



American
Heart
Association.

Greater Philadelphia Year-End Report

JUNE 2022





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Dear Friends and Supporters,

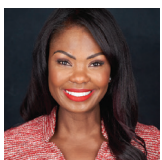
What a tremendous year we have had. While we have encountered so many changes and challenges since March 2020, we are pleased to say that, thanks to you, we have made significant progress this year. The American Heart Association (AHA) continues to prioritize health equity so that everyone has an equitable opportunity to live a long, healthy life. Our work will continue until this mission is accomplished. We are proud to share the below five priorities that the AHA is working to advance here in our region and the progress we have made this year:

- We work to increase nutrition security. This year, we distributed six refrigerators, three freezers, and two salad bar stations to food assistance facilities and schools located in North and West Philadelphia. This equipment will provide food for over 27,000 under-resourced individuals and families.
- We work to improve blood pressure control. This year, we launched three self-measured blood pressure monitoring initiatives with healthcare organizations, community clinics, and three community-based self-measured blood pressure initiatives, impacting 42,221 people.
- We work to improve the chain of survival for sudden cardiac arrest. This year, we have continued our efforts to provide CPR in Schools Kits to local school districts, prioritizing The School District of Philadelphia. To date, we have distributed over 180 kits which will support the district in training over 162,000 students and staff over the coming years.
- We are investing in local, sustainable solutions addressing health inequities. For example, through the Bernard J. Tyson Impact Fund this year, we have distributed over **\$400,000** to four local organizations working to address the social determinants of health in North Philadelphia.
- We advocate for public policy that builds healthier communities. Alongside our volunteers and partners, we have been opening doors for equitable health for more than 40 years. For example, this year in Pennsylvania, we have supported policies to improve physical activity in Chester County, address health equity in Delaware County, and improve access to safe drinking water in Philadelphia's schools.

To our dedicated volunteers, sponsors, and donors, thank you for everything you do to support this critical work. We will continue to put your financial and time investments to work as we focus on improving health and wellbeing across our region. Your dedication has helped us further our progress as we remain committed to achieving our **2024 Impact Goal: Every person deserves the opportunity for a full, healthy life. As champions for health equity, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.**

Wishing you all a joyous and healthy summer!

Sincerely,



**American Heart Association
Greater Philadelphia Board Chair**
Dixie P. James
President & Chief Operating Officer
Einstein Medical Center Philadelphia



**American Heart Association
Greater Philadelphia Board President**
Deon W. Vigilance, M.D.
Chief of Cardiothoracic Surgery
Trinity Health Mid-Atlantic



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Impact **Spotlights**





HEALTH EQUITY



Bank of America Convenes Leading Health Organizations to Address Systemic Gaps in American Health Care with Innovative Health Equity Initiative

Bank of America, in collaboration with the American Heart Association, the American Diabetes Association, the American Cancer Society, and the University of Michigan School of Public Health, is launching work on a signature health equity initiative, an impact-driven program to advance health outcomes for historically disadvantaged people of color and their communities. This \$25 million, four-year initiative will initially launch in 11 cities, including Philadelphia. The effort will be uniquely tailored to meet each community's needs. Of the six largest cities in the US, Philadelphia has the highest prevalence of self-reported hypertension (34%), with non-Hispanic Black adults reporting significantly higher rates compared to non-Hispanic white adults (48% vs. 29%). People living in neighborhoods with physical and socioeconomic disadvantages are at higher risk for hypertension, stroke, and coronary artery disease. Within Philadelphia, hypertension rates vary across neighborhoods.

"There are historic, systemic gaps in American health care driven by lack of access, education, and advocacy for communities of color," said Dr. Deon Vigilance, Greater Philadelphia American Heart Association Board President. "We know that communities with greater healthcare access have lower unemployment rates and higher incomes. The health equity initiative offers a unique opportunity for collaboration. It is just one way Bank of America is working to help address barriers to health equity and help communities realize true economic mobility," continued Vigilance.

As part of this effort, the American Heart Association, American Cancer Society, and the American Diabetes Association will focus on three key areas:

- Education and capacity building for health systems and partners
- Increasing access to health screenings and preventive care
- Advocating for greater health equity with national, local, and state leaders

The innovative four-year collaboration is part of Bank of America's commitment to advance racial equality and economic opportunity, including its \$1.25 billion five-year commitment. It builds on Bank of America's longstanding work to invest in the communities it serves. Unfortunately, health inequities continue to result from institutional and discriminatory barriers in underserved communities across the nation. This work in Philadelphia will build on Bank of America's community work focused on health equity.

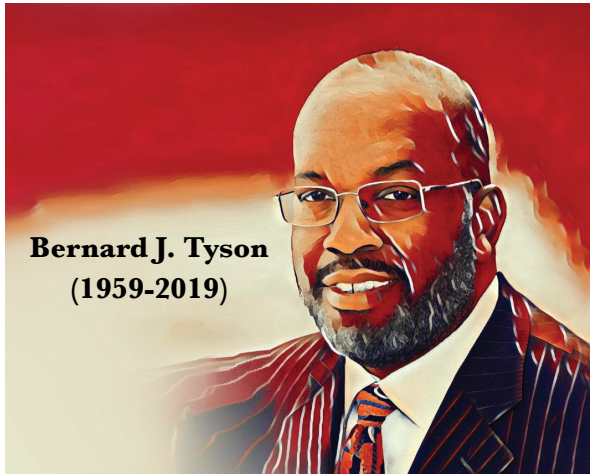


"In every community, there is work to be done. In every nation, there are wounds to heal. In every heart, there is the power to do it."

- Marianne Williamson



BERNARD J. TYSON IMPACT FUND



Bernard J. Tyson
(1959-2019)

The American Heart Association's Bernard J. Tyson Impact Fund is a national fund with a local investment focus on supporting and investing in evidence-based, locally-led solutions that break down social and economic barriers to health equity. The Bernard J. Tyson Impact Fund in Philadelphia has been made possible by a cornerstone gift from the Andréa W. and Kenneth C. Frazier Family Foundation and lead support from Ramona Rogers-Windsor and Thomas Windsor. The Fund supports entrepreneurs and nonprofits that are sustainably addressing access to affordable housing, healthy affordable food, healthcare, and economic empowerment for residents in the Nicetown-Tioga, Sharswood-Stanton, and Strawberry Mansion neighborhoods of North Philadelphia.

If you are interested in learning more about the launch of our second Philadelphia investment window or supporting the Fund, don't hesitate to contact Joseph Sludden at joseph.sludden@heart.org or visit our website.

We are pleased to share a progress update on our first round of funding recipients. Congratulations to all four organizations on the tremendous progress this year.

Maternity Care Coalition



Maternity Care Coalition is improving the health and well-being of pregnant women and parenting families, plus enhancing school readiness for children. They focus on areas with high poverty rates, infant mortality, and health disparities. In addition, their innovative workforce development program trains low-income community members to be perinatal community health workers who offer doula and other support for families during the pre-and postpartum periods.

Outcomes:

- Trained 33 un/under-employed Philadelphians to become Perinatal Community Health Workers, 74% of which are from North Philly (including 44% from Sharswood, Stanton, Nicetown/Tioga, and Strawberry Mansion).
- So far, graduates have increased their income by \$2,700 on average, potentially growing further with ongoing professional development workshops and coaching.
- Maternity Care Coalition's perinatal community health worker program is a springboard for graduates into private practice or higher-paying health professions. Approximately two-thirds of graduates have either advanced their careers in health or obtained additional education.
- Over the first six months, 105 underserved families in North Philadelphia received culturally connected, community-based perinatal health services, with a 92% satisfaction rate. There was a total of 256 families served across Philadelphia.



Oshun Family Center

Oshun Family Center provides racially concordant care to members of the Black community struggling to cope with life transitions. Especially those impacted by postpartum mood changes, birth, and racial trauma. Their goal is to center the experiences of Black people and create a welcoming space for healing and refuge.

Outcomes:

- Considerably increased organizational sustainability by generating roughly \$90K in earned revenue during the first nine months of the grant period.
- Provided 152 Black Philadelphians with racially concordant mental health care. Within three months, 80% of clients reported a reduction in depressive symptoms.
- Awarded a multi-year research grant for study on Black Maternal Heart Health in North Philadelphia, in partnership with the Lewis Katz School of Medicine at Temple University.



Ride Health



Ride Health, an app-based health solution, partners with healthcare organizations and transportation providers to provide reliable transportation to appointments, manage transportation benefits, strengthen enterprise transportation programs, and improve access to care and social services for under-resourced populations.

Outcomes:

- Ride Health actively provides transportation services to roughly 1,000 high-risk, low-income patients in North and West Philadelphia monthly through partnerships with Einstein Medical Center, Penn Medicine, and Tower Health.

Viora Health

Viora Health uses technology to improve patient access to care and experience for programs that reduce disease progression to improve outcomes and reduce episodic costs. Their team has 50+ years of experience in business, medicine, biostatistics, public health, data science, and engineering.

Outcomes:

- Conducted market research with 27 clinics and community-based organizations to refine product delivery, content, and messaging.
- Launched a pilot in North Philly to address the social determinant of health needs and improve treatment plan adherence for 50 North Philly patients.
- Demonstrating a return on investment to justify additional revenue streams with health plans creates the potential for scale across a larger patient population.
- Received \$256K from the National Institute of Health's Minority Health and Health Disparities to engage minority populations and create efficiencies using technology.
- Viora Health won Johnson & Johnson's Health Equity Innovation Challenge and was featured in the Philadelphia Inquirer for its work in North and West Philadelphia. [You can read about it here.](#)



"The greatness of a community is most accurately measured by the compassionate actions of its members."

– **Coretta Scott King**





American
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Greater Philadelphia **Achievements**





STRENGTHENING THE CHAIN OF SURVIVAL

- We distributed 100 Infant CPR Anytime kits to the Maternity Care Coalition. These kits will support pregnant women and parenting families, focusing on those living in neighborhoods with high poverty rates, infant mortality, and health disparities.
- We have continued our efforts to provide CPR in Schools Kits to local school districts, prioritizing The School District of Philadelphia. We have distributed over 180 kits to date, which will support the district in training over 162,000 students and staff over the coming years.
- We have 31 hospitals focusing on improving stroke protocol and treatment guidelines. Every applicable hospital in the region is enrolled in the AHA's Get with the Guidelines Stroke program, an in-hospital program for improving stroke care by promoting consistent adherence to the latest scientific treatment guidelines.



IMPROVING BLOOD PRESSURE

- We distributed over 75 validated blood pressure cuffs and patient resource guides to clinical and community partners. These cuffs and resources have been utilized to launch ongoing self-measured blood pressure initiatives and provided to patients lacking insurance coverage or financial means to purchase cuffs.
- We worked alongside nine clinical partners to advance the Target: BP initiative, providing evidence-based tools and resources to healthcare professionals and patients, technical assistance to advance clinical systems changes improving standards of care, and the opportunity for recognition, for sites with blood pressure control rates of greater than 70%, impacting 373,119 patients.
- We launched three self-measured blood pressure monitoring initiatives with healthcare organizations and community clinics and three community-based self-measured blood pressure initiatives, impacting 42,221 people.





INCREASING NUTRITION SECURITY

- We distributed six refrigerators, three freezers, and two salad bar stations to food assistance facilities and schools in North and West Philadelphia. This equipment will provide food for over 27,000 under-resourced individuals and families.
- We have provided guidance and technical assistance to community partners to launch food insecurity screenings and connect residents to nearby food resources through a produce prescription program.
- In collaboration with a North Philadelphia farm and farmer's market, we have distributed over 2,000 bags of locally grown vegetables and health education resources at no cost to residents.



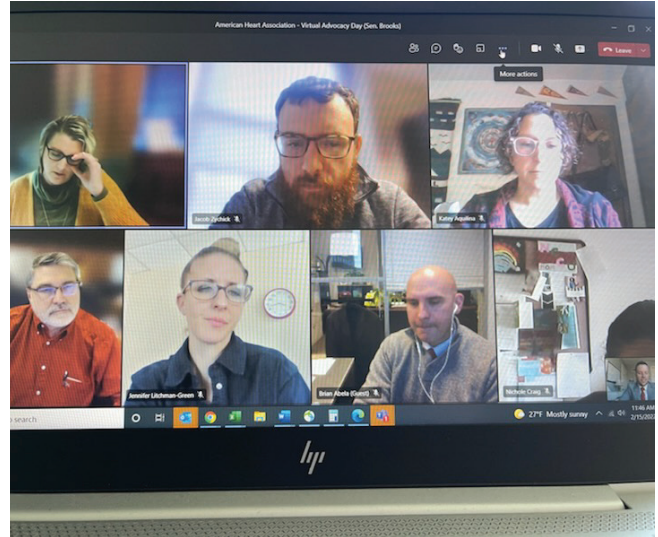


21-22 PUBLIC POLICY AGENDA

Dear Advocates,

As we reflect on the end of this Fiscal Year, the Pennsylvania Advocacy Team would like to thank all advocates for their support. Together, we virtually met with state and local elected officials to discuss funding for school districts to implement life-saving CPR in Schools training, removing exemptions for smoke-free workplaces, and improving water access in Philadelphia’s schools. We made phone calls and sent hundreds of messages to federal, state, and local elected officials in support of public health policies through the American Heart Association’s You’re The Cure network. Our voice was heard and seen in published OP-EDs, letters, and interviews.

With your continued advocacy, we were able to help achieve the following in the Greater Philadelphia:



01

COMPLETE STREETS

We partnered with Chester County and the Chester County Planning Commission in support of creating the county’s Complete Streets policy. This policy will help encourage active transportation and improve physical activity opportunities for the county’s 520,000 residents.

02

HEALTH EQUITY

We collaborated with the Delaware County Council and community leaders in support of establishing the county’s health department with a focus on addressing health equity. Delaware County was Pennsylvania’s most populated county without its own health department. We look forward to partnering with Health Department Director Melissa Lyons and the entire Department on localized strategies addressing health equity.

03

CHILDHOOD EDUCATION

We leveraged the American Heart Association’s research to provide feedback for Philadelphia’s updated citywide early childhood education standards for nutrition, physical activity, and screen time. These standards will impact over 4,000 children annually.

With Heart,

Brad Cary, Katey Aquilina, and Jake Zychick
Pennsylvania American Heart Association Advocacy Team



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Donor & Volunteer Recognition





American Heart Association®

Cor Vitae Society

Cor Vitae, Latin for the heart of life, is the American Heart Association's annual recognition society of more than 6,500 individuals nationally whose significant personal commitments of \$5,000 or more are helping to change and save lives. Their extraordinary generosity propels pioneering research and transforms communities.

If you have remembered American Heart Association in your will or another type of planned gift or would like more information on how to do so, please contact Joseph Sludden at 610-331-7336 or joseph.sludden@heart.org.

It is with heartfelt gratitude that we thank these individuals for their ongoing support, driving the American Heart Association to be a relentless force for a world of longer, healthier lives.

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Updated June 6, 2022

**** - Indicates new members**



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President & Chief Operating Officer
Einstein Medical Center Philadelphia

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Deon W. Vigilance, MD

Chief of Cardiothoracic Surgery
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A massive thank you to our transformational corporate sponsors that have given single gifts of \$50,000 or greater to support AHA's mission and your community.

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We are also grateful for the employees of organizations who have raised a minimum of \$100,000 through their Heart Walk teams. Thank you for your incredible efforts to advance our mission.

Main Line Health
Independence Blue Cross

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,

It has been an honor serving in my first year as Executive Director in Philadelphia alongside our incredible Board of Directors. Thanks to your dedication and leadership, we have continued to expand our important work in the Philadelphia community. While we may not have been able to gather in person for much of this year, we have doubled down on our commitment to eliminating the barriers that are preventing many Philadelphians from living a long, healthy life.

I would particularly like to thank four of our board members whose terms on the Greater Philadelphia Board of Directors are coming to an end this year. We are so grateful for the thoughtful and valuable leadership of Dr. René Alvarez, Dr. Elliot Barnathan, Dr. William Hite and Susan Croushore. Their contributions to the Board of Directors during their terms has allowed the AHA to make a significant impact on the health and well-being of our community, and to further the AHA mission of being a relentless force for longer, healthier lives for all!

Lastly, I am proud to call out some of the very important work the AHA is funding here in Philadelphia as part of our commitment to scientific discovery and health equity. The University of Pennsylvania has been awarded two important AHA grants, to **improve clinical research participation among diverse groups**, as part of the \$20 million AHA Strategically Focused Research Network and to understand the **long COVID impact on cardiovascular health**, part of a \$10 million AHA investment. Congratulations to all teams involved.

Sincerely,



Earnestine Walker

Executive Director
American Heart Association

Earnestine.Walker@heart.org

"I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can. I want to be thoroughly used up when I die, for the harder I work the more I live."

- George Bernard Shaw



American
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Contact Information:

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Philadelphia, PA 19103

Website:

www.heart.org/philadelphia



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@ahapennsylvania

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