

American Heart Association's Resources to Improve Rural Health in the Midwest July 2022

TARGET:BP™



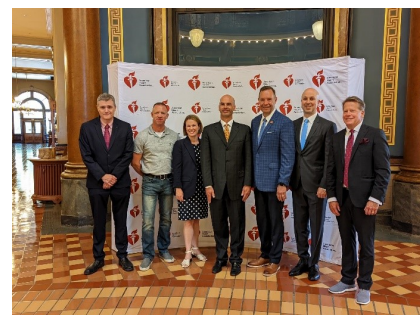
American Heart Association.
Check. Change. Control.
Cholesterol™



American Heart Association.
Target: Type 2 Diabetes™

Hello! I hope everyone is enjoying their summer. June 10th marked the start of the American Heart Association's 99th year as an organization. As we look towards our "Second Century" of impact we have several new initiatives that will be dramatically impact rural health.

- We were honored to receive \$8.6 million to help launch [HEARTCorps](#), a [Public Health AmeriCorps](#) project centered on hypertension. Two servicemembers will be placed at host sites in each of 7 Midwest States (IA, KY, MN, MO, NE, OH, and WI). We are currently recruiting host sites and encourage organization to complete this [interest survey](#) ASAP.
- The [Helmsley Charitable Trust](#) is providing a \$9.3 million gift to the AHA, for further support of HEARTCorps in IA, MN, and WY as well as to support the development of [Mission Lifeline: Stroke](#) in Iowa. This follows similar work in NE as well as the Dakotas and brings Helmsley's total investment in the AHA to over \$64 million.



Thank you Helmsley Charitable Trust!

We are grateful for the transformative nature of these gifts - as well as the collective power of millions of individual donations, that help our mission continue. Thanks to this support, we are able to compile educational resources that bring science to life and partner with organizations to advance equitable health.

Please let me know how I can help you do just that! Tim

Summer BP Challenge

Challenge your team this summer by checking off at least four of the six [evidence-based BP activities](#) and be eligible for [Silver or Gold+ TBP Recognition](#) in 2023:

- Hang the [In-Office BP Measurement Graphic](#) wherever BP is being measured (available in multiple languages & sizes)
- Plan a lunch and learn with this 30-minute e-learning course [Achieving Accuracy: BP Measurement](#) or the [CME Course: Measuring Blood Pressure Accurately – Step 1 In Hypertension Control](#)
- Test team member skills using our [Technique Quick Check Tool](#)
- Calibrate all BP devices per manufacturer recommendation using the [AHA Scientific Statement](#)
- Record the % of your BP devices listed on the [US Blood Pressure Validated Device Listing \(VDL™\)](#)
- Use a BP measurement protocol to obtain accurate BP measurements including confirmatory measurements through repeat in-office, ambulatory, or home BP measurements using the [AHA Scientific Statement](#)



Upcoming Events

November 5th -7th. Scientific Sessions. Join the world's largest [annual cardiovascular health conference](#). This year's event is in Chicago and will also offer virtual options to connect.

Life's Essential 8

In 2010 the American Heart Association identified Life's Simple 7. Seven modifiable risk factors that together helped inform the future of an individual's cardiovascular health. Just recently, Life's Simple 7 has become [Life's Essential 8](#) with the inclusion of "sleep" as a driver of long-term cardiovascular health. Our [MyLifeCheck](#) Tool can provide a simple way for individuals to assess their heart health and connect to resources for improvement.

For a more clinical tool, check out the [ASCVD Risk Calculator](#) which our [Check, Change, Control, Cholesterol](#) program focuses on helping HCO's incorporate into clinical practice.

The Latest



- [The Impact of Inflation on Rural Communities](#)
- [Ambulatory Blood Pressure Monitoring in Children and Adolescents: 2022 Update](#)
- [Wiping Away the Tears: Addressing Increasing Death in Rural America](#)



American Heart Association.
EmPOWERED to Serve™

EmPOWERED scholarship applications are OPEN!

The EmPOWERED Scholars program provides scholarships to college students who are dedicated to helping create health equity in their communities. Please share the link provided to students that may be interested in applying. The deadline for submissions is August 15th. [Apply now.](#)