



American Heart Association.

How to measure your blood pressure at home

TARGET:BP

Follow these steps for an accurate blood pressure measurement

1. PREPARE

Avoid caffeine, smoking and exercise for 30 minutes before measuring your blood pressure.

Wait at least 30 minutes after a meal.

If you're on blood pressure medication, measure your BP before you take your medication.

Empty your bladder beforehand.

Find a quiet space where you can sit comfortably without distraction.

2. POSITION



3. MEASURE

Rest for five minutes while in position before starting.

Take two or three measurements, one minute apart, twice daily for seven days.

Keep your body relaxed and in position during measurements.

Sit quietly with no distractions during measurements—avoid conversations, TV, phones and other devices.

Record your measurements when finished.

CONNECTICUT IMPACT REPORT

Fiscal Year 2022-2023



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TOGETHER, WE ARE...



Transforming
Communities



Changing
Policy



Leading Breakthroughs
in Science & Technology



Changing
Systems



Transforming
Healthcare

A RELENTLESS FORCE FOR A WORLD OF LONGER, HEALTHIER LIVES

Dear Friends,

What an amazing year we had together creating healthier lives throughout Connecticut! I am honored to serve alongside our talented staff, passionate Board of Directors, community leaders and supporters to address barriers to health equity and bring the American Heart Association's mission to life, to be a relentless force for a world of longer, healthier lives.

This past year, thanks to our wonderful supporters and volunteers, we were able to provide resources and tools to educate families, engage employees in wellness programs, advocate on critical policy issues, and educate our communities to save lives. Together we addressed high blood pressure and nutrition security in under-resourced neighborhoods to make a meaningful impact and partnered with hospitals and health systems to improve patient outcomes across cardiovascular and stroke focus areas.

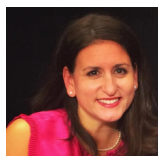
Some of the highlights from this past year include collaborating with qualified health centers to establish managed self-monitoring blood pressure Initiatives, expanding care to integrate lifestyle modification interventions into protocols such as weight management and physical activity, and improving survival rates with Hands-Only CPR. We were in 217 schools across the Connecticut, with over 85,889 students participating in our Kids Heart Challenge initiative, delivering heart-healthy physical activity and challenges.

Since 2020, we have provided more than \$12 million in Association research funded grants, with science-based discoveries providing healthier outcomes and hope for future generations here in Connecticut. Our Heart Walks engaged employees, families and communities to come together and raise critical resources to help fund new scientific discoveries, while our signature women's campaign, the Go Red for Women movement educated women that cardiovascular disease is their greatest health risk while empowering them to take-action through prevention.

This coming year, the American Heart Association will be celebrating its Centennial anniversary as a relentless force for a world of longer, healthier lives. As we look ahead into the next Century, we know that while we have made great progress, our work is not done. We are prepared to meet the evolving needs of our communities, and it is because of you, our dedicated volunteers and supporters, that we are able to bring healthier outcomes to the 3.6 million people who live in our great state.

With bold hearts, I look forward to continuing to save more lives... together.

Sincerely,



Adria Giordano

Executive Director - Connecticut

American Heart Association

Adria.Giordano@heart.org



MISSION IMPACT

Partnering to Address the Needs of Connecticut Communities

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Community Partners Transform Lives

Our community partners help the American Heart Association in Connecticut address health equity needs in a variety of ways throughout the year. From providing blood pressure programs in neighborhoods to implementing health policies in the community and participating in our awareness events throughout the year, we could not do the work we do without them.

This past year we created new ways of engaging companies and our community partners, shared resources with organizations and schools and made significant strides in changing the culture of what health equity looks like and how it is delivered.



Community policy, system and environmental change is vital to changing our communities, impacting the health and lives of its residents and creating healthier hearts.

Working with our partners throughout Connecticut, we were able to address health disparities and create change.

Thank you to everyone who helped us make a difference.

Improving Health in Connecticut Communities

.....

**Treating High Blood Pressure throughout Connecticut.
Collectively we are making a difference!**



Yale New Haven Health Heart and Vascular Center:

Using data about the communities they serve the Heart and Vascular Center at Yale New Haven Health launched an initiative to develop a comprehensive community health strategy to address hypertension rates. The Heart and Vascular Center developed a Hypertension Playbook using the American Heart Association and American Medical Association's Target:BP™ evidence based to ensure policies, treatment protocols, staff training, patient education and community engagement was implemented consistently across their statewide network of eighteen sites.



Check Out Your HEART, Bridgeport!:

A community blood pressure initiative with Bridgeport Health Department, Southwest Community Health Center, Optimus Health Care and Bridgeport Public Library. The "Check Yourself" kits which include educational materials available in English, Spanish and Kreyól, enable cardholders to track their blood pressure readings at home. The kits are available at 6 branches, reaching 12,700 active library card holders in the city and beyond.



Charter Oak Health Center:

Charter Oak and the Association worked collaboratively on a Self-Monitoring Blood Pressure (SMBP) program using Target:BP resources to improve clinical protocols and practices. The SMBP program provided patients with digital home BP monitors, training on its accurate use, and Association educational materials. Enrolled patients received a home Blood Pressure monitor, education about hypertension, and an individual care plan for how to achieve their BP goal with a provider. Each patient receives check in calls by a Community Health Worker, progress monitoring by the Integrated Care Nurse, and follow up appointments with their provider.

Improving Health in Connecticut Communities



**Treating High Blood Pressure throughout Connecticut.
Collectively we are making a difference!**



National Hypertension Control Initiative:

The American Heart Association received a financial assistance award totaling \$14.6 million to drive evidence based clinical systems change and community-based programs to reduce high blood pressure, in under resourced neighborhoods. Community Health Center, Inc., Norwalk Community Health Center, Southwest Community Health Center, United Community Family Services.

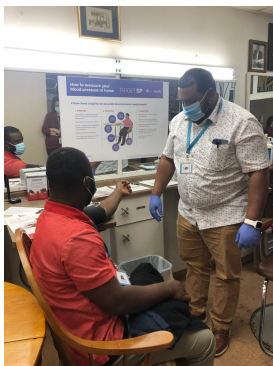
Southwest Community Health Center, Bridgeport:

Southwest Community Health Center adopted a standardized high blood pressure treatment protocol and remote patient monitoring program (RPM) for all patients with hypertension. Patients received health coaching and clinical support from a nurse and virtual care managers, resource navigation assistance from Community Health Workers, and nutritional assessments and counseling from registered dietitians.



Yale New Haven Hypertension Program:

The Yale Hypertension Program (YHP) offers bi-weekly blood pressure screenings at barbershops, churches, and pharmacies. Cardiologists, nurses, pharmacists, and community health workers are in the community at health hubs to teach how to accurately measure and track their blood pressure readings. The devices are paired so YHP providers can track blood pressure readings and reach out to follow up. This program was funded with support from the Heart and Vascular Center at Yale New Haven Health.



Improving Health in Connecticut Communities

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**From CPR training to fresh foods,
collectively we are making a difference!**



Shiloh Resource Center Go Fresh Expansion:

Shiloh Missionary Baptist Church in Middletown and the American Heart Association are working together to seek additional resources to transition the pantry into the Shiloh Resource Center a space where several organizations work collaboratively to bring a variety of health and wellness services to the community. The Shiloh Resource Center serves 1500 patrons participating in their community education programs and shopping at the free market monthly.



Waterbury Brass City Lifesavers:

The American Heart Association with community and school-based organizations formed the Brass City Lifesavers Network to improve CPR rates. Together, Brass City Lifesavers will train their network of more than 1075 staff and volunteers annually and train more than 2000 individuals in Waterbury each year.

CPR Training in Connecticut Communities

Individuals throughout the State were trained in Hands-Only CPR at community training events.

These events included:

- ♥ *Training Hands-Only CPR at the West Hartford Mandell Jewish Community Center led by a Hartford Athletic Soccer player*
- ♥ *Training Hands-Only CPR at the Eastern Connecticut Executive Leadership Team members at an event meeting*



Staff members and Eastern CT Heart Walk ELT members at a Hands-Only CPR Training.

We Can Do This Connecticut:

A \$25,000 grant awarded by the Department of Health and Human Services provided the opportunity for the Association to develop a campaign to increase Covid-19 vaccine confidence and awareness with city health departments and HRSA funded centers.



Improving Health in Connecticut Communities

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Celebrating Our Centennial Supporters!

For nearly a century the American Heart Association has saved and improved lives, pioneered scientific discovery and advocated for healthy public policies in communities across the country. These bold moves have helped transform the nation's overall health and significantly reduce heart disease and stroke death rates.

As champions for health equity, the American Heart Association believes that everyone, everywhere deserves the opportunity to live a full and healthy life.

We thank the Heart and Vascular Center at Yale New Haven Health and the Margaret M. Hallden Fund for becoming our first Centennial Supporters.



Thank you to our Centennial Supporters



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Web Banner in Spanglish



The media campaign reached over 4 million people in greater Waterbury and beyond through the use of web banners, a social media campaign, television PSAs and digital billboards.

The Margaret M. Hallden Fund

The American Heart Association is grateful for the support provided by the Connecticut Community Foundation - Margaret M. Hallden Fund which provided the opportunity to fund resources necessary to generate campaigns and initiatives to reach women in the Black and Hispanic greater Waterbury community. A media campaign, "Heroes Saving Hearts" focused on women and CPR in both English and Spanish. Only 39% of women receive CPR from bystanders in public compared to 45% of men.



COMMUNITY EVENTS

Connecticut Heart Challenge



American Heart Association Heart Walk is the signature event of the Heart Challenge initiative. Heart Walks taking place in the fall of 2022 provided Connecticut residents the opportunity to get moving by creating Heart Walk teams and participating at the events.

This past year the 2022 Eastern Connecticut Heart Walk and 2022 Greater Hartford Heart Walk saw the enthusiasm and passion for the mission of the American Heart Association to save lives!



Heart Walk Chair,
Andrew Bond



Pat the Patriot leads walkers in a stretch

Eastern Connecticut Heart Walk

The Eastern Connecticut Heart Walk brought over 1000 walkers together on October 2, 2022.

Participants enjoyed a beautiful morning along the Connecticut coast at Rocky Neck State Park. Walkers enjoyed a visit by Pat the Patriot of the New England Patriots and acapella groups from the University of Connecticut!

Thank you to Andrew Bond, Vice President of Planning at Electric Boat and the Executive Leadership Team for their support.

Greater Hartford Heart Walk

The Greater Hartford Heart Walk was held in Bushnell Park in Hartford on October 15, 2022.

The event featured a warm-up, pumpkin patch and a colorful autumn walk through and around Bushnell Park.

Thank you to Heart Walk Chair, Russ Mills, Field CFO, Alteryx and Connecticut Board Chair, and the Executive Leadership Team for their support!



Connecticut Heart Challenge



American Heart Association events like Heart Walk and CycleNation provided Connecticut residents the opportunity to get involved, raise awareness and funds and save lives. This past year Connecticut residents rallied around spring events, CycleNation and signature Heart Walks, the Greater New Haven Heart Walk and the Fairfield County and 5K Run.

CycleNation

CycleNation is a movement empowering people to be healthy while funding vital research to eradicate stroke and heart disease. We were excited to bring CycleNation back to Connecticut in June 2023! CycleNation hosts companies, community and individual teams to stop the cycle of stroke by raising critical funds to further research and education. This year, CycleNation raised over \$25,000!



CycleNation took place at the West Hartford Mandell Jewish Community Center

Greater New Haven Heart Walk

The Greater New Haven Heart Walk took place May 6, 2023, at Savin Rock Beach in West Haven. Close to 1000 walkers enjoyed music, a warm-up, and a scenic walk along the coastline. Survivor ambassador Stuart Katz shared his story and our first Centennial Supporter, the Heart and Vascular Center at Yale New Haven Health, was announced. Thank you to New Haven Heart Walk Chair, Lou Giaquinto, President of Anthem Blue Cross Blue Shield Connecticut and the Executive Leadership Team for their leadership and support!



Event Chair Lou Gianquinto cuts the ribbon.

Fairfield County Heart Walk & 5K Run

The Fairfield County Heart Walk & 5K Run took place on May 20, 2023, at Sherwood Island State Park. It was a little rainy, but that didn't put a damper on the day. Participants had a great time and were filled with energy and enthusiasm! Survivor ambassador George Iadarola shared his story to inspire walkers.

Thank you to Anthony Scavo of PwC, Joe Catapano of Pitney Bowes and Connecticut Board member and Dr. Chris Choi, Connecticut Board President and cardiologist of Stamford Health as our co-chairs for their leadership & guidance!



Event Chairs, Dr. Chris Choi, Anthony Scavo and Joe Catapano.

Go Red for Women



The American Heart Association's signature women's initiative, Go Red for Women, is a comprehensive platform designed to increase women's heart health. Go Red for Women encourages awareness of the issue of women and heart disease, and also action to save more lives. The movement harnesses the energy, passion and power women have to band together and collectively wipe out heart disease.

New Haven Goes Red for Women

The Greater New Haven Go Red for Women event was back in person on February 8, 2023, at the New Haven Lawn Club. The event was emceed by Lisa Carberg of WTNH-News 8 and featured keynote speaker, Dr. Gina Barreca, a Board of Trustees Distinguished Professor of English literature and feminist theory at the University of Connecticut and author. Other speakers included panelists from Yale New Haven Health, Dr. Elissa Altin, Dr. Meghana Rao Brito and Dr. Sara Goldstein who spoke on the many stages of women's heart health. A special appeal was made by heart survivor, Karen Lombardi. Movement breaks were part of the event with a dance presentation by Alisa's House of Salsa and a Tai Chi demonstration by Shirley Chock.

Thank you to our Chair, Dr. Lisa Freed, Director of the Womens Heart and Vascular Program, Yale New Haven Health and the Executive Leadership Team for their support.

Top left, Event Chair,
Dr. Lisa Freed.
Top right, and bottom, staff
from the Heart and Vascular
Center at Yale New Haven
Health.



Go Red for Women



Greater Hartford Go Red For Women Luncheon

The 2023 Greater Hartford Go Red for Women Luncheon welcomed 250 guests to the Connecticut Convention Center on March 29, 2023. NBC-Connecticut anchor Heidi Voight served as emcee for a program filled with inspirational speakers.

The theme, "Be the Beat" provided guests the opportunity to learn Hands-Only CPR. Lead by Go Red for Women Event Chair Haley Sofiane, Chief Operating Officer of CareCentrix, speakers included Caroline Wilke, Vice President of Human Resources with National Sponsor CVS Health/Aetna and sudden cardiac arrest survivor Tara Stermer who shared her story and encouraged everyone in the room to advocate for themselves and listen to their bodies.

The highlight of the afternoon was a lively panel discussion consisting of Dr. Carmella Sebastian, Chief Medical Officer at CareCentrix along with Emily Grace Tucker, multi-talented entertainer and the face of Generus, Inc. The day ended with Emily Grace performing "The Life I Never Led" from Broadway musical, Sister Act.



Top left, event chair Haley Sofiane (front center), along with event guests. Top right, survivor speaker Tara Stermer and event Emcee Heidi Voight, middle photo, event guest signs the memorial wall, bottom photo, keynote speakers, Dr. Carmella Sebastian and Emily Grace.



CREATING CHANGE

Working to Create Change and Improve Health



ADVOCACY

\$12 Million in Annual Tobacco Control Funding

4,900 Connecticut adults die every year from their own tobacco use, and 56,000 kids in Connecticut who are now under the age of 18 will eventually die from tobacco use. For the second year in a row, our advocacy efforts led to Connecticut committing \$12 million towards tobacco control including education, prevention, and cessation. We also successfully defeated an attempt to weaken our state's strong clean indoor air laws by preventing tobacco bars throughout the state.



Healthy Kids

To continue our support for the statewide expansion of healthy school meals for all, we worked to secure \$90 million early in the legislative session to complete the 2022-2023 school year, ensuring that all kids, regardless of family income, received free school meals. Our advocacy efforts were successful in receiving \$3.5 million in statewide funding to support the purchase, installation, and maintenance of water bottle filling stations, specifically targeted towards Title 1 schools.

Improving Access to Childcare

Connecticut's childcare system has been described by many as a system in crisis. With too few providers, we fought for funding to increase access to affordable and quality childcare was a priority initiative.

We were successful in securing \$35 million from the state budget to help on a statewide basis, as well as an additional \$3.5 million for the City of New Haven.



QUALITY INITIATIVES



Get With The Guidelines® (GWTG) is a hospital-based quality improvement initiative created by the American Heart Association and the American Stroke Association.

Time-sensitive health crises like heart attack or stroke need the right care at the right time for the chance at a better outcome.

The science of the American Heart Association sets the standards for high-quality care, and access to that care is something that all patients deserve.

This past year the Association awarded 30 programs across 25 hospitals throughout Connecticut. Awarded hospitals were promoted in U.S. News and World Report's Best Hospital Edition in the Summer 2023.

Engaging with School Children for a Better Future



Kids Heart and American Heart Challenge

This past school year Connecticut's Youth Market Team engaged 217 schools across the Connecticut, with over 85,889 students participating in the Association's Kids Heart Challenge and American Heart Challenge - a fun and exciting program which delivers heart-healthy physical activity through service learning for the American Heart Association. More than 1,719 students and families went the extra mile to complete "Finn's Mission", learning Hands-Only CPR and the Warning signs of stroke and over 11,000 students took the challenge to move more or be kind.

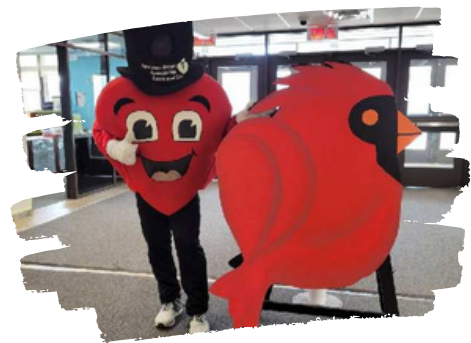
Overall, Connecticut's schools and students raised more than \$1 million dollars while learning fun ways to become healthier!



Left to Right: Association Youth Market Director, Neil Como, Dr. Salvatore Menzo Wallingford Public Schools, and Association Youth Market Vice President, Kyle Bright



Left: Jesse Cala, physical education teacher from Orchard Hills Elementary School in Milford prepares to be slimmed by students after students exceed their fundraising goal.



Right: Association mascot, Ticker visits a school on a rally day.

Making New Discoveries through Research



Research

The American Heart Association has funded over \$5 billion in research since 1949, and currently funds 1600 scientist around the United States.

Yale University and the University of Connecticut Farmington are the current recipients of 36 research grants totaling \$12,890,628 beginning in 2020 and ending in 2024. Research dollars support scientific studies seeking new discoveries related to causes, prevention and treatment of heart disease and stroke.



Our Research programs have contributed to many important scientific advances:

- First Artificial Heart Valve**
- Techniques and Standards for CPR**
- Implantable Pacemakers**
- Treatment for Infant Respiratory Distress Syndrome**
- Cholesterol Inhibitors**
- Microsurgery**
- Drug-Coated Stents**





The Cor Vitae Society, Latin for "Heart of Life", is the annual philanthropic giving society of the American Heart Association. An exceptional community of individuals, Cor Vitae Society members are united by a determination to ease the burden of cardiovascular diseases and stroke. Our goal is to provide meaningful experiences to recognize and engage such distinguished and generous support.

Thank you to our Champion Circle supporters who have donated \$5,000+ this past year:

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Elisabeth Breslav

Champion Circle

Melissa Arcaro

Robert Beer

Maureen Boyle

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Alison Rogers-McCoy

Nicolas Tiller

Dr. Eric Velazquez

Mrs. Maureen Velazquez

Caroline Wilke



Dr. Leslie Douglas-Churchwell
and Dr. Keith Churchwell



Circle of Red™



Circle of Red is Go Red for Women's annual giving society, made up of passionate individuals who are in the fight against heart disease and stroke in women to win.

We are grateful to our Connecticut Circle of Red members who use their influence, generosity and passion to help increase awareness of cardiovascular disease, the leading cause of death in women and to inspire women to take charge of their health.

Deborah Denno - Circle of Red Chair

Maureen Boyle

Katy Carrillo

Elizabeth DeVito

Leslie Douglas-Churchwell, MD

Lisa Freed, MD

Lori Groth

Diane Lopes

Steph Nelson

Alison Rogers-McCoy

Haley Sofiane

Caroline Wilke



Dr. Lisa Freed and
Dr. Leslie Douglas-Churchwell



Circle of Red Chair,
Deborah Denno

In Good Company



We are grateful to the generosity and support of the many companies, foundations and organizations who sponsor our initiatives and bring our mission to life!

Your critical support helps to make an impact in communities throughout Connecticut.

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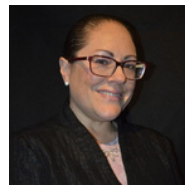
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Yale New Haven Health



Haley Sofiane

Chief Customer Officer
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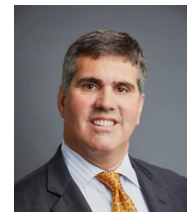


Keith Churchwell, MD, FAHA

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