



American
Heart
Association.



BOSTON

2020 IMPACT REPORT



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 and supporters,

Before the American Heart Association existed, people with cardiovascular diseases were often doomed to complete bed rest — or worse. But a handful of pioneering physicians believed it didn't have to be that way.

They founded the American Heart Association in 1924 and conducted studies right here in Boston to learn more about heart disease and stroke.

One of those physicians was Dr. Paul Dudley White. He was born in Roxbury and went on to have a remarkable career practicing medicine in the city.

Since that time, the Association's work has increasingly focused on the relentless pursuit of longer, healthier lives for *all* Americans in *all* communities. That work is happening in Boston right now. Whether it's investing in social entrepreneurs to confront the challenge of food deserts in Roxbury, Mattapan and Dorchester, or advocating on Beacon Hill for public policies that ensure all Massachusetts residents can live their healthiest lives, the American Heart Association has made the pursuit of health equity a priority.

Did you know that in parts of the Back Bay, residents live to 92, on average, while in areas of Roxbury, the average lifespan is only 59? This disparity has been exacerbated as COVID-19 disproportionately affects communities of color. As the American Heart Association prepares to turn 100 in 2024, we are building a movement to improve life expectancy for everyone in our city.

I wanted to take this moment to share some of the lifesaving work we are doing in our community. I encourage you to read this report, ask questions, provide feedback and share ideas. I hope as you continue to learn more about our work, you feel the same sense of pride in the lifesaving mission of the American Heart Association that I do.

The need is urgent, and our time is now.

With heart and gratitude,



Jay H. Blackwell

Executive Director

American Heart Association, Boston

jay.h.blackwell@heart.org

NUTRITION SECURITY

Healthy food to those who need it

Good nutrition is a critical part of overall health, and when COVID-19 struck, the American Heart Association ramped up its efforts to connect families with healthy foods. Here are a few highlights from our most recent work to improve nutrition security in Boston.

- We worked with Lovin' Spoonful, a Boston-based nonprofit that distributes food to more than 40 communities across the state, to make Fathers' Uplift a food access site. As a result of this collaboration, Fathers' Uplift, Boston's first outpatient mental health center for fathers and families, is now providing fresh vegetables and fruits to its constituents in Dorchester, Roxbury and Mattapan.
- We teamed up with JPMorgan Chase to provide healthy food to people in Greater Boston that need it most. Throughout the summer and fall, we organized a food drive at 19 local Chase branches. In October, we donated hundreds of nonperishable, healthy food items that we collected to organizations serving under-resourced communities in Boston.
- Transgender residents living in Massachusetts, particularly people of color, have been hit especially hard by the COVID-19 pandemic. To address this problem, we arranged for About Fresh — a Boston-based mobile food market — to provide fresh produce to the Transgender Emergency Fund of Massachusetts.

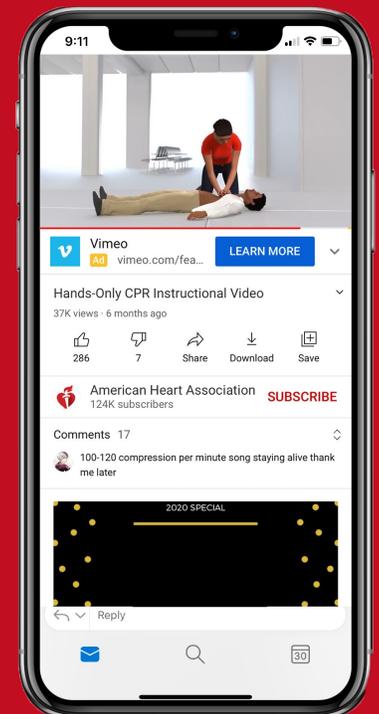


STRENGTHENING THE CHAIN OF SURVIVAL

Building on our legacy of CPR science and education

While the world's attention is on the COVID-19 pandemic, the fact remains that more than 356,000 people in the United States will suffer an out-of-hospital cardiac arrest this year. During this time, the American Heart Association has remained a world leader in emergency cardiovascular care training and education.

In collaboration with MakeBLSBasic, a local organization that trains families in CPR, and other area neighborhood groups, we are educating and empowering communities with virtual hands-only CPR training. To date, we have provided 25 CPR Anytime training kits toward this effort. In the coming months, we will be providing an additional 125 adult and infant CPR kits to the community and will also be assisting with the training.



MEETING PEOPLE WHERE THEY ARE

Go Red for Women Webinar Series on South Asian Health

South Asians are underrepresented in studies of cardiovascular health, yet they face greater risks of cardiovascular disease. In September, the American Heart Association's Go Red for Women campaign in Boston launched a monthly webinar series — *A Conversation From the Heart* — to bring this community's health to the forefront.

Greater Boston Stroke Ambassador Program

Local stroke survivors are sharing their stories as part of our recently launched Stroke Ambassador program, locally sponsored by Encompass Health. Our class of Stroke Ambassadors aims to raise awareness of stroke warning signs, prevention and recovery. Their powerful survivor stories will inspire others to understand that stroke is a leading cause of death and disability and empower them to take action to lower their risk.

Racial Equity Webinar

In October, we hosted a webinar focused on the work being done to address ongoing, systemic inequalities that affect the lived experience and health of people of color in Greater Boston. The forum — *Community Partner Conversation: Building a Healthier Boston Through a Racial Equity Lens* — featured conversations with government and non-profit leaders spearheading these local efforts.



BUILDING A CULTURE OF HEALTH

Research and community investments are breaking down barriers to health

Better Blood Pressure Control

Health centers throughout Greater Boston have engaged in a collaborative American Heart Association and American Medical Association evidence-based initiative to improve blood pressure control rates. The initiative benefits about 220,000 adult patients throughout the region.

Redefining Heart and Brain Health Research Related to COVID-19

Researchers from three Massachusetts hospitals — Brigham and Women's Hospital, Massachusetts General Hospital and the University of Massachusetts — are among 12 institutions to have been awarded \$1.2 million in grants by the American Heart Association to study the effects of COVID-19. Additionally, the Association awarded more than \$30 million among 122 research projects across 16 Boston institutions in 2019.

Social Impact Fund

The American Heart Association continues to support local organizations that are addressing social determinants of health, including investees of the Social Impact Fund. The fund has invested millions of dollars in organizations in Boston and other cities throughout the country that are breaking down social and economic barriers to healthy living, such as access to healthy food, through creative solutions.



MASSACHUSETTS PUBLIC POLICY AGENDA

Advocating for healthier communities and lives

The American Heart Association sets forth evidence-based public policy agendas aimed at saving and improving lives. This year's Massachusetts agenda includes:

- Funding the Healthy Incentive Program which provides incentives and expands access for the purchase of fruits and vegetables with SNAP (Supplemental Nutrition Assistance Program) benefits.
- Protecting our kids from tobacco by ensuring residents have access to critical cessation services, as well as increasing the tax on all tobacco products.
- Creating a stroke system of care that ensures stroke patients are transported by first responders to the appropriate hospital for treatment, not the closest.
- Increasing bystander CPR by requiring all 911 telecommunicators to be trained in the delivery of high-quality telephone CPR instructions.
- Implementing safe and equitable bike and pedestrian projects that promote physical activity and increase access to critical needs and services.
- Expanding access to early childcare and ensuring all schools offer healthy food, physical activity opportunities and clean drinking water.
- Increasing the tax on sugar-sweetened drinks to help prevent heart attacks, strokes and diabetes while also lowering health care costs.

RECENT PUBLIC POLICY WINS IN MASSACHUSETTS

Protecting our youth from tobacco addiction

This year, Massachusetts took a bold step in protecting future generations from a lifetime of deadly tobacco addiction when it became the first state in the nation to remove harmful menthol, mint and wintergreen tobacco products from store shelves.

Expanding access to healthy food

We helped secure \$13 million in state funding and \$5 million in federal funding to ensure local families have access to affordable, nutritious food. The funding allows people receiving government food assistance to use their benefits to purchase discounted fruits and vegetables from local farms.

Funding early childcare and education

We helped secure funding to increase access to early childcare for kids in need. This includes \$36 million for emergency childcare providers; \$46.5 million to support subsidized childcare; \$25 million for early education providers; and the creation of an early education and childcare public-private trust fund.

Ensuring safe drinking water in schools

We successfully advocated for more than \$90 million in federal funding for major water infrastructure projects. This will be used to rid lead from drinking water in the Boston Public Schools, as well as install water fountains and bottle filling stations in hundreds of local schools and childcare facilities.

2020 Boston Heart Walk Digital Experience



2,000 Walkers

67 Companies

\$865,000 Raised

Walkers from across Massachusetts stepped up to make a difference for the health of our community at this year's Boston Heart Walk.

Thanks to our corporate supporters, walkers and individual donors, we were able to raise crucial funds to save lives from the country's No. 1 and No. 5 killers - heart disease and stroke.

While the Heart Walk looked different this year, it has always been about more than a day-of event.

It's about people coming together from across Greater Boston throughout the year to fight heart disease and stroke. It's about supporting the 120 million people in the United States who have a cardiovascular condition and who are more likely to be seriously affected by COVID-19. It's about funding scientific research and education programs, leading to lifesaving breakthroughs for generations to come.

Cor Vitae Society

The Cor Vitae Society — Latin for *heart of life* — is the annual philanthropic giving society of the American Heart Association. It celebrates individual donors making annual gifts of \$5,000 or more to further the American Heart Association's mission.

HEART AND TORCH CIRCLE

Stephanie and David Spina

1924 CIRCLE

Anonymous

PRESIDENT'S CIRCLE

Heidi and Tedy Bruschi

Natalie and Barry Greene

PACESETTER'S CIRCLE

Kate Morello

Susanne and Paul Popeo

PULSE CIRCLE

Nancy Andreason

Carol E. Bramson

Joyce and Bernard Dennis

Fortunata Foundation

Anita and Dr. Joseph Loscalzo

Julie and Michael Mahoney

Dr. Emelia Benjamin and David Pollak

Dr. Naomi Hamburg and John Quisel

Laura Sen

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Donna Allison

Laura Angelini

Drs. Elliott and Karen Antman

Elizabeth Apelles

Deborah and Steven Barnes

Dr. Ami Bhatt and Mr. Neil Maniar

Dr. Morris Birnbaum and Barbara Reville

Jay Blackwell

Barry Bowen

Jay Calnan

Jane Clair

Melissa and Brian Connell

Ben Cornish

Mike Cotoia

Christina Crowley

Kerri Cullity

Gioacchino Curiale

Jeanne and Brian Curley

Dana and Stuart Davies

Nithya Desikan

Nikki and Mark Feldman

Dr. Jane and Jeff Freedman

Jon Gezotis

Mary and Thomas Grape

Christopher Greco

Kevin Haverty

Dr. Laura and Richard Hayman

Shelley and Allan Holt

Dr. Mark Iafrafi and Jane Freeman

CHAMPION'S CIRCLE (cont.)

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Caren and Thomas Kilgore

Dr. Marvin and Varda Konstam

Patricia and William Kucheman

Andrea Levitt and Antoine Hatoun

Donna MacDonald

Stanice and Michael Mancuso

Kelly Martin

Dr. Gerald and Jayne Marx

James McGrath and Melissa Gorman

Mary Meelia

Jo and Ian Meredith

John Meyer

Martins Oliveira Fund

Mary O'Sullivan

Dr. Alexandra Popma-Almonacid and Dr. Jeffrey Popma

Steve and Jill Purpura

Cara and Shaun Real

R. Scott Reedy

Hannelore and Roger Reiser

Kimberlie and Bruce Sachs

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Mary and Keith Slattery

Chip Sugrue

George Sullivan

Carter A. Ward and Heather Herndon-Ward

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