

Community Impact in Central MA



CARDIOVASCULAR DISEASES - which include heart disease and stroke - are the No. 1 KILLER of Massachusetts residents, taking more than 14,500 LIVES each year.

THE HEALTH OF OUR COMMUNITY

- 18%** Use Tobacco
- 26%** Have High Blood Pressure
- 35%** Have High Cholesterol
- 8%** Have Diabetes
- 36%** Of Adults Are Overweight
- 23%** Reported No Physical Activity In The Past Month

There is no quick fix, no one way to solve complex health issues that are affecting this generation and generations to come. That's why we are focused on five areas within our community where there is an opportunity to make the greatest impact.

- Improving Quality of Life
- Elevating Care
- Strengthening the Economy
- Changing Policy
- Ensuring Healthy Environments



CENTRAL MA AT HEART

The American Heart Association is working to create a world free of heart disease and stroke. That starts in Central Massachusetts.

F.A.S.T.

Face Drooping	Arm Weakness	Speech Difficulty	Time to Call 911
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Promoting Stroke Awareness

We educate people on the signs of stroke - distributing 2,500 FAST posters to businesses, schools and other locations in Central MA.



Teaching Hands-Only CPR

We train thousands of people on this simple, yet lifesaving skill at local colleges and universities, public schools, and at community events.



Improving Quality of Life

We are helping children learn healthy habits that will last a lifetime.

17,000

students in Central MA participate in our Kids Heart Challenge program.



Elevating Care

We're working with communities, hospitals and emergency care professionals to form effective and efficient systems of care that save improve lives.



Putting up-to-the-minute research into doctors' hands so they can better prevent and treat heart disease through programs such as Get With The Guidelines at Saint Vincent Hospital, UMass Memorial Medical Center, Milford Regional Medical Center and UMass Memorial – Marlborough Hospital.



Strengthening the Economy Through Research

The Association has invested more than \$4.3 billion in research since 1949 and launched the careers of many of this country's more prominent cardiovascular scientists, including 13 Nobel Prize winners.



In Central Massachusetts alone, the Association funds more than \$1.8 million in research grants.

Our research programs have contributed to many important scientific advances:

- First Artificial Heart Valve
- Techniques & Standards for CPR
- Implantable Pacemakers
- Cholesterol Inhibitors
- Drug-Coated Stents



Changing Policy

We help save and improve lives by advocating for laws that help people live healthier lives. Recent victories that are helping Massachusetts residents include:

Protecting Youth from Tobacco Use

Massachusetts became the first state in the nation to protect more kids from becoming addicted to e-cigarettes and tobacco products by eliminating the sale of all flavors in all tobacco products.



AEDs/CPR in Schools

Thanks to the hard work of our volunteer advocates, all schools are required to have Automated External Defibrillators (AEDs) in their buildings, on their fields, and in their gyms. All coaches in our public schools are required to be CPR-certified.



Helping Underserved Populations

We are helping stroke survivors and their caregivers by organizing an annual **Stroke Camp** to help improve the quality of life for those affected by stroke.

Nearly 80 percent of cardiac events can be prevented, but cardiovascular diseases continue to be a woman's greatest health threat. **Go Red for Women** helps educate and inspire women to reduce their risk.



@AmericanHeartMA

Heart.org/Massachusetts