

# 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 up to \$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.
- Supporting CPR card extension for those unable to retrain due to COVID-19.
- 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 Kids Heart 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 people born outside the U.S. 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.
<b>Imagine not having a single grocery store in the state of California.</b> 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 <b>24 percent</b> .	<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 <b>40 million</b> 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 <b>1 out of every 3</b> 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.
<b>26 million</b> 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.