

COVID-19 & HEALTH EQUITY

HOW EMPOWERED TO SERVE IS ADDRESSING DISPARITIES

EmPOWERED to Serve™ is all about community and health justice. We want our partners, alliances and communities to be safe, careful and informed during the COVID-19 pandemic. We are here to help and will continue to share helpful information from trustworthy sources as well as provide programs and funding that will make an immediate impact in communities that need resources the most.

EmPOWERED Ambassadors in Action!



While the world is on pause, our ambassadors are using their talent to keep you moving, informed and empowered. They are providing at home workouts, creating Power Moments videos to educate, entertain and inform our audience about ways to positively impact your community from home. Dr. Sanchez and Pastor Sonya Dickerson executed a **Town Hall** for our faith based community focused on faith, facts and science in the midst of COVID-19.

“Social determinants of health must be considered in a complex equation, including known cardiovascular risk factors, which puts underrepresented minorities who live in at-risk communities at greater risk for disease, not just for cardiovascular diseases but now for COVID-19 mortality.”

- Dr. Clyde W. Yancy, MD, MSc, MACP



EmPOWERED to Serve™ Brings Attention to Disparities

Disproportionate Impact on Diverse Populations is a COVID-19 Fact

Health care is not distributed evenly throughout our society, and the disparities are being seen at a greater level as COVID-19 ravages communities of color and lower social economic neighborhoods. American Heart Association takes the responsibility to make changes when we are able to do so seriously. The circumstances in which people are born, grow up, live, work, play, pray and age can determine access to resources that can change their health outcomes, and now more than ever the lack of access is resulting in death. Evidence of potentially egregious health care disparities is now apparent. Persons who are African American or black are contracting SARSCoV-2 (COVID-19) at higher rates and are more likely to die. ETS is sharing this information with our partners and network, we are uplifting the communication surrounding this issue and will continue to do so.



Morality and outcomes of COVID-19

Disturbing Facts:

- COVID-19 is infecting and killing African Americans at an alarmingly high rate
- Due to COVID-19, a third of U.S. Latino households experienced job loss

Concerning Facts:

- Under-resourced communities experience higher rates of COVID-19
- People in under-resourced communities are less likely to have access to healthcare

Alarming Trends:

- Chicago-more than 50% of COVID-19 cases and nearly 70% of COVID-19 deaths involve black individuals, although blacks make up only 30% of the population
- Louisiana-, 70.5% of deaths have occurred among black persons, who represent 32.2% of the state's population
- Michigan-33% of COVID-19 cases and 40% of deaths have occurred among black individuals, who represent 14% of the population



EmPOWERED and Well Virtual Faith Community

In light of the COVID-19 pandemic, the American Heart Association is providing faith communities free, weekly virtual health lessons through its new EmPOWERED and Well Virtual Faith Community to support mental, physical and spiritual health and well-being. Twelve weekly health lessons will be held via 30-minute, live Zoom sessions covering topics such as blood pressure management, healthy weight loss and diabetes prevention.

Faith leaders can access the health lessons and information on the EmPOWERED and Well Virtual Faith Community website at www.empoweredtoserve.org/FaithandHealth

On the website, faith leaders will have access to:

- Webinar registration for the live weekly health lessons each Saturday at 10:30 am EST/9:30am CST beginning April 11
- Phone number to join the live weekly health lessons
- Complete list of the health lessons and resources.



EmPOWERED to Serve Business Accelerator™

The ETS Business Accelerators are a call for entrepreneurs, community leaders, activists and change agents to share their solutions addressing social, environmental and health barriers. Selected candidates will be given professional development and training and funding will be awarded to the top finalist.

Top candidates will have an opportunity to participate in the EmPOWERED to Serve Business Accelerator. Some of the awardees may qualify to present their project solution at the EmPOWERED to Serve Business Accelerator™ finale in Washington D.C. on October 8, 2020.

This year the first ever bilingual Accelerator will take place virtually, with the support of our Puerto Rico market.

As COVID-19 changes the daily routines of people all over the world, several innovators from American Heart's EmPOWERED to Serve Business Accelerators are making an immediate impact in their communities. They are meeting people where they are to extend and improve lives at this critical time, we recognize and thank them for prioritizing the need to ensure equitable health for all.

Check out what ETS Business Accelerator Alumni are doing to help communities:

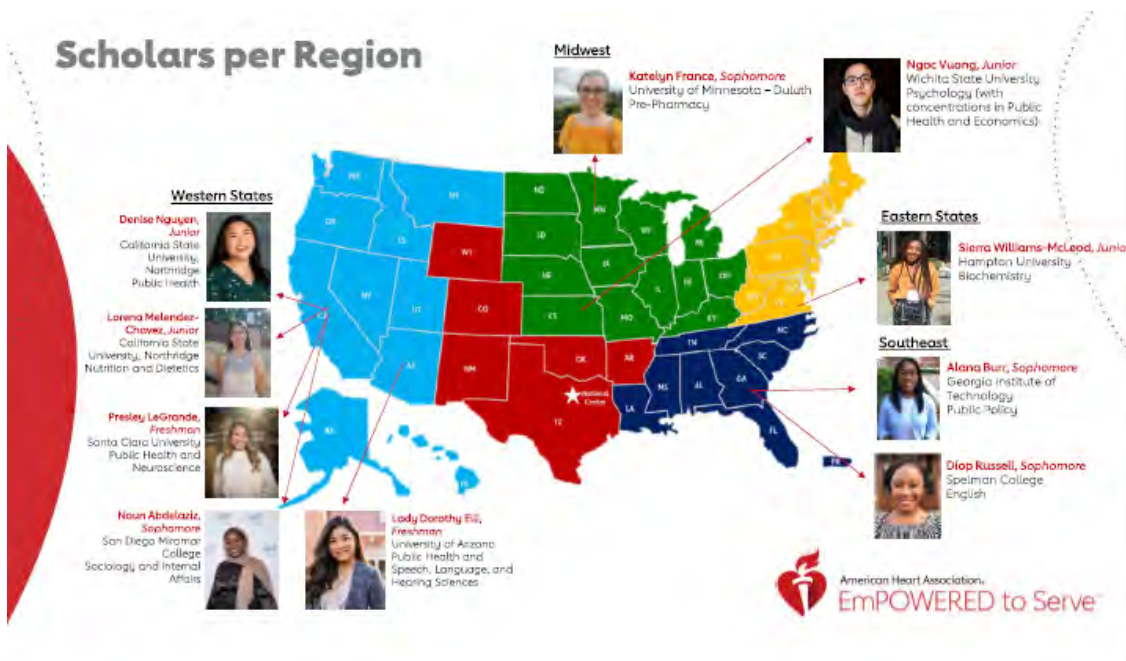
- **Tiny Docs** is helping to reduce kids anxiety about new Coronavirus with this episode.
- **The Link Market** is led by a doctor and working in the front lines, he's also doing amazing things to help his community including working on a grocery delivery pilot to 10 senior centers to deliver all grocery stores for free.
- **Corrie Health App** led by Dr. Francoise Marvel is more active than ever in the midst of the COVID-19 health crisis that greatly affects patients with CVD co-morbidities, Corrie Health is working to deliver the best cardiovascular care possible.
- **Kitchenet** launched a free home delivery option in Chicago.
- **412 Food Rescue** is using their technology platform that matches food donations to the appropriate nonprofits to deliver to those in need through a fleet of volunteers. They are experiencing explosive growth, they are now a total of 5 cities with agreements signed for 5 more cities!

EmPOWERED Scholars The Future of Health Equity



EmPOWERED to Serve Scholars are college freshmen, sophomores and juniors making a difference in the health of their minority and under-served communities. This year over 200 young leaders applied for the opportunity to receive a \$10,000 scholarship. These dollars will allow them to make an extraordinary impact and to become agents of change in their communities. The 10 who were ultimately selected each have a passion for public health, health equity, and community engagement and are addressing social determinants and gaps in resources within their home, campus and social communities.

With representation across the five American Heart Regions, the 2020 scholars are eager to begin working with our regional teams to highlight their work around health equity.



MARK YOUR CALENDAR TODAY

**April 30th: 2020 EmPOWERED
Scholars Announced**

**May 1st-June 30th: Application
Period for National EmPOWERED to
Serve Business Scholars**

**June 16th: EmPOWERED to
Serve Business
Accelerator Puerto Rico**