

# Making an impact during the COVID-19 pandemic

Your ongoing commitment to our mission is making a difference for patients, families and communities as we fight both COVID-19 and cardiovascular disease together.



## Impacting COVID-19 through RESEARCH

- Investing \$2.5 million to investigate the cardiovascular implications of coronavirus.
- Helping to accelerate antiviral drugs to combat coronavirus.



## Leveraging SCIENCE & RELATIONSHIPS

- Collaborating with national and global health colleagues.
- Sharing the latest COVID-19 research through our 12 scientific journals.
- Science volunteers provide support for health care providers and researchers.



## Meeting the needs of our HEALTH CARE WORKERS

- Launching free job aids for Oxygenation & Ventilation of the COVID-19 patient.
- Utilizing Get With The Guidelines to create a COVID-19 data registry to better manage patients and support research.
- Supporting efforts for remote patient monitoring (telemedicine).



## Teaching how to safely ADMINISTER CPR

- Establishing interim guidance and resources for CPR trainings.
- Recommending 120-day extensions on CPR provider and instructor cards.
- Encouraging the public to use Hands-Only CPR through social media.



## Working with Federal and State GOVERNMENTS

- Ensuring everyone can access COVID-19 testing and increasing the supply of personal protective equipment (PPE).
- Providing relief to hospitals, increasing funding for community health centers and strengthening the public health infrastructure.



## Helping those IN GREATEST NEED

- Working with partners to nourish families, support physical activity and reduce the burden of chronic disease.
- Helping faith communities to improve health through our EmPOWERED and Well Online Church Challenge.



## Supporting our SCHOOLS & BUSINESSES

- Helping teachers and parents get moving through Kick Cabin Fever to the Curb 10-Day Challenge.
- Providing resources to businesses to help their employees stay healthy.



## Helping PATIENTS & THEIR FAMILIES

- Creating and curating content for survivors, those staying at home and those with essential jobs that are out working.
- Utilizing our Support Network to share resources and help those in social isolation.

# How your donation makes a difference over time



When you give to the American Heart Association, you are making a dramatic impact in the fight against heart disease and stroke -- our No. 1 and No. 2 global killers. Your full mission gift to the American Heart Association will help save and improve lives by funding a variety of programs and initiatives like these:

| What we're fighting to improve ...  | How your gift makes a difference ...  | In the long term ...  |
|---|---|---|
| Every year, <b>17 million</b> people worldwide die from cardiovascular disease. That's nearly double the population of NYC. | <b>\$25</b> combined with gifts from others could help fund lifesaving research that will save and improve lives from heart disease and stroke.   | Cardiac innovations, such as precision medicine, will be closer to a reality, potentially improving the lives of millions of people.  |
| <b>2 out of every 3</b> out-of-hospital cardiac arrests occur inside a family's home.                                       | <b>\$40</b> could teach a family how to save a life through Hands-Only CPR.   | Millions more people every year will know how to respond in a cardiac emergency, saving countless lives.  |
| The number of Americans going to bed hungry would equal the populations of both Florida and New York.                       | <b>\$50</b> combined with gifts from others could help ensure hunger issues are caught by health care providers and caregivers to identify options for help.  | Local community health care providers will have better training and resources to identify patient hunger issues, and help connect them to available community resources.                  |
| The number of Americans living with heart failure is double the population of Chicago.                                      | <b>\$75</b> could provide resources to help heart failure patients better manage their health.  | Heart failure patients will have the tools to live a healthy, more productive life.   |
| <b>1 out of 3</b> adults have high blood pressure and don't even know it.   | <b>\$100</b> combined with gifts from others could provide doctors' offices with best-practice blood pressure improvement programs for their patients.  | Ensure 200 million patients are covered through the Target: BP program through their local health care options.   |
| Imagine the fear of a new mother when she finds her infant not breathing.   | <b>\$150</b> could give four new mothers infant CPR skills to save their child's life if they stop breathing.   | Thousands of new parents will be informed on how to save their infant's life should a cardiac arrest emergency occur.   |
| <b>1 in 4 high school students</b> used an e-cigarette within the last month.   | <b>\$200</b> could train 20 community advocates in a virtual setting so they are better equipped to push for policies that will reduce the impact of e-cigarettes in their neighborhood and beyond. | Together we can strengthen our smoke-free air laws, push for legislation that raises the minimum purchase age to 21 and eliminate the sale of flavored tobacco products that target kids. |

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| Opioid use is not only a national epidemic, it can also increase the risk of heart disease or stroke.                                     | <b>\$250</b> could provide a dozen health care providers with opioid education to recognize and treat an opioid overdose.   | Health care workers are able to recognize overdose symptoms quicker and respond faster to those needing help.                                 |
| <b>1 in 9</b> people in America rely on government programs for basic food necessities.   | <b>\$300</b> combined with gifts from others could expand the use of food benefits (SNAP) to farmer's markets - providing under-resourced communities a way to buy fresh fruits and vegetables. | Through initiatives like this, people who once had little or no access to healthy fruits and vegetables will now have healthier food options. |
| Imagine what it's like to not be able to understand basic health information because of a language barrier.                               | <b>\$500</b> could help thousands of people who don't speak English with materials that help them learn how to lower their risk of heart disease and stroke.                                    | These resources can help some of the 44 million foreign born individuals who are not proficient in English understand how to live healthier.  |
| For every minute that passes that a cardiac arrest victim doesn't receive CPR, their chance of survival diminishes by <b>10 percent</b> . | <b>\$650</b> could train hundreds of students how to perform Hands-Only CPR.  | By training everyone how to perform CPR, we could help save some of the 366,000 people who die every year from cardiac arrest.                |
| The average child drinks a bathtub's amount of sugary drinks every year.  | <b>\$1,000</b> could be used to help promote sugary drink tax laws to help lower the consumption of sugary beverages.   | These laws will help curb sugary drink consumption, ultimately helping to lower BMI and improve health for thousands of people.               |
| <b>Nearly half</b> of all adults have high blood pressure.  | <b>\$1,500</b> could fund city-wide education for health care providers on best practices and latest guidelines around blood pressure.  | This information could then be used within hospitals and shared with patients to lower blood pressure.  |
| <b>Nearly 4 out of 10</b> American adults have high cholesterol.  | <b>\$2,500</b> could provide a clinic serving an under-resourced area with cholesterol resources and patient consultation.  | These initiatives could help lower the cholesterol for patients that are most at risk.  |



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| Every 40 seconds in America, someone suffers a stroke.  | <b>\$5,000</b> could create a community F.A.S.T. campaign, teaching people the warning signs of a stroke.   | Increased awareness by the community will lead to faster treatments, lives saved and fewer people suffering from long-term disability.   |
| Without regular monitoring of high blood pressure, it's difficult for doctors and patients to effectively treat the condition.                | <b>\$10,000</b> could provide four clinics serving under-resourced areas with equipment to help their patients monitor and control their blood pressure at home.                                | These initiatives could help lower blood pressure for individuals who are most at risk.  |
| Imagine wanting to change the world, but not being exposed to the possibility of having a career in research.                                 | <b>\$16,000</b> could give four research students the break they need by funding their initial research ideas for a year.   | More early researchers will have the opportunity to begin their careers and help pave the way to finding a cure for heart disease and stroke.  |
| Imagine not having a single grocery store in the state of California. That's how many people have limited access to healthy foods.            | <b>\$18,000</b> could provide a community in need with free fruits and vegetables twice per month for a year.   | Regular access to free fruits and vegetables could help thousands within a community establish healthier eating habits.  |
| In the last 20 years, obesity in adults has increased by 24 percent.  | <b>\$20,000</b> could provide 8 neighborhoods with a 4-month course designed to empower participants to make healthy food and lifestyle choices.  | Establishing these habits could help reduce the risk for those with cardiovascular disease, high blood pressure, obesity and diabetes.   |
| Imagine having to walk a mile or more to have access to healthy fruits and vegetables. More than 40 million people face this issue every day. | <b>\$25,000</b> could help us partner with 10 organizations to advocate for the availability of healthy food options within a community.  | These advocacy efforts will help ensure that a community's most critical food needs are met.   |
| Nearly 1 out of every 3 children in America today are living at an unhealthy weight.  | <b>\$50,000</b> could provide 10 early childcare centers with the resources to provide better nutrition and increased physical activity levels for their kids.                                  | These resources will help to ensure that our children growing up today will live at a healthy weight.  |
| 26 million Americans have diabetes - that's nearly the population of Texas.   | <b>\$75,000</b> could provide an on-demand eLearning course for physicians so they are better prepared to talk to their diabetic patients about their increased risk of cardiovascular disease. | This training will help health care providers understand and how to better talk with patients about the link between cardiovascular disease and diabetes, and how they can lower their risk. |