

[EmPOWERED To Serve \(ETS\)](#) is a national strategic initiative partnering with organizations and strategic alliances to improve health outcomes and reduce the gap in health disparities among minorities in multicultural communities.

We are seeking organizations and individuals to become EmPOWERED to Serve ambassadors.

Heart disease and stroke are two of our nation's leading killers, and multicultural communities fall behind in taking action to reduce the risk of heart disease and stroke. We need your help spreading heart disease and stroke awareness to your communities. As a leader in your community, you have the power to shape the future. Because your voice is heard, you can educate. Because your influence is felt, you can change behaviors. Because your call is answered, you can mobilize others to work with you. Focusing on the fight against heart disease and stroke is one of the most worthy ways you can use your power on behalf of the community.

The American Heart Association will provide EmPOWERED to Serve ambassadors with:

- Health Lessons – We will provide necessary training on topics such as CPR as well as provide a PowerPoint and materials for lessons.
- Educational materials.
- Incentives for participation.
- Pre and post surveys to measure change and impact.
- Support to ambassadors and organizations throughout the year.
- \$3,500 to the organization or individual for their time and participation (this includes a \$1000 stipend for the lead health ambassador(s) who will deliver the health lessons).

The EmPOWERED to Serve Ambassador will:

- Hold 12 monthly ambassador led trainings (see below for sample health lessons) with a minimum of 20 people per training. Trainings will be held from March 2020 – February 2021.
- Administer pre and post surveys.
- Attend an ambassador training on March 11th from 10 am – 12 pm at the Tobin Community Center.
- Participate in at least one of the following signature events: Heart Walk, CycleNation or Lawyers Have Heart
- Continually communicate and partner with the American Heart Association over the course of the 12 trainings and allow for AHA volunteers and donors to attend trainings.

Sample Health Lessons:

EmPOWERED To Serve Health Lessons		
Title	Call to Action	
Own It	HEALTHY LIVING	Control your blood pressure.
Don't Go Breakin' Your Heart		Eat Better; Take the Pledge to Reduce Sodium for You and Your Loved Ones.
Produce-ing Health		Eat Better—Increase the Amount and Variety of Fruits and Vegetables You Consume
Make Life Sweet—Not Your Drinks		Limit Sugar-Sweetened Beverages to No More Than 36 Ounces (450 calories) Per Week
Let's Get Physical		Get active—at least 150 minutes of moderate activity or, 75 minutes of vigorous activity (or a combination of both) each week.
Keep the Beat	CHAIN OF SURVIVAL	Watch the Hands-Only™ CPR video, Stayin' Alive.
Secrets of the Heart		Learn the Warning Signs of a Heart Attack—Don't Wait to Call 9-1-1
Don't Miss a Stroke		Learn the Warning Signs of Stroke F.A.S.T.—Don't Wait to Call 9-1-1
Got Fruit? How About Vegetables?	COMMUNITY VOICE	You're the Cure—Increase Access to Fruits and Vegetables in Your Community
Taking "Fit" to the Streets		You're the Cure—Let's Make Our Neighborhoods "Fit" for Physical Activity
Just What the Doctor Ordered		You're the Cure—Advocate for Access to Affordable, Quality Health Care
Clear the Air		You're the Cure—Talk About Your Desire for Smoke-Free Air

If interested in becoming an EmPOWERED to Serve ambassador, please complete the application by Wednesday, February 26, 2020 at 5 pm. Applications should be emailed to bostoncig@heart.org Additionally please send any questions you might have to bostoncig@heart.org

Applications will be reviewed by American Heart Association Staff and volunteers including Boston Heart Ball Committee and AInylam. Applicants will be reviewed and scored on answers to application questions with priority given to organizations in Mattapan, Dorchester, East Boston, Roxbury, Lawrence and Lowell. Organizations who can clearly describe how they can hold a successful health lesson each month will score the highest.