



American
Heart
Association®

2021

YEAR IN REVIEW

www.heart.org/en/affiliates/florida/first-coast



American
Heart
Association.

Dear Friend of Heart,

What a year 2021 was for us, and I cannot believe we are now in 2022! I want to take a moment to say thank you for all your support and volunteer hours which enabled us to have such a successful year this past year.

Powered by our dedicated volunteers and donors like yourself, we were able to make tremendous progress in the First Coast area this past year. We worked with our volunteers and organizations to raise awareness and be proactive in driving equitable health impact and change by addressing women's health, Covid-19, tobacco and vaping, blood pressure control, nutrition security and access, physical activity and to improve mental well-being that we long to see in our First Coast Community.

Due to the rising need for support from our most under-resourced communities during the Covid-19 pandemic, our Board of Directors and Health Equity Committee addressed ways to improve health and reduce socioeconomic barriers in our community. We were able to reach over 115,000 youth, in grades K-12 and educate them through our healthy lifestyle programs this year! We also implemented a food security screening and referral service that reached almost 22,000 clients. We are also proud to service Jacksonville's large military community, working with the Mayport USO to maintain a food pantry and provide educational resources to learn how to read labels to make healthy choices. And due to our 2021 First Coast Heart Ball being virtual, we instead delivered heart healthy meals to 1,000 people on the Northside who live in one of Duval County's 29 food deserts. We love seeing our community come together -- digitally or in-person -- through events like this!

Kicking off the new year, the American Heart Association wants to remind you that hope for the future is what our work is all about. We will continue to increase our efforts to reach more people and effect more sustainable change in the First Coast region because we all deserve an opportunity at a healthier, longer 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 equality.

Working with you to achieve our goals has been a pleasure and we are so proud to have you with us. We look forward to an even more impactful 2022 with your continued support.

On behalf of the entire team at the American Heart Association, Thank You!

Amber Wilson

Amber Wilson,
Executive Director
First Coast Market
American Heart Association



ON THE FIRST COAST

More than 30% of residents are knowingly battling hypertension.
That's enough to fill the Jacksonville Jaguars stadium 67 times.

Conditions such as employment and income affect individual and community health.

Almost 34% of residents in Duval county are earning low-income wages.

20% of people in Jacksonville are food insecure.

27% of the low-income population are food insecure.

In the 32209-zip code, also located in Health Zone 1, is an area of Jacksonville, FL with the highest health disparities and poor outcomes due to social determinants of health like high rates of unemployment especially among minorities, lowest rate for income, and located in one of the more than 29 food deserts in Duval county.



Updating school districts
tobacco and vaping
policies.

Initiate health care provider
reminder systems for
tobacco and nicotine
cessation.

**Tobacco Use
and Vaping**



Implementing **food security**
screenings and referrals in
clinical and non-clinical settings.

Establish new comprehensive
healthy food outlets.

Increase capacity to provide
fresh and frozen produce.

**Nutrition
Security**



Establish a **community-based**
blood pressure screening,
education and referral system.

Adopt **team-based care** to
comprehensively address
hypertension.

Establish **self-monitoring**
blood pressure initiative.

**Blood
Pressure**



Life expectancy can be **10-13 years shorter** depending on where
you live.

ADDRESSING FOOD SECURITY AND ACCESS

HELPING OUR MILITARY

With hundreds of local active-duty military families struggling, the AHA and Main Street America Insurance worked with Mayport USO to reduce food insecurity for this community. Especially during these times, many military families with limited resources are needing healthy foods and in safe ways. We supported their food pantry by adding additional families who could benefit from those services and Crowley provided a water bottle filling station for accessible drinking water. The water bottle filling station encourages the military community to choose water over sugary-sweetened beverages and creates sustainable way to stay healthy.



CENTER FOR FOOD DISPARITIES

The Center to Eliminate Health Disparities emergency pantry is open to collegiate students and the community. The food pantry is located in the heart of the community of New Town Success Zone on Edward Waters University campus in zip code 32209. AHA was able to stock the pantry with healthy items as well as provide an evidence-based resource for healthy food positioning – making the healthy choice the easy and obvious choice.



LET'S GET COOKING!

Continuing our Healthy for Life program at the Carpenter Shop afterschool program, students participated in fun, healthy cooking demonstrations. They enjoyed the experience and learned skills to be able to prepare healthier meals for themselves and their families, thanks to the support of Main Street America Insurance!



ADDRESSING FOOD SECURITY AND ACCESS

Bank of America Creates Grant for White Harvest Farm and Clara White Mission

The American Heart Association is proudly working with the White Harvest Farm and Clara White Mission to address food insecurity in the Moncrief Corridor. By securing a grant from Bank of America, the partners are working together to further enhance mobile kitchen space that will bring resources such as cooking demonstrations and nutrition educational supplies to the community.



On the Move with the Veggie Bus!



Through our Baptist Health Life is Why sponsorship, we are addressing population level change in the community. In 2021, we worked together to implement a food security screening and referral service. This program created three new mobile food outlets with the Veggie Bus (which accepts SNAP). Service was established at Baptist Healthy Living Centers in the North, Northside and Riverside areas of Jacksonville and has the potential to reach more than 20,000 clients!

Southeastern Grocers Collects Donations

Southeastern Grocers, a three-year supporter with approximately 523 participating locations, has raised more than \$1,000,000 for the American Heart Association (AHA), primarily through its participation in the Life is Why consumer campaign. During their campaign, Southeastern Grocers asks customers to make donations to the AHA at checkout by rounding up their purchase price to the nearest whole dollar.

Thank you to Southeastern Grocers for your support of the American Heart Association and for empowering customers to take control of their health and increase their awareness of heart disease and stroke!



COMMUNITY IMPACT

Lowering Blood Pressure With The Help Of Johnson & Johnson Vision

The AHA established a new self-measured blood pressure (SMBP) initiative as of February 2021 with local hospital, UF Health. This initiative allows UF Health to reach patients in priority zip-code 32206 with some of the most vulnerable and critically hypertensive patients in Jacksonville. With a gift, the AHA provided blood pressure cuffs, train-the-trainer sessions and technical assistance in navigating the SMBP implementation, specifically utilizing our Target: BP program. Over 600,000 patients have the potential of being reached through this program! We also partnered with ElderSource and the City of Jacksonville to provide blood pressure education to our low-income senior population.



Wellness RX and Vision Keepers Support Efforts for Health Zone 1

This past year, we worked with New Town Success Zone (Health Zone 1) on their Community Impact Days and alongside Mayo Clinic's Wellness Rx in the Arlington Community, (Health Zone 2), to support efforts to create food access and sustainability in the neighborhood through monthly mobile food pantries.



COMMUNITY IMPACT

STEM Goes Red

We hosted an inspiring STEM event for 80 middle school girls at Young Men's and Women's Leadership Academy at Eugene J. Butler Middle School on November 8th. These future leaders were exposed to influential females in STEM careers, including FIS CIO, Kara Hill, who was our emcee for the day. Students attended hands-on breakout sessions in science, technology, engineering, art and math. Thank you to FIS, Newfold Digital, Fifth Third Bank, CSI Companies, Availity, TIAA Bank, Baptist Health and Regency Centers for making this possible! You definitely inspired our STEM Goes Red participants!



Kids Heart Challenge

This year kids learned the importance of healthy habits and participated in fall activities at 97 different local schools, while raising over \$506,051 help grow a healthier First Coast. We are so proud to share their commitment to family-focused health by offering virtual programs to all First Coast area schools.



COMMUNITY IMPACT

High Schools Receive CPR & First Aid Anywhere Kits for Training

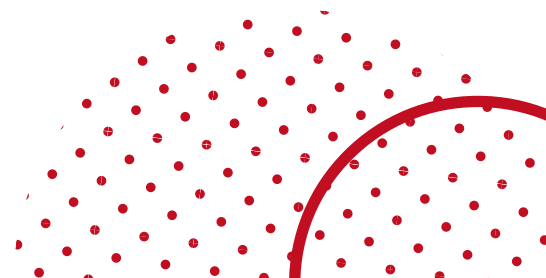
In June 2021, the state of Florida passed a bill requiring 9th and 11th grade students to receive CPR training prior to graduation. Through a full mission support sponsorship, Flagler Health+ is helping to provide CPR & First Aid Anywhere kits to youth and collegiate sports programs in St. Johns County. Thanks to The Players Championship, schools in Clay, Duval and Nassau county also received kits! In addition, Baptist Health is helping to provide funding for Duval, Nassau, Clay and Baker counties. Over 250 CPR and First Aid Anywhere kits have been donated!



CPR & First Aid Anywhere kits uses the AHA's research-proven practice-while-watching technique. The AHA wants youth sports coaches, parents, and student athletes to know how to help in an emergency—on and off the field. Virtual and in-person trainings are available.

Hands Only CPR Training

In 2021 we trained 25,000 potential lifesavers in the First Coast Market with Hands-Only CPR. Trainings were held at local high schools, colleges, community events and businesses. We also hosted a digital hands only CPR event sponsored by Ascension St. Vincent's which had over 250 participants! Another 550 CPR Anytime Training kits were provided to our communities most vulnerable populations through our local hospitals and clinics thanks to our Hard Hats with Heart campaign.



COMMUNITY IMPACT

Teen of Impact Winner Emma Jabbour Collects and Stocks Campus Towers Apartment Pantry

Teen of Impact 2021 winner Emma Jabbour led the Ponte Vedra High School's Heart Club in orchestrating a food drive to collect donations to re-stock the food pantry at Campus Towers Apartments, a 192-residential apartment building designated for low-income seniors.



Community Baby Shower!

The Magnolia Project (a Healthy Start Initiative), improves the health and well-being of women during their childbearing years (15–44 years old) in 32208, 32209, 32211 and 32277. Magnolia partners with Rep. Tracie Davis annually to put this event on to connect families to needed services. This was our FIRST YEAR being part of such an important mission and over 300 families were served!

Through a sponsorship with Main Street America Insurance, AHA provided about 4k lbs. of healthy produce that was distributed. Families also received car seats, baby formula, and a host of other needed supplies to help moms and their partners have the most positive birth outcome/experience.



HEART BALL RAISES \$1.6 MILLION

The 2021 Heart Ball looked a little different as we took our efforts beyond the ballroom. Together, we relentlessly focused on the heart of our community. No matter where, or how, we gathered, we still celebrated our collective success in driving change, funding science and improving behaviors.

Hosted by co-chairs, Michele and Chuck Divita and emceed by J.P. Shadrack, this year's First Coast Heart Ball included an online auction, live auction and entertainment by Lady A!



Inspired by the story of Pankaj Kumar, the "Open Your Heart" appeal raised an impressive \$200,000 and overall we raised over \$1.6 million dollars! An impressive 386 people logged in virtually for the Heart Ball campaign. This allowed guests to log in from anywhere and some watched with their spouses/families or in large groups, creating larger numbers of attendees. Due to being virtual, we donated meals to the Northside, feeding over 1,000 people! Over 102,035 social media impressions occurred during the virtual event and almost 9,000 engagements took place! Thanks to our many corporate sponsors and generous donors, the 2021 First Coast Heart Ball was a huge success!

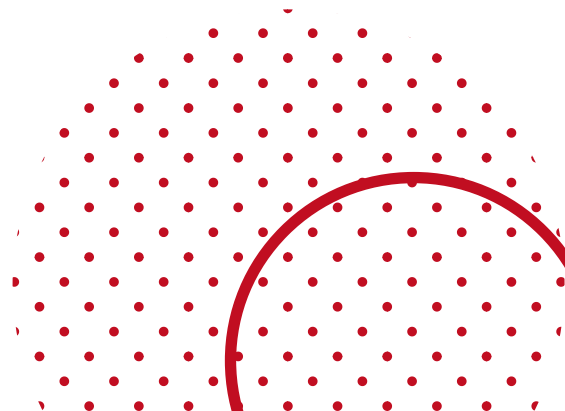
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NATIONAL WEAR RED DAY & HEART MONTH

Jax Goes Red!

Landmarks in downtown Jacksonville, including the Acosta Bridge and Florida Blue, helped turned the city red on February 5th. Meanwhile, dozens of local companies took group photos of their employees wearing red, on Zoom calls and in person wearing masks, to show their support for the American Heart Association. Anchors, reporters and producers broadcasted their support as well, posting photos on social media and highlighting survivors and volunteers on air throughout the day.



GO RED FOR WOMEN

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This year we again brought our First Coast Go Red for Women campaign to YOU. We had 286 guests join us virtually to bring awareness, and to celebrate the mission and advancements of the American Heart Association. Chaired by Christina Clohecy of Newfold Digital and emceed by Tenikka Hughes from CBS47 and FOX30 Actions News Jax, the Go Red for Women Virtual "Lunch-In" featured inspiring speakers, heart healthy tips and an uplifting survivor story. Our guests joined us from the comfort of their homes, cuddled up in their favorite spot, sporting red dresses, red athletic wear, and even red pajamas.

The heart health of the community remains the focus of the American Heart Association and because of donors like you, this was the highest fundraising campaign for First Coast Go Red for Women! We were able to generate \$785,000 and 450,000 social media impressions!



WOMAN OF IMPACT

Woman of Impact nominees are changemakers, dedicated to making a lasting impact on the health of our community. Kate Mays of CSI Companies was the Campaign Chair for our inaugural year. This select group of individuals were nominated to be a part of this initiative because of their passion and drive to make a difference. The nominees brought together their own networks to form impact teams, raising a combined total of \$100,889. They also had a direct impact on our community with 122 people being trained in CPR, and 42 people signing up for an online health behavior journey. Kimberly Little of Newfold Digital was our Woman of Impact winner, raising \$28,888!



TEEN OF IMPACT



Teen of Impact nominees are changemakers, dedicated to making a lasting impact on the health of our community. This select group of teens were nominated to be a part of this initiative because of their passion and drive to make a difference. All nominees brought together their own network of peers and family to form an impact team, set a goal, raise funds, and have a direct impact on our community.

Our Teen of Impact winner, Emma Jabbour of Ponte Vedra High School raised over \$27,590! Collectively, the 6 Teen of Impact students raised \$50,397. AHA and Go Red for Women social media posts have been re-shared to help spread our mission to new audiences that resulted in 21 students signing up to stop vape, and 20 people trained in hands-only CPR, thus creating more life-savers in our community!

HEART WALK

RAISES \$1.454 MILLION



The 2021 Heart Walk had thousands of walkers in person and virtual participate in September, raising over \$1,454,000 for our critical mission! Creating a safe experience, we had pop-up locations at Losco Regional Park, South Beach State Park, and Riverside Park to allow plenty of opportunities for participants to gather safely. Many businesses also chose to participate on their campus or challenged people to walk where they were.

The 2021 Heart Walk was chaired by Tom VanOsdol, President & CEO of Ascension St. Vincent's. We are so grateful for his leadership! Tom handed the baton to Henry Brown, CEO of Miller Electric Company for the 2022 event. Thank you to everyone who participated in this year's event. As we continue to celebrate the 2021 Heart Walk, we are already looking ahead to Henry chairing in 2022 and are excited for the opportunity to make an even larger impact on the health of the First Coast.



FIELD DAY 2021

On June 21, 2021, Miller Electric Company employees got their hearts pumping and didn't miss a beat participating in their very own Field Day! Field Day helps employees combat burnout, build connections, and cut stress while raising funds to save lives in the community. People work hard and deserve to play hard too!

In the month leading up to the event, their teams got ready with the Proper Prep Challenge, which improves overall health with activities and education. This year's inaugural event with Miller Electric had 14 teams and over 140 players participating in games such as Flip the Cup, Rice Bowl, Roll the Dice, and the Sack Race. The top three teams were celebrated at the end of the day, with the 'Hot Rods' taking home the trophy! Together, they completed 1,300 health challenges and raised over \$27,000 through their combined efforts!



HARD HATS FOR HEART

Hard Hats with Heart is the first-ever industry specific initiative for the AHA. This campaign focuses on bringing the AHA's long-standing, evidence-based health and wellness programs to the construction industry's workforce.

Together with our generous supporters in the construction industry, we were able to place 550 CPR Anytime Training kits to local hospitals and clinics in our community for distribution to some of our community members most vulnerable populations.



THANK YOU TO OUR SPONSORS

Generous donors like you are the reason we are able to move the mission of the American Heart Association forward!

Life is Why Sponsors



Local Sponsors



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SAVE THE DATES!

National Wear Red Day – February 4, 2022

First Coast Heart Ball – April 2, 2022

First Coast Go Red for Women Health Summit – May 13, 2022

First Coast Heart Walk – September 10, 2022

National STEM Day - November 8, 2022



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