



Community Impact New Mexico



American
Heart
Association.

Where we work...



**Building a
culture of
health
in the
community**

Who we are...



Mission Statement

To be a relentless force for a world of longer, healthier lives.

GUIDING VALUES



Improving & extending people's lives



Speaking with a trustworthy voice



Inspiring passionate commitment



Ensuring equitable health for all



Bringing science to life



Making extraordinary impact



Meeting people where they are



Building powerful partnerships

STRATEGIC VALUE PROPOSITION

The AHA is a **catalyst** to achieving maximum impact in equitable health and well-being.

A Strategic Shift Fueled by the Evolution of Science...

THE SCIENCE JOURNEY

WORKING TOWARD HEALTH EQUITY



Providing education to health care professionals and the public



Applying new knowledge to treat heart disease, stroke



Teaching individual prevention



Focusing on health impact through the conditions in which people live, work, play and pray



Fighting against systems, laws and customs perpetuating inequities

So our 2030 Impact Goal Became 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.

Addressing the drivers of health disparities, including the social determinants of health, structural racism, and rural health inequities, is the only way to truly achieve equitable health and well-being for all.



Barriers to Health Equity

Structural Racism



*Social Determinants
of Health*



Rural Health Disparities



Let's look deeper into Structural Racism...

STRUCTURAL RACISM: THE HUMAN LENS





COMMUNITY TRANSFORMATION

Necessitates working with partners, volunteers, and each community in unique and tailored ways to tackle complex problems.

How Do We Drive Change?

Clinic to Community Partnerships

CLINICS

The AHA will work across New Mexico & Southern Colorado with various clinical sites prioritizing FQHCs, FQHCs look-alikes and Rural Health Clinics.

PARTNERSHIPS

We work to improve social determinants of health such as food insecurity, education, employment, and access to care through collaborative partnerships.

COMMUNITY

Our work is driven by the communities we serve. We will work with resource centers, coalitions, school districts and various community-based organizations to promote health equity through systems-level change.



DRIVING EQUITABLE HEALTH IMPACT





Reducing RISK FOR WOMEN

The price of being a woman is high; 1 in 3 women pay that price with their lives when it comes to CVD.

Too many women continue to remain unaware that CVD is their leading cause of death.

Women are far less likely than men to receive bystander CPR and continue to face inequities in access to and quality of care.

If we do not address this issue, the simple fact of being a woman will continue to be a risk factor for dying from CVD.

The American Heart Association is working to create equitable health for all and address this problem:



Increasing awareness, helping women take charge of their health and closing gender & ethnicity gaps in research and STEM



AHA's science, brand, and grassroots network uniquely position us to address the inequities women experience in access and quality of care



Implementing community-driven solutions to eliminate disparities in calling 911, rate of response and/or bystander CPR





Addressing COVID-19

75% of people hospitalized with COVID-19 had a high-risk condition.

People with heart disease, diabetes or high blood pressure are at higher risk.

Heart attack and stroke patients fear calling 9-1-1 or seeking treatment in a hospital.

If we do not address this issue, COVID-19 has the potential to drastically change the health and well-being of people living in the U.S. for many years to come.

The American Heart Association is working with researchers, medical experts, hospitals, community leaders, businesses, families and more to reduce the impact of the coronavirus.



Investing a minimum of \$2.5 million to investigate the cardiovascular implications of coronavirus



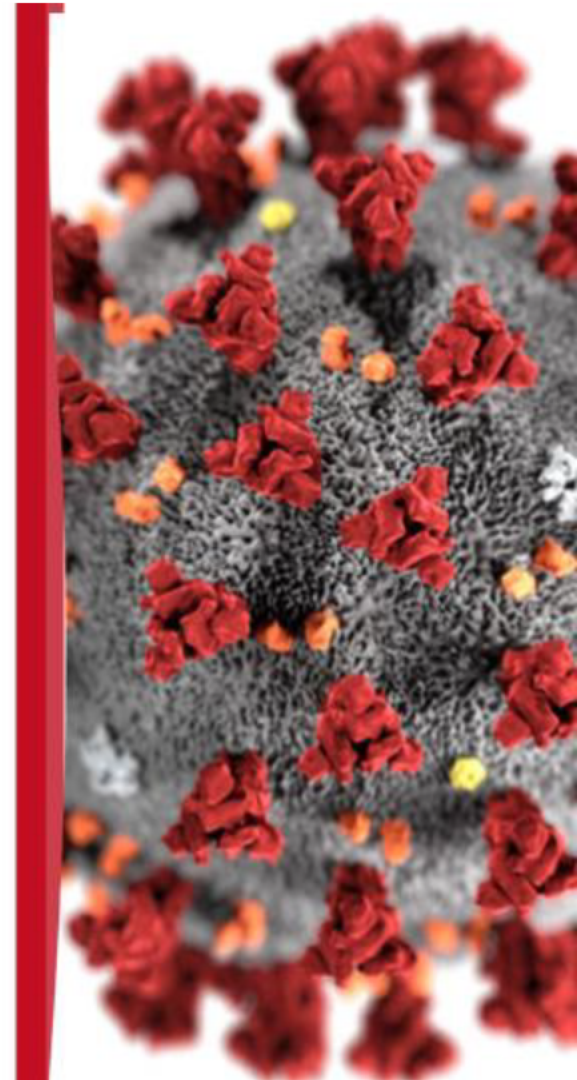
Establishing new guidelines for administering CPR



Working with community groups to nourish families, support physical activity and reduce the burden of chronic disease



Developing a COVID-19 data registry through Get With The Guidelines®



Emergency Cardiovascular Care

Reducing Disparities for Out-of-Hospital Cardiac Arrest



1) Increase CPR training, specifically in lower-socioeconomic, underserved areas



2) Decrease time to EMS activation



3) Universal implementation of Telephone-Assisted CPR



4) Improve access to bystander AEDs



Promoting MENTAL WELL-BEING

Mental well-being and physical health are connected.

76% of employees say that at least one issue has impacted their mental health.

Historically excluded communities are disproportionately impacted, particularly now.

Despite being treatable, there is an enormous treatment gap and barriers with stigma, discrimination, and access.

The American Heart Association aspires to be the preferred content developer for total health, and is working to create equitable health for all and address this problem by :



Utilizing our existing channels and promoting mental well-being content with corporate partners



Developing models for collaboration on scientific statements and growing AHA volunteer capacity



Identifying signature partnerships to drive well-being in the lifestyle segment backed by strong science



New Mexico Three Priority Areas



Hypertension

Nutrition Security



Tobacco/Vaping

How we meet the needs of the community...

COMMUNITY ASSESSMENT APPROACH & METHODS

Phase 1: Quantitative Data Collection

- Identify community health needs through data collection – controlling blood pressure, increasing nutrition security, preventing and controlling tobacco & vaping, reducing risk for women and COVID-19 impact.
- Pinpoint data trends and Pinpoint emerging population health need trends.

Phase 2: Qualitative Data Collection

- Identify policy, program and community interventions.
- Identify key stakeholders for focus groups and interviews.
- Brainstorm opportunities for partnership, policies, systems and environmental changes.

Phase 3: Assessment and Strategy Design

- Analyze data and identify key themes.
- Identify key priorities that AHA market will focus on.
- Report findings in CHNA report.
- Develop strategies and timeline for implementation.



Reducing BLOOD PRESSURE & CHRONIC DISEASE

Nearly half of all Americans have high blood pressure.

Uncontrolled high blood pressure is a silent killer that causes unnecessary and inequitable disease and death. If we do not address this issue, uncontrolled high blood pressure robs us of precious time with loved ones.

The American Heart Association is working to create equitable health for all and address this problem through policy, systems, and environmental changes at the national, state and local level like:



Continuing our *Target: BP* partnership with American Medical Association focused on improving BP diagnosis and control in clinical settings



Supporting efforts to expand access to BP monitoring services through public policy and private payors



Supporting clinics in our communities, including Federally Qualified Health Centers, to improve their blood pressure measuring and management



Connecting community organizations such as faith-based and workplace settings with the tools and resources they need to support their members in self-monitoring and connect them to care



Blood Pressure Control –

In the age of COVID-19

- Establish Health Center managed Self - monitoring blood pressure initiative
- Systematic Community Based screenings, education, and referral in collaboration with Self-Monitoring BP

How to measure your blood pressure at home

Follow these steps for an accurate blood pressure reading

1 PREPARE

Avoid caffeine, cigarettes and other stimulants 30 minutes before you measure your blood pressure.

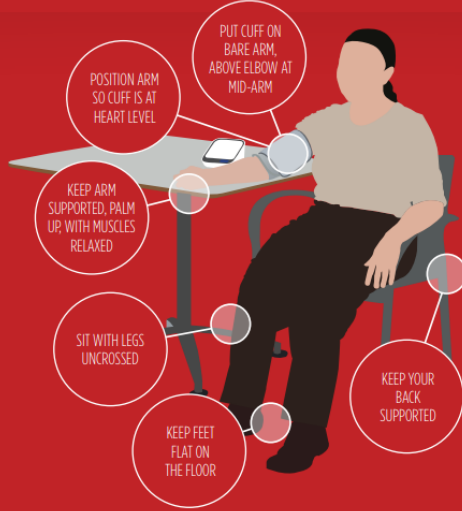
Wait at least 30 minutes after a meal.

If you're on blood pressure medication, measure your BP before you take your medication.

Empty your bladder beforehand.

Find a quiet space where you can sit comfortably without distraction.

2 POSITION



3 MEASURE



Rest for five minutes while in position before starting.

Take two or three measurements, one minute apart.

Keep your body relaxed and in position during measurements.

Sit quietly with no distractions during measurements—avoid conversations, TV, phones and other devices.

Record your measurements when finished.

TARGET:BP™ |  AMA 

This Prepare, position, measure handout was adapted with permission of the American Medical Association and The Johns Hopkins University. The original copyrighted content can be found at <https://www.ama-assn.org/ama-johns-hopkins-blood-pressure-resources>.



Increasing NUTRITION SECURITY

1 in 10 people in America are at risk for not getting enough food each day – or getting the nutrients they need. That's called nutrition insecurity.

If we do not address this issue, people in historically disadvantaged communities run the risk of living a shorter life expectancy and may suffer from complex health problems.

The American Heart Association is working to create equitable health for all and address this problem through policy, systems, and environmental changes at the national, state and local level like:



Improving the availability of healthy foods in communities



Increasing the quality of and access to Nutrition Assistance programs such as SNAP (Supplemental Nutrition Assistance Program) and USDA Child Nutrition Programs



Advocating for public policies to improve healthy food standards in schools, restaurants, and early care and education



Collaborating with the food industry to amplify solutions that increase equity and health in the food system



Nutrition Security Work

- Ensure no-cost, clean water is accessible during the school day and extended hours while children are in programming in school buildings
- Ensure all restaurant meals offered to children meet healthy nutrition standards. Ensure the drink offered with a restaurant meal offered to children is a healthier option.

Adequate water intake can positively impact children's cognitive performance, particularly short-term memory. Drinking water can also improve children's visual attention and fine motor skills.

- ▶ Drinking water can help children learn better.
- ▶ Drinking water can improve children's short-term memory.
- ▶ Drinking water can improve children's fine motor skills and visual attention, which helps with learning activities such as reading.

In 2009–2012, a national survey of children ages 6–19 found that more than half (54.5%) of U.S. children and adolescents were inadequately hydrated. Inadequate hydration was more prevalent among boys, non-Hispanic black and younger children, compared to girls, non-Hispanic white and older children.

- ▶ Many children don't drink enough water.
- ▶ From 2009 to 2012, more than half of children in the U.S. didn't drink enough water.
- ▶ Younger children are less likely to drink enough water compared to older children.

Kenney EL, Long MW, Cradock AL, Gortmaker SL. Prevalence of inadequate hydration among U.S. children and disparities by gender and race/ethnicity: National Health and Nutrition Examination Survey, 2009–2012. *Am J Public Health.* 2015; 105(8): e113–8, doi: [10.2105/AJPH.2015.302572](https://doi.org/10.2105/AJPH.2015.302572).



Ending TOBACCO USE & VAPING

Tobacco users become addicted as kids and want to quit as adults – we are fighting to protect young people from the tobacco industry and help all tobacco users quit.

If we do not address this issue tobacco will continue to kill nearly half a million Americans each year.

The American Heart Association's ultimate endgame is an end to all tobacco and nicotine. AHA supports first ending the use of all combustible tobacco products while ensuring other products do not addict the next generation.



Supporting action in communities with a focus on schools, government, employers, and health systems, including updating school policies



Educating, engaging, and empowering young people to stand up and speak out against tobacco and vaping



Pursuing federal, state, and local policy actions that reduce tobacco use and vaping like raising the price of all tobacco through taxation, eliminating flavors including menthol, and enacting smoke-free policies



Finding answers to big, unanswered questions about nicotine addiction and kids by conducting, coordinating, and funding research





American
Heart
Association.



Tobacco Free Schools

Because Schools are really the “front lines” of the vaping epidemic, we are asking school districts across the country to take a holistic, three-pronged approach:

- First and foremost, education on the dangers of nicotine
- Second a district wide policy that creates a 100% tobacco-free environment..
- Third is adoption of a supportive approach when students are caught vaping.

The background of the slide is a vibrant blue, densely populated with numerous speech bubbles of various colors including red, yellow, pink, and white. Each speech bubble contains a large, dark blue question mark, creating a visual theme of inquiry and discussion. The word "DISCUSSION" is prominently displayed in the center of the image, rendered in a bold, bright yellow, sans-serif typeface. The entire composition is framed by a solid dark red border.

DISCUSSION

**Where are the
opportunities in my
community?**



THANK
—YOU—



Sheryl Wilkeson
Community Impact Director
American Heart Association
Sheryl.wilkeson@heart.org