Helping to Improve Heart Health in a Virtual World

Heart to Heart
Connecting Communities, Improving Health

AstraZeneca HealthCare Foundation

2020 ANNUAL REPORT
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 promoting public awareness of and education about healthcare and supporting nonprofit organizations.

**MISSION AND PROGRAMS**

**Connections for Cardiovascular Health℠ Next Generation**

In 2009, the AstraZeneca HealthCare Foundation launched the Connections for Cardiovascular Health℠ (CCH) program with a charitable contribution from AstraZeneca Pharmaceuticals, whose support for the program totals $35 million to date. The program provides grants and capacity building to nonprofit organizations working in innovative ways to improve cardiovascular health at the community level. CCH Next Generation builds on the legacy of the CCH program and ten years of lessons learned.

**AstraZeneca Employee Disaster Relief Fund**

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

**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 in Pennsylvania, provides evaluation support of CCH-funded programs, identifies key learnings based on Foundation practices, assists in sharing lessons learned and provides representation on the Foundation’s grant review committees.

For more information on the Foundation’s programs, visit [http://www.astrazeneca-us.com/foundation](http://www.astrazeneca-us.com/foundation).
The AstraZeneca HealthCare Foundation is deeply rooted in supporting nonprofit organizations working to help improve heart health within their communities. That is the spirit in which the Connections for Cardiovascular HealthSM (CCH) program was launched. For over 10 years, we have supported community-based programs aimed at reaching vulnerable and underserved populations. Through CCH, the Foundation has aspired to accelerate Grant Awardee efforts to help reduce health disparities by tackling challenges around their communities.

No one could have anticipated the difficulties we saw in 2020 as the world struggled to understand and cope with a global pandemic. Amidst the unpredictability of the pandemic, the Foundation’s Grant Awardees proudly continued to innovate and modify the execution of their programs by identifying new ways to connect in their work to help improve heart health. From addressing nutritional needs, to exploring the virtual world of telehealth, to amplifying social media channels for more effective communication, these organizations pivoted quickly and meaningfully.

We also had the honor of launching the Connections for Cardiovascular HealthSM Next Generation program in 2020, building on over a decade of lessons learned and expanding our reach to areas of the country with some of the greatest need for heart-health interventions. We’ve been incredibly impressed with how our CCH Next Generation Grant Awardees, as well as previous CCH Grant Awardees, charted new territory with their agile approaches to continue working to help improve cardiovascular health in their communities. Meeting participants where they are, promoting heart healthy behaviors, and delivering quality education were the cornerstone of 2020’s programs.

To help support our new Grant Awardees, we are providing peer-to-peer mentorship, where the newly funded organizations work with mentors from previously funded organizations, to provide guidance around program launch and implementation. The mentorship enables the groups to also share challenges and successes, learning from each other in a collaborative environment.

There is no doubt we all learned lessons in 2020. We look forward to seeing how we can apply those learnings as we move forward in helping to improve heart health in communities across the country.

Rich Buckley
President
AstraZeneca HealthCare Foundation
Retired March 19, 2021

James W. Blasetto, MD, MPH, FACC
Chairman
AstraZeneca HealthCare Foundation
PROGRAM RESULT & PARTICIPANTS

IN 2020

$1.02M
AWARDED IN GRANTS

11K+
PEOPLE REACHED

2K+
PEOPLE TRACKED FOR PROGRESS

NONPROFIT ORGANIZATIONS
AWARDED GRANTS

PROGRAM PARTICIPANTS ACHIEVE MEASURABLE OUTCOMES

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

“"We’re able to use personal coaching and peer support to empower a vulnerable population to lose weight while encouraging family support to understand and address the psychosocial and environmental barriers as well as provide improved access to healthy foods and behavioral resources.”

— Angie Settle, CEO, West Virginia Health Right Inc.

“"One of our key lessons learned is to have a solid plan that can be adapted, ensure that community voices and perspectives are included in the planning and decision making, and that our... data reflect how the program should address disparities in systems that impact communities both locally and nationally.”

— Rashida Ferdinand, Executive Director, Sankofa Community Development Corporation

“"I loved pizza and had a habit of having late-night dinners and started feeling sick and gained lots of weight. I joined Corazones Sanos and have increased awareness of my own health, walking 30 minutes a day and eating a healthy diet of vegetables, fruit, and protein. I lost weight and lowered my cholesterol and am sharing what I’ve learned with my family, and it’s helping them make healthy choices, too.”

— Raquel, program participant, Westminster Free Clinic"
The nonprofit organizations awarded grants help improve cardiovascular disease through programs that address barriers to care for socially, economically, and environmentally disadvantaged populations with activities and information that meet the needs and culture of the people in their communities.

The programs often bridge gaps in care and focus on screenings; cardiovascular disease prevention and management; nutrition education; access to healthcare and behavioral health services; physical activity and health coaching through clinics, community centers, and more.

“As a widow with seven children and grandchildren who depend on me, it’s very important for me to stay healthy and lower my risk of a heart attack or stroke. I work but can’t afford insurance or even a yearly check-up, but the Health Wagon has helped save my life in more than one way… They counseled me on changing daily activities, diet, and exercise…. As a result, I’ve lowered my blood pressure and cholesterol levels. They are always professional and caring.”

—Samantha, program participant, St. Mary’s Health Wagon
ADDRESSING HEALTH DISPARITIES (cont’d)

“…So many of our residents are both uninsured and experiencing poverty. Obviously, access to healthcare professionals is huge. Second, access to support and education services… are absolutely critical. We are actually scheduling strategically so that the patient’s medical visit will be immediately followed by the registered dietitian’s visit, so that we can reduce transportation as a barrier issue that many of our folks incur.

—Liz Coates, Executive Director, Good News Clinics, Inc.

“…We’re taking our program to our patients [through our virtual visits]. We’re not asking them to take off work or try to find a bus to the clinic. We want to make sure that we’re meeting them where they are, and they’re getting the care they need, in the time that they need it.

—Michelle Dennison, Metabolic Care Center Grants Administrator, Oklahoma City Indian Clinic

“…Our community has a higher prevalence than the nation for cardiovascular-related issues, and we also face disparities on the effects of these conditions, particularly in the African American community. The funding from the AstraZeneca HealthCare Foundation for our Heart Link program will help the uninsured and underinsured get access to health insurance, free or low-cost medications, and community resources, as well as trained Wellness Navigators who will help them learn more about how to manage their condition to improve their health and life.

—Ghandi Daniels, Executive Director, The Wellness Coalition
While the pandemic halted many things across the country, CCH Grant Awardees pivoted to find new ways to continue to serve their communities and stay connected to program participants. This is where our Grant Awardees’ innovation and technology came to life in order to continue to address urgent, unmet heart health needs through the pandemic.

Grant Awardees:

- Addressed basic nutritional needs through community food drives and pantries
- Utilized telehealth to increase access and ensure safety of their patients
- Adapted their classes to online formats to eliminate transportation barriers, among other innovative services

“We’ve come out of our “virtual shell.” We are more active on our social media accounts, our text messaging, and our emails. We developed a way to keep in contact with our participants not only during this pandemic, but also during the winter season that can shut down local roads and sometimes the entire state. This has opened up our eyes to how much the world is changing and how we have to adjust to it for our community. We’ve learned to never give up, to be confident, and to find something to be proud of.”

—Sara Lincoln, Sisseton-Wahpeton Oyate Diabetes Center Director, Sisseton-Wahpeton Oyate of the Lake Traverse Reservation

The COVID-19 pandemic has been anything but normal, even if people say it is the ‘new norm.’ I was only at a new job for five weeks when everything was shut down, and I lost my income. I was wondering how I was going to get paid, and I had no insurance…. Now, my health wellness coach is calling and checking in on me every two weeks and has given me so much support. Even though we can’t meet together in person, she followed through with calling, asking how I am doing, and checking in on my goal-setting. My health has improved a lot since a few months ago—physical and mental. At Catherine’s, the people are not just my doctor or my health wellness coach. These are relationships. There is no value I can place on the help I’ve received here.

—Renee, program participant, Catherine’s Health Center

In an effort to identify “silver linings” of the pandemic, we’re pleased to share participant stories of women like Gloria who has continued to focus on improving blood glucose levels and weight loss. She has lost 13 pounds between February and October of 2020. Heart Smart for Life truly is about teaching participants how to manage their health journey regardless of what life throws at them.

—Deanna Messinger, Executive Director, Mercy Hospital Foundation, Inc.
I enrolled in this class in the midst of a pandemic after being sick, unemployed, and worried about my heart health. I wanted to take a proactive step toward my own physical and mental health, and the class has definitely made me feel more in control. I’ve made goals to lose weight in a sensible manner, to prioritize exercise in my schedule, and to make exercise fun with activities like dancing. I also am reducing my stress and am committed to fostering community with my South Asian family and neighbors to promote healthy eating and less reliance on processed foods.

—Shikha, program participant, Asian Health Coalition

While we thought telemedicine and virtual visits would be only a temporary thing, we have now discovered that they are a valuable tool in removing barriers to access for those with transportation and other mobility issues. We’ve realized that we can do more in the virtual setting than we thought possible and that virtual visits are here to stay and provide a solution.

—Karen Kaashoek, Executive Director, Catherine’s Health Center
The AstraZeneca HealthCare Foundation’s *CCH Next Generation* program builds on *CCH’s* legacy to help improve heart health in partnership by sharing key learnings to inspire other organizations to affect change. These organizations are using insights from the Foundation and previous Grant Awardees to develop and implement their own innovative, community-based heart health programs.

**Grant Application Informational Capacity Building Webinar**

As part of the Foundation’s open call for applications for the 2020 *CCH Next Generation* program, the Foundation hosted an informational webinar to support capacity building for potential applicants and to help them prepare an evidence-based program for the online application. The Foundation’s Effective Program Practices Guide was shared as part of the application process and the informational webinar with a goal of inspiring a new generation of community leaders to impact the communities with the greatest need.

**Mentorship Program**

With the launch of *CCH Next Generation* in 2020, the Foundation also evolved the Mentorship Program, fostering relationships among newly funded organizations and previous *CCH* Grant Awardees to help with program implementation barriers and offer best practices. Building on the success of the pilot 2019-2020 Mentorship Program, the next iteration continues to support Grant Awardees through regular mentee-mentor engagements and now leverages a curriculum developed by the Foundation, its university evaluation partners, and the mentors.

**Results for the two-year pilot program were overwhelmingly positive, with mentors helping mentee organizations with:**

- Strategies to achieve participant goals and alter programs to keep participants safe during the pandemic
- Sharing best practices on program reporting, budgeting, and sustainability
- Helping to enhance communication efforts
CAPACITY BUILDING (cont’d)

If anything, having someone who has been through the CCH program before and has had to adapt their program to COVID is very helpful to us.

—Jennifer Seifert, Executive Director, Charitable Pharmacy of Central Ohio

Virtual Learning Series

The Foundation’s CCH Next Generation Grant Awardees also received ongoing educational support with a virtual Learning Forum webinar series centered on capacity building as organizations implemented their programs.

Sessions included

• An Orientation Webinar with a focus on reporting and evaluation to demonstrate program impact and communications to share program stories;

• A Virtual Awards Recognition and Roundtable on World Heart Day to bring together current and previous Grant Awardees to learn from one another and elevate awareness of cardiovascular disease and ways to address it at the community level;

• A communications webinar, Using the Art & Power of Storytelling and Social Media, focused on key message development and storytelling to help Grant Awardees bring awareness to their programs.

Mentorship activities have increased thought process and decision-making in identifying and overcoming recruitment obstacles.

—Robyn Sunday-Allen, Chief Executive Officer, Oklahoma City Indian Clinic

Our mentors helped with an understanding of how to report numbers and provided encouragement about moving through the program with lessons learned being an important aspect of the program.

—Liz Coates, Executive Director, Good News Clinics, Inc.
American Public Health Association 2020 Virtual Annual Meeting

As part of our commitment to share lessons learned, the Foundation presented with longstanding CCH Grant Awardee, Catherine’s Health Center (Grand Rapids, MI), at the American Public Health Association’s 2020 Virtual Annual Meeting. Both groups featured sessions on program sustainability and the benefits of health coaching models.

- **Sustainability of Cardiovascular Health Programs: Making Community Programs Tick After Funding Disappears**

- **Health Coaches/Promotores: An Asset for Enhancing Retention and Recruitment and Facilitating the Feedback Loop Between Program Participants and Providers**

**Special Report**

Interested in learning more about the first 10 years of the CCH program? The Foundation’s Special Report, released in 2020, highlights the first decade of the CCH program through stories of the organizations and programs we have funded.
Eleven previously funded CCH Grant Awardees received a total of $775,000 in 2019 to continue their CCH-funded programs through October 2020 and work toward program sustainability. In addition, eight of the longstanding organizations continued two-year dissemination grant funding from 2018 to support sharing lessons learned via conference presentations, program toolkits, and publications through October 2020. Visit our website for summaries of each program.

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<tr>
<th>Asian Health Coalition</th>
<th>*St. Mary’s Health Wagon</th>
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<tr>
<td>Chicago, IL</td>
<td>Wise, VA</td>
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<tr>
<td><strong>PROGRAM:</strong> CARDIO: Cardiovascular Awareness Recognizing Diet and Integration of exercise Options</td>
<td><strong>PROGRAM:</strong> Expansion of Heart Health 1, 2, 3. Comprehensive Cardiovascular Disease Initiative for Diabetes Mellitus, Metabolic Syndrome and Obesity</td>
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<td><strong>AWARD:</strong> $125,000</td>
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<tr>
<th>*Catherine’s Health Center</th>
<th>University of Mississippi</th>
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<tr>
<td>Grand Rapids, MI</td>
<td>Jackson, MS</td>
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<tr>
<td><strong>PROGRAM:</strong> Healthy Heart Team/Whole Hearts</td>
<td><strong>PROGRAM:</strong> Healthy Hearts in the Heart of the City</td>
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<td><strong>AWARD:</strong> $50,000</td>
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<th>*Chesapeake Charities, Inc.</th>
<th>*West Virginia Health Right Inc.</th>
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<td>Stevensville, MD</td>
<td>Charleston, WV</td>
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<td><strong>PROGRAM:</strong> Partnering for Youth Cardio-Fit Project</td>
<td><strong>PROGRAM:</strong> SCALE (Sustainable Change and Lifestyle Enhancement)</td>
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<th>*Mallory Community Health</th>
<th>*Westminster Free Clinic</th>
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<td>Lexington, MS</td>
<td>Thousand Oaks, CA</td>
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<tr>
<td><strong>PROGRAM:</strong> Take Control of Your Health</td>
<td><strong>PROGRAM:</strong> Corazones Sanos</td>
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<th>*Sankofa Community Development Corporation</th>
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<td>Buffalo, NY</td>
<td>New Orleans, LA</td>
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<tr>
<td><strong>PROGRAM:</strong> Heart Smart for Life</td>
<td><strong>PROGRAM:</strong> Healthy HeartBeats</td>
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<th>Sissetton-Wahpeton Oyate of the Lake Traverse Reservation</th>
<th>*Denotes dissemination Grant Awardee.</th>
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<tr>
<td>Agency Village, SD</td>
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<tr>
<td><strong>PROGRAM:</strong> Sissetton-Wahpeton Oyate Connections for Cardiovascular Health - Heart of the Nation (HON)</td>
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<td><strong>AWARD:</strong> $125,000</td>
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*Denotes dissemination Grant Awardee.
In August 2020, the AstraZeneca HealthCare Foundation awarded a total of $1,028,303 in grants to nine organizations to implement innovative heart health programs in their communities. Two of the previously funded organizations are serving as peer mentors to the newly funded organizations to help them successfully launch their programs. Visit our website for summaries of each program.

*Denotes mentors.

**Asian Health Coalition**  
Chicago, IL  
**PROGRAM:** CARDIO: Cardiovascular Awareness Recognizing Diet and Integration of Exercise Options  
**AWARD:** $30,000

**Camino Community Center (Camino Community Development Corporation Inc.)**  
Charlotte, NC  
**PROGRAM:** Camino Vida  
**AWARD:** $150,000

**Catherine’s Health Center**  
Grand Rapids, MI  
**PROGRAM:** Healthy Heart Team/Whole Hearts  
**AWARD:** $64,998

**Charitable Pharmacy of Central Ohio**  
Columbus, OH  
**PROGRAM:** Farmacy in the City: Cardiovascular Care at a co-located Charitable Pharmacy and Fresh Market  
**AWARD:** $149,444

**Good News Clinics, Inc.**  
Gainesville, GA  
**PROGRAM:** Healthy Hearts 4 Life  
**AWARD:** $150,000

**HealthVisions Midwest Inc.**  
Hammond, IN  
**PROGRAM:** HEART: Healthy Eating, Active Living, Reduce Stress, Test your Numbers  
**AWARD:** $149,573

**Oklahoma City Indian Clinic**  
Oklahoma City, OK  
**PROGRAM:** Healthy Hearts on the Go: Linking Cardiovascular Disease to Diabetes Management for American Indians  
**AWARD:** $150,000

**The Wellness Coalition**  
Montgomery, AL  
**PROGRAM:** HeartLink – Improving Cardiovascular Health in the Alabama River Region  
**AWARD:** $149,288

***West Virginia Health Right, Inc.**  
Charleston, WV  
**PROGRAM:** SCALE (Sustainable Change and Lifestyle Enhancement)  
**AWARD:** $35,000
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Assumed role December 24, 2020

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Shannon Fyalkowski
Graduate Intern - Program Associate

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HealthVisions Midwest
Central Appalachia
Health Wagon
Charitable Pharmacy of Central Ohio
Health Foundation
MercyHealth Foundation
Oklahoma City Indian Clinic
Westminster Free Clinic
sankofa Community Development Corporation
University of Mississippi
The Wellness Coalition

AstraZeneca HealthCare Foundation

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