capacity we need to reach an even broader audience and the resources to expand our programs as we work to create a healthier environment for all New Orleanians.

— Rashida Ferdinard, Executive Director, Sankofa Community Development Corporation
\end{quote}

\textbf{SUMMARY}

\textbf{GRANT AWARDEE:} Sankofa Community Development Corporation

\textbf{GOAL:} To teach adolescents and their families about nutrition and the associated risk reduction for cardiovascular disease and chronic illnesses.

\textbf{AREA OF FOCUS:} New Orleans, LA

\textbf{2012 GRANT AWARD:} $150,000

\textbf{TOTAL GRANT AWARD(S):} $300,000
On the Road to Better Lifestyle Choices

It is an unfortunate reality that residents of southwest Virginia are 21% more likely to die of heart disease. Couple that with the statistic that women’s life expectancy in the Appalachian region has actually decreased over the last few years\(^1\) and the need to reduce cardiovascular health disparities is clear. The Appalachian Healthy Heart Initiative at St Mary’s Health Wagon works to reduce these disparities for the uninsured and under-insured through both primary and preventive care initiatives, outreach programs, health promotion activities and screenings, culturally appropriate risk factor reduction education, and engagement of the community through awareness. Through the use of an innovative mobile health unit, healthcare doors are opened to communities that would have otherwise remained closed.

In 2012, more than 4,800 patients were screened through the cardiovascular risk assessment. Of those, over 500 were tracked longer term and over 50% of those participants experienced 10 pounds or more of weight loss. One resident was so touched by the Healthy Heart Initiative program that he began volunteering to drive the Health Wagon to connect with others in need. The Appalachian Healthy Heart Initiative received three consecutive years of funding from the Connections for Cardiovascular Health\(^{SM}\) (CCH) program for a total of $545,562.

\(^1\)Harvard University study

SUMMARY

GRANT AWARDEE: St Mary’s Health Wagon

GOAL: To improve quality of care through prevention, detection, and treatment of heart disease and reduce cardiovascular health disparities for those who are uninsured and under-insured in the Appalachian Mountains of southwest Virginia.

AREA OF FOCUS: Clintwood, VA

2012 GRANT AWARD: $239,500

TOTAL GRANT AWARD(S): $545,562

“It has been a pleasure to implement the Appalachian Healthy Heart Initiative and help many individuals of southwest Virginia. The Health Wagon is very thankful for the support the Foundation has provided during the duration of the project. We will continue to sustain the project on our own to help expand healthcare overall and cardiovascular awareness and treatment to the people of the Appalachians.”

– Teresa Gardner, DNP, FNP-BC, FAANP, Executive Director, St Mary’s Health Wagon
Texas is ranked third in the nation for food insecurity, with over 15% of households lacking the means to provide consistent nourishment for maintaining health, including cardiovascular health. Access to fresh, nutritious, and affordable food for community members is vital in promoting community health and preventing disease. From seed to table, the Sustainable Food Center’s (SFC) Cultivating Healthy Communities program responds to this need by creating opportunities for individuals to make healthy food choices and to participate in a vibrant local food system. Through organic food gardening, relationships with area farmers, interactive cooking classes, and nutrition education, children and adults have increased access to locally grown food and are empowered to improve the long-term cardiovascular health of Central Texans.

In 2012 alone, Cultivating Healthy Communities made contact with more than 250,000 individuals through SFC community and school gardening, farm marketing, and healthy cooking class programs. This includes over 12,000 individuals who grew more fruits and vegetables because of access to SFC’s Grow Local program. Grow Local provides free basic organic gardening classes in English and Spanish and trains neighborhood leaders to begin and sustain community and school gardens. Through the Sprouting Healthy Kids farm-to-school and food-systems education project, nearly 40,000 students enjoyed increased access to healthy, local foods while increasing nutrition literacy through 20 school-wide meet-the-farmer and veggie-sampling events and 22 new or expanded school gardens. The Cultivating Healthy Communities program received three consecutive years of funding from the CCH program for a total of $550,337.

1 USDA, 2007
With over 40% of Detroit adolescents overweight, The Regents of the University of Michigan’s Project Healthy Schools (PHS) educates low-income, underserved African American and minority middle school students about the importance of heart health, as well as the effect of childhood obesity and its long-term health risks. Focusing primarily on sixth grade students, PHS’s school-based program aims to stem the tide of this obesity epidemic by teaching adolescents healthy habits, developing healthy school environments, and creating an infrastructure that supports program sustainability and replication. Healthy youth who continue to practice healthy lifestyles will grow into healthy adults with fewer risk factors for cardiovascular disease, diabetes, and other chronic illnesses.

Based on an analysis of the results from health-behavior questionnaires, students increased their fruit consumption and decreased their consumption of fried foods and French fries. Combined TV/video hours per day decreased, and there was a noted increase in students’ exercise frequency. Physiological data also revealed that students decreased their total cholesterol, blood glucose levels, recovery/resting heart rates, and both systolic and diastolic blood pressures, indicating an improved fitness level from baseline. Exposure and knowledge related to fresh produce increased, and 70% of students shared their health and wellness knowledge with their families. PHS received two consecutive years of funding from the Connections for Cardiovascular HealthSM (CCH) program for a total of $426,048.

"PHS is dedicated to creating collaborative projects that emphasize heart-healthy habits from an early age. By learning these lessons, these children are improving their cardiovascular risk factors, which we believe will translate into lower long-term risk of hypertension, diabetes, and heart disease."

– Kim Eagle, the Albion Walter Hewlett professor of internal medicine and a director of the Sam and Jean Frankel Cardiovascular Center, University of Michigan Health System

**SUMMARY**

**GRANT Awardee:** The Regents of the University of Michigan

**Goal:** To serve low-income, underserved African American middle school students.

**Area of Focus:** Ann Arbor, MI

**Total Grant Award(s):** $426,048
According to the Centers for Disease Control and Prevention, cardiovascular disease is the leading cause of death in California. Behavioral factors that increase cardiovascular disease risk (e.g., poor diet, physical inactivity, smoking, stress, and limited social networks) are on the rise, and reports show persistent disparities among Latinos throughout the state.\(^1\) **Healthy Families, Healthy Hearts** at Visión y Compromiso improves awareness of heart-healthy habits leading to better nutrition, increased physical activity, and reduced stress for low-income, underserved Latino families in the Los Angeles area. Visión y Compromiso integrates the *Salsa, Sabor y Salud* curriculum developed by the National Latino Children’s Institute that builds on Latino family values, experiences, traditions, language, and cultural strengths with its popular Bailoterapia (dance for health) activity for the entire family to provide culturally relevant and accepted family nutrition and exercise activities to improve family health. The program also relies on its extensive alliances with community groups, schools, recreation centers, churches, clinics, and restaurants to accomplish the goal of “community leading community to improve health outcomes.” It is a family approach to healthy eating and exercise.

Pre- and post-intervention data was available for 565 class participants who took part in the program in 2012. Of those participants, 90% were overweight or obese at the start of the program. By the end of their participation, that number dropped to 87%. The percentage of participants who were obese before the intervention decreased from 57.9% to 50.3%. Equally as important, the **Healthy Families, Healthy Hearts** program was able to touch an additional 48,000 Latino residents through secondary outreach efforts. The **Healthy Families, Healthy Hearts** program received two years of funding from the CCH program for a total of $307,200.

\(^1\)Health Reports of Bay Area Health Departments in San Mateo, Santa Clara, Alameda, Contra Costa, and Napa Counties

**Having a Vision**

**SUMMARY**

**GRANT AWARDEE:** Visión y Compromiso  
**GOAL:** To improve awareness of heart-healthy habits leading to better nutrition, increased physical activity, and reduced stress for low-income, underserved Latino families.  
**AREA OF FOCUS:** El Cerrito, CA  
**TOTAL GRANT AWARD(S):** $307,200

“Visión y Compromiso is committed to a healthy and dignified life for all. The *Healthy Families, Healthy Hearts* program provides cardiovascular education, nutrition, and exercise information and real tools in a culturally and linguistically relevant manner to support healthier family lifestyles.”  
– Maria Lemus, Executive Director, Visión y Compromiso
West Virginia Health Right is honored to have the Foundation’s support as we continue to improve the health status of our impoverished, uninsured patients. The progress our patients have made in the Pathways to Cardiovascular Health program has been truly astounding. Through our partnership with the Foundation, our patients have made remarkable and sustainable lifestyle changes that have significantly decreased their cardiovascular risk factors.

– Patricia White, Executive Director, West Virginia Health Right, Inc

West Virginia is first in the nation for the prevalence of heart attacks and obesity. It ranks second for prevalence of stroke, type 2 diabetes, and tobacco use. The Pathways to Cardiovascular Health program at West Virginia Health Right, Inc provides patients with self-management techniques that promote personal responsibility and that lead to improved health status and improved compliance with documented treatment plans. As one program participant stated, “... this is you, taking your life in your own hands, doing what you need to do.” In addition to tobacco cessation, diabetes management, and weight-loss classes, the clinic offers healthy-heart classes, a variety of exercise classes, and healthy cooking classes.

By the end of 2012, over 950 participants have shown improvement in blood pressure, cholesterol levels, and Hemoglobin A1C levels as well as increased levels of tobacco cessation and weight loss. In fact, within the past two years, 21 participants have lost over a literal ton of weight (2,000 pounds) though diet change, exercise, and hard work to change their lifestyles. The Pathways to Cardiovascular Health program received three consecutive years of funding from the Connections for Cardiovascular Health (CCH) program for a total of $556,957.

1Centers for Disease Control and Prevention
African American and Latino residents of Boston face increased risk factors of cardiovascular disease including obesity, lack of exercise, poor nutrition, stress, and high blood pressure.1 The Connections for Cardiovascular Care program works to connect African Americans, Latinos, immigrants, and ESL speakers living in and around public housing in Roxbury, MA. The program is dedicated to serving those community members who have hypertension with comprehensive chronic care management to instill behavior change.

In addition to the 51 community outreaches conducted in 2012, participants were recruited and tracked through educational workshops and one-on-one nutritional counseling. In 2012, 65 participants lost more than 420 pounds by improving their diet, exercising, and adhering to their self-management goals. In addition, clinical measures were monitored closely, and at the end of 2012, 95% of tracked participants (123 participants out of the 130) had well-controlled blood pressure after intensive cardiovascular health education and case management. The program credits personal connections between the Whittier Street Health Center and the community as a key to instilling behavioral change. The Connections for Cardiovascular Care program has received two consecutive years of funding from the CCH program, totaling $309,574 to date.

1Boston Public Health Commission
2011 Grant Awardees

These grant awards were made in November 2011 and program activities were implemented in 2012.

<table>
<thead>
<tr>
<th>Allegiance Health Foundation</th>
<th>Foundation for Community Partnerships</th>
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<tr>
<td>Cary Medical Center</td>
<td>Gulf Coast Health Educators</td>
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<tr>
<td>Center for Black Women’s Wellness, Inc</td>
<td>Matthew Walker Comprehensive Health Center</td>
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<tr>
<td>Christiana Care Health System</td>
<td>Sankofa Community Development Corporation</td>
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<td>Cornerstone Assistance Network</td>
<td>St Mary’s Health Wagon</td>
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<td>Dr Arenia C. Mallory Community Health Center, Inc</td>
<td>Sustainable Food Center</td>
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<td>El Buen Samaritano Episcopal Mission</td>
<td>The Regents of the University of Michigan</td>
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<td>Family Focus</td>
<td>Visión y Compromiso</td>
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<td>Flagstaff Medical Center</td>
<td>West Virginia Health Right, Inc</td>
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<tr>
<td>Florida Hospital Heartland Medical Center</td>
<td>Whittier Street Health Center</td>
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2012 Grant Awardees

These grant awards were distributed in November 2012 and program activities will be implemented throughout 2013.

<table>
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<tr>
<th>Allegiance Health Foundation</th>
<th>Matthew Walker Comprehensive Health Center</th>
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<tr>
<td>Catherine’s Health Center</td>
<td>MedStar Washington Hospital Center Foundation</td>
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<td>Christiana Care Health System</td>
<td>Palmetto Project</td>
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<td>Cornell Cooperative Extension Association of Schenectady County</td>
<td>Saint Agnes Hospital Foundation, Inc</td>
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<td>Flagstaff Medical Center</td>
<td>University of Miami Miller School of Medicine</td>
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<td>Foundation for Community Partnerships</td>
<td>Weill Cornell Medical College</td>
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<tr>
<td>Gulf Coast Health Educators</td>
<td>West Virginia Health Right, Inc</td>
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<tr>
<td>Kentucky Department for Public Health – Ashland-Boyd County Health Department</td>
<td>Whittier Street Health Center</td>
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In November 2012, the Foundation awarded more than $4.4 million in grants to 22 organizations. More than $1.9 million of that was awarded in grants to nine new grant awardees.

**NEW PARTNERSHIPS**

**An APPLE a Day: Fighting Pediatric Obesity**

Kentucky ranks third nationally for pediatric obesity, with 21% of the commonwealth’s adolescents presenting BMIs at greater than the 95th percentile. The Appalachian Partnership for Positive Living and Eating (APPLE) program at the Ashland-Boyd County Health Department will help adolescents and their families combat complex issues relating to pediatric obesity. The only one of its kind in Kentucky, the program will identify participants by measuring the BMIs of elementary-aged adolescents (K-5) at three Boyd County school districts. A staff nutritionist will work closely with families to provide nutrition counseling, help caregivers read and understand nutrition labels, develop grocery lists, and prepare healthy meals on a budget. A physical activity coordinator will assess current physical activity levels and help families increase opportunities for physical activity. Mental health providers will also be available to assist families throughout the health improvement process. 2012 is the first year the Connections for Cardiovascular HealthSM (CCH) program awarded funding to APPLE, totaling $210,000 to date.

“We are thrilled to be a grant recipient of the Foundation’s Connections for Cardiovascular HealthSM program. The APPLE program has the potential to save lives in Boyd County by helping local children and families overcome challenges to maintaining a healthy lifestyle and by reducing their risk of developing cardiovascular disease.”

– Maria Hardy, MSN, Ashland-Boyd County Health Department’s Public Health Director

**SUMMARY**

**GRANT AWARDEE:** Ashland-Boyd County Health Department

**GOAL:** To promote healthy childhood and youth development and control overweight and obesity among 500 children and their caregivers through a voluntary, community-based obesity case-management program in Boyd County.

**AREA OF FOCUS:** Ashland, KY

**2012 GRANT AWARD:** $210,000

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1Centers for Disease Control and Prevention
Michigan is ranked 11th highest out of 50 states in age-adjusted mortality related to cardiovascular disease, and in Kent County, 63.1% of adults are overweight. Much of this is related to limited access to healthy foods and unhealthy lifestyle choices including poor nutrition, limited physical activity, and smoking. In response, the Catherine’s Health Center program entitled Live Heart Smart will target low-income, medically underserved residents of Grand Rapids to become aware of personal risk factors for cardiovascular disease. The program will then help residents take steps towards risk reduction behaviors and implement lifestyle changes that will assist them to become and remain healthy. Participants will be given a panel of screening tests and will be provided screening results along with a personalized health risk profile. The program will focus on regular contact with a mentor and lifestyle counselor as participants set and work towards goals. In addition, a nurse case manager will track progress and outcomes for those with identified health risks. 2012 is the first year the Connections for Cardiovascular HealthSM (CCH) program awarded funding to Live Heart Smart, totaling $161,950 to date.

SUMMARY
GRANT AWARDEE: Catherine’s Health Center
GOAL: To help low-income, medically underserved residents of the community become aware of personal risk factors for cardiovascular disease.
AREA OF FOCUS: Grand Rapids, MI
2012 GRANT AWARD: $161,950

“[We are honored that the Foundation has chosen to support our Live Heart Smart program. Every day we see firsthand the devastating results of untreated chronic disease. Many of these can be prevented if issues are detected early and small changes are made. However, simply telling people they should make lifestyle changes will not solve their health problems. For many, the tools needed to actually make changes are beyond their reach due to low income and limited access to basic health education.]

– Karen Kaashoek, Executive Director, Catherine’s Health Center

1Kent County Community Needs Assessment
We are excited to be the recipient of the Connections for Cardiovascular Health℠ grant, which will be used to implement the Health Shares project. Its purpose is to improve the lives of county residents who are at risk for chronic disease through improving nutritional awareness and increasing access to fresh vegetables. In the future, this project could be a model for local farmers to partner with the healthcare community to increase access and availability of local fresh produce. On behalf of the Cornell Cooperative Extension and our partners, Ellis Medicine, Schenectady County Public Health Services, and Schenectady ARC, we thank the Foundation for their generous support.

– Christopher Logue, Executive Director, Cornell Cooperative Extension Association of Schenectady County

Heart disease mortality is the leading cause of death in Schenectady County, NY.¹ The Health Shares program at the Cornell Cooperative Extension Association of Schenectady County will work to reduce complications from cardiovascular disease and other chronic diseases by prescribing fresh vegetables for high-risk, low-income patients. This community partnership program will improve nutrition by allowing physicians to issue vouchers to be used biweekly to acquire five meals worth of vegetables at an urban farm stand. Youth from a local community program and individuals with developmental disabilities will also grow, harvest, and package these vegetables at a city greenhouse and one-acre garden. 2012 is the first year the CCH program awarded funding to Health Shares, totaling $189,500 to date.

¹New York State Prevention Quality Indicators
Cultivating Heart Health for Laborers in the Field

According to the Centers for Disease Control, 64.7% of Nebraska adults are overweight/obese. Additionally, in a 2011 report, the Nebraska Department of Health and Human Services states that a higher percentage of residents (8.1%) in the Elkhorn Logan Valley Public Health Department service area have been diagnosed with one or more forms of cardiovascular disease, as compared to 7.3% in Nebraska overall. To help reduce the incidence of cardiovascular disease in Madison, Stanton, Burt, and Cuming Counties, Elkhorn Logan Valley Public Health Department’s Operation Heart to Heart will therefore specifically target the cardiovascular health of farming families, as nearly 20% of the population is estimated to work in agricultural operations. The program will reach out to agricultural laborers through innovative cardiovascular health screening opportunities, ongoing case management and tracking, and cardiovascular education. The program will raise cardiovascular health awareness among target audiences by starting a mass cardiovascular disease screening initiative in farm and tractor supply stores, agricultural education events, mandatory pesticide certification courses, grain elevators, crop seed dealers, livestock auctions, and field test plot events. Those found to be at an elevated risk will subsequently be offered free case management services. 2012 is the first year the Connections for Cardiovascular HealthSM (CCH) program awarded funding to Operation Heart to Heart, totaling $250,000 to date.

“The Operation Heart to Heart program is an exciting addition for our department with enormous potential to make life-saving differences among the program participants and the community. With agricultural workers and agricultural families being the primary target, we intend to offer free health education and free cardiovascular risk screenings to all, and those found to be at an elevated risk will subsequently be offered free case management services. By including the entire family in this process, Operation Heart-to-Heart hopes to increase the health and wellness throughout the family unit.”

– Gina Uhing, Health Director, Elkhorn Logan Valley Public Health Department

SUMMARY

GRANT AWARDEE: Elkhorn Logan Valley Public Health Department

GOAL: To reduce the incidence of cardiovascular disease and increase health-screening opportunities among agricultural laborers in Burt, Cuming, Stanton, and Madison Counties.

AREA OF FOCUS: Wisner, NE

2012 GRANT AWARD: $250,000
Hypertension rates in African American men in Washington, DC (38.5%) and Baltimore City (41.3%) have higher-than-national averages (31%).

**Hair, Heart, and Health** is a grassroots effort in Washington, DC to educate African American men about the dangers of elevated blood pressure and a good example of a gentle collision at work. The program will rely on the intrinsic trust that exists between men and their barbers and the understanding that the barbershop functions as a comfortable place for men to talk and relax.

**Hair, Heart, and Health** will provide barbers participating in the program with blood pressure monitoring devices and training. Before giving a haircut or shave, the barber will offer to take the customer’s blood pressure. If it is elevated, the barber will offer educational materials provided by the hospital and encourage the customer to spend time with a Health Navigator who is located in the shop at least four days a week and seen as an extension of the barbershop staff. 2012 is the first year the **Connections for Cardiovascular Health** (CCH) program awarded funding to **Hair, Heart, and Health**, totaling $256,460 to date.

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1. Centers for Disease Control and Prevention

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**SUMMARY**

**GRANT AWARDEE:** MedStar Washington Hospital Center Foundation

**GOAL:** To use barbershops as a venue for engaging underserved communities in healthy lifestyles and cardiovascular disease prevention.

**AREA OF FOCUS:** Washington, DC

2012 **GRANT AWARD:** $256,460
South Carolina consistently ranks among the three states with the highest incidence of heart disease, stroke, and related kidney failure.\(^1\) African Americans born in South Carolina are nearly twice as likely to develop risk factors for these chronic conditions as everyone else.\(^2\) By focusing on Coastal South Carolina, the *Heart & Soul* program at the Palmetto Project will fight back against statistics like these through one-on-one encounters and individualized health education sessions to clients of food pantry distribution sites. More specifically, *Heart & Soul* is dedicated to improving the cardiovascular health of underserved African American adults aged 25-40 years. Patient navigators will connect participants with health resources and give them the tools and education to make lifestyle changes that reduce risk for cardiovascular disease and stroke. The program understands the needs of the community and will deliver nutrition and health education via visual materials (instead of print materials) specifically designed to be understood by persons with ‘below basic’ learning skills. 2012 is the first year the *Connections for Cardiovascular Health*\(^{SM}\) (CCH) program awarded funding to *Heart & Soul*, totaling $215,510 to date.

\(^1\)American Heart Association (2010)  
\(^2\)South Carolina Office of Research and Statistics, 2011
Areas of Southwest Baltimore have some of the highest rates of premature death due to cardiovascular disease.¹ To combat this, the **Heart-to-Heart** program at the Saint Agnes Hospital Foundation, Inc will identify and assess underserved, low-income African American women at high risk for cardiovascular disease. A new companion program to **Red Dress Sunday℠**, **Heart-to-Heart** will provide community-based, heart-risk screenings based on the Women’s Heart Center at Saint Agnes, followed by intervention programs with nutrition, physical activity, and healthy lifestyle education to reduce the risks for heart disease. The program will be implemented at nine churches in Baltimore City, where each church will serve as a site for heart-risk screenings and intervention programs. 2012 is the first year the **CCH** program awarded funding to **Heart-to-Heart**, totaling $244,455 to date.

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**SUMMARY**

**GRANT AWARDEE:** Saint Agnes Hospital Foundation, Inc

**GOAL:** To serve as a new companion program to **Red Dress Sunday**, a heart disease outreach program for African American women.

**AREA OF FOCUS:** Baltimore, MD

**2012 GRANT AWARD:** $244,455
Bringing Better Days to the Sunshine State

Florida ranks third in the US in the number of HIV/AIDS cases, while Miami-Dade County ranks first in the number of HIV/AIDS cases.¹ In response, the University of Miami Miller School of Medicine’s Healthy Living for Better Days will combine an exercise program with healthy-eating education into a community program to improve overall and cardiovascular health status among low socioeconomic status people living with HIV/AIDS. The program evolved from a study that investigated the effect of exercise training on immune functioning, metabolic variables, and quality of life in low-income individuals infected with HIV. Given the positive findings and the needs of this population, Healthy Living for Better Days will offer a 12-month community program of cardiovascular and resistance exercise training performed three times a week and weekly classes on healthy eating based on the Departments of Health and Human Services and Agriculture’s dietary guidelines for Americans. 2012 is the first year the Connections for Cardiovascular HealthSM (CCH) program awarded funding to Healthy Living for Better Days, totaling $223,738 to date.

¹2011 Florida Annual Report

SUMMARY
GRANT AWARDEE: University of Miami Miller School of Medicine
GOAL: To combine an exercise program and healthy-eating education into a community program to improve overall and cardiovascular health status among low socioeconomic status people living with HIV/AIDS.
AREA OF FOCUS: Miami, FL
2012 GRANT AWARD: $223,738

“The Healthy Living for Better Days program aims to improve overall and cardiovascular health status among this patient population of Miami-Dade County, which has one of the highest rates of new HIV cases nationwide. All of our participants will have an opportunity to train for local walkathons to achieve and promote the Healthy Living program.”

– John E. Lewis, PhD, Associate Professor of Psychiatry and Behavioral Sciences
New York has over 1 million uninsured residents, and cardiovascular disease consistently ranks first each year as the cause of death over the past decade.¹ Organized and operated by a volunteer staff of medical, nursing, and physician’s assistant students and attending physicians, the Heart-to-Heart Community Outreach Campaign at Weill Cornell Medical College will screen uninsured, underserved, at-risk communities for cardiovascular disease and diabetes in New York City. To decrease these barriers to medical care, the Heart-to-Heart Community Outreach Campaign program will administer comprehensive screenings at community centers and faith-based organizations where participant familiarity is already firmly established. The program’s progress will be tracked with follow-up surveys of community screening participants. In addition, Heart-to-Heart will develop a mobile data system to instantaneously capture health information of screening participants, create an informational website, and establish a starter-kit to help other institutions begin their own community outreach initiative. 2012 is the first year the CCH program awarded funding to Heart-to-Heart, totaling $181,895 to date.

SUMMARY
GRANT AWARDEE: Weill Cornell Medical College
AREA OF FOCUS: New York, NY
2012 GRANT AWARD: $181,895

Thanks to generous funding from the Foundation’s Connections for Cardiovascular HealthSM program, Weill Cornell’s Heart-to-Heart Community Outreach Campaign will reach a greater number of New Yorkers in underserved and underrepresented communities. The Heart-to-Heart Community Outreach Campaign empowers participants to lead healthier lives while connecting those most in need with healthcare professionals and solutions. This year Heart-to-Heart plans to increase the frequency of its cardiovascular disease community screenings and measure their impact on the health of participants.

– Julianne Imperato-McGinley, MD, Associate Dean of Translational Research & Education at Weill Cornell Medical College and program director of its Clinical and Translational Science Center

¹New York City Department of Health
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Ronald E. Pawlak
Assistant Treasurer

Robert Tortorello
Assistant Treasurer