



American  
Heart  
Association.

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# CENTRAL TEXAS

# ANNUAL REPORT

2022-23

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[HEART.ORG/AUSTIN](https://heart.org/austin)



# CENTRAL TEXAS

Serving a Five County Area



## Central Texas Health Snapshot



Total Population  
**2.23 Million**



High Blood Pressure  
**25.7%**



Currently Smoking  
**12.8%**



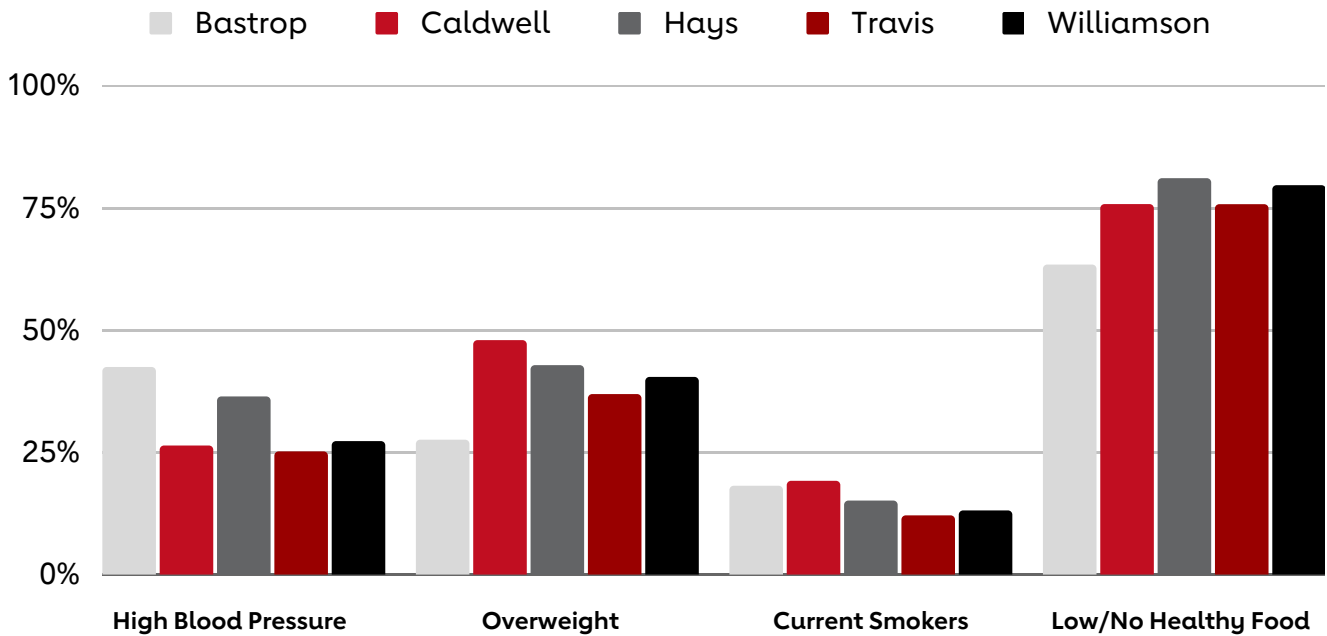
Fair/Poor Health  
**17.1%**



Physically Inactive  
**22.8%**

# THE UNFORTUNATE TRUTH

In 2020, more people died from cardiovascular disease than in any year since 2003, resulting in the highest death rate in **17 YEARS**. More than 1000 additional people died from cardiovascular disease **EACH WEEK** in 2020 than just one year prior. Now is the time to reverse course, but we need your help.



The pandemic caused a serious cardiovascular event with year-over-year increases in death like we have never seen before. Now is the time to reverse course, but it will take all of us working together to save and improve lives.

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.







# AUSTIN HEART & STROKE WALK

## OCTOBER 22, 2022 | Q2 STADIUM

CHAIR: Curtis Page, Higginbotham  
SURVIVOR: Kathy Chou

PRESENTED BY: St. David's HealthCare & Texas Mutual  
EMCEES: David Yeomans and Britt Moreno, KXAN

**\$1,100,000**

Amount Raised

**5000**

Attendees

**2800**

Registered

**76**

Companies

We're all tied to heart disease and stroke in some way, and we must change that. Join friends, family and co-workers to be a relentless force for a world of longer, healthier lives.



### SETTING A NEW STANDARD

The 2023 Austin Heart and Stroke Walk set records with the highest number of companies participating, allowing for over 1000 employees to learn how to perform Hands-Only CPR in the three months leading up to the event. The campaign raised over a million dollars for the first time since the pandemic started while doubling participant registration from the previous year.





# AUSTIN GO RED FOR WOMEN

FEBRUARY 24, 2023 | JW MARRIOTT

PRESENTED BY: St. David's HealthCare  
CHAIR: Denise Bradley  
SURVIVOR: Laura Sammons  
EMCEES: Kristen Currie and Jennifer Sanders, KXAN

Through the Go Red for Women movement, we are united by purpose and connected by passion to ensure all women have the opportunity to live a long and healthy life.

**\$458,000**

Amount Raised

**420**

Attendees

Behind the determined leadership of chairperson Denise Bradley, the Go Red for Women Luncheon set a new fundraising record while a record-number of attendees were delighted by keynote speaker Star Jones (lawyer/TV personality, *Divorce Court*) as she bravely shared her heart health journey.

“ Flight attendants tell you when you get on a plane to put your own oxygen mask on first. We, as women, need to be doing that with our heart health. If you can't help yourself, you can't help others. ”



We continue to innovate ways to ensure all women are aware of their heart disease risk and empower women to take control of their well-being.

# HEART OF AUSTIN HEART BALL

MAY 20, 2023 | JW MARRIOTT AUSTIN

PRESENTED BY: St. David's HealthCare

SURVIVOR: Keith Moreland

HONORARY CHAIR: Rich Gergasko

EMCEES: Britt Moreno & Daniel Marin, KXAN

Together, we are relentlessly focused on the heart of our community. Through the Heart of Austin Heart Ball campaign, we celebrate our collective success in driving change, funding science and improving behaviors – no matter where, or how, we gather. That means taking our efforts beyond the ballroom, working every day to help every heart.

**\$800,000**

Amount Raised

**550**

Attendees

We continue to infuse new ideas to drive engagement, connectivity, and impact. Since the needs of each community are different, we are developing unique executions ensuring our guests, donors, survivors, volunteers, sponsors, advocates, and researchers have meaningful opportunities to help us save lives.





# CycleNation Austin

June 15, 2023 | Celis Brewery

PRESENTED BY: Comfort Systems Mtech-Icon &  
St. David's HealthCare

CHAIR: Ike Ingram

SURVIVORS: MJ Sumner, Isabelle Elrod, Dani Sanchak

EMCEE: Sean Kelly, KXAN

Ride the Revolution. CycleNation is a movement empowering people to be healthy while funding vital research to eradicate stroke and heart disease. We ride for those who can't, those who have lost their lives and for those who are still writing their comeback stories. With each push of the pedal, we are saving lives.



**\$129,152** Amount Raised

**500+** Learned Hands-Only CPR

**274** Registered Riders

**150** Additional Attendees

**23** Companies

## RAISING THE BAR

The 2023 CycleNation Austin campaign continued to find new heights. Not only did the campaign set a new record for companies and registered participants, they also raised the most life-saving funds ever since the initiative started in 2019.





# COMMUNITY IMPACT

We are committed to protecting the hearts you love, and together, we are saving lives in Central Texas and across the nation.



## MATERNAL HEALTH

**Supported by HCA/St. David's HealthCare**

AHA Central Texas is working with two local pregnancy resource centers to address the maternal health crisis. Through a Screen, Educate & Refer program, trained staff screen women for high blood pressure during their initial visit. Women with elevated blood pressure receive a maternal health basket with educational resources and various tools to help control blood pressure. Additionally, mothers are referred to a local clinic to receive continuing patient care.



## BIKE RX

**Supported by Comfort Systems Mtech-Icon**

AHA Central Texas purchased a stationary bike for the Black Men's Health Clinic to provide a safe, consistent place for community members to be active and improve their overall health. Through this Bike:Rx initiative, clinicians can prescribe movement over medicine as part of a patient's treatment plan. Educational resources are provided to participants and they are encouraged to track their blood pressure and weight to self-monitor progress.

## What's Next?

AHA Central Texas continues to be relentlessly focused on addressing the life-expectancy gap that exists between East and West Austin and between our rural and urban residents.

Hypertension, tobacco/vaping cessation, women's health and nutrition security remain the primary areas of focus.



# VESTIDO ROJO

APRIL 1, 2023 | AUSTIN MARRIOTT SOUTH

PRESENTED BY: Ascension Seton

EMCEE: Claudia Talamantez, Univision

More than **250** women attended the AHA's annual Vestido Rojo event. Presented by Ascension, Vestido Rojo is Austin's premiere, free Spanish-language women's health event with a doctor's panel, nutritionist, CPR demonstration and Zumba, as well as free health screenings.

## DOCTOR'S PANEL

Dr. Jose Mejia | Baylor Scott & White  
Dr. Valentina Neufeld | Centre for Neuro Skills  
Dr. Ruby Ronquillo | Ascension Seton

## NUTRITIONIST

Vanessa Arizpe

## CPR DEMONSTRATION

UT Hispanic Student Nursing Association

## ZUMBA

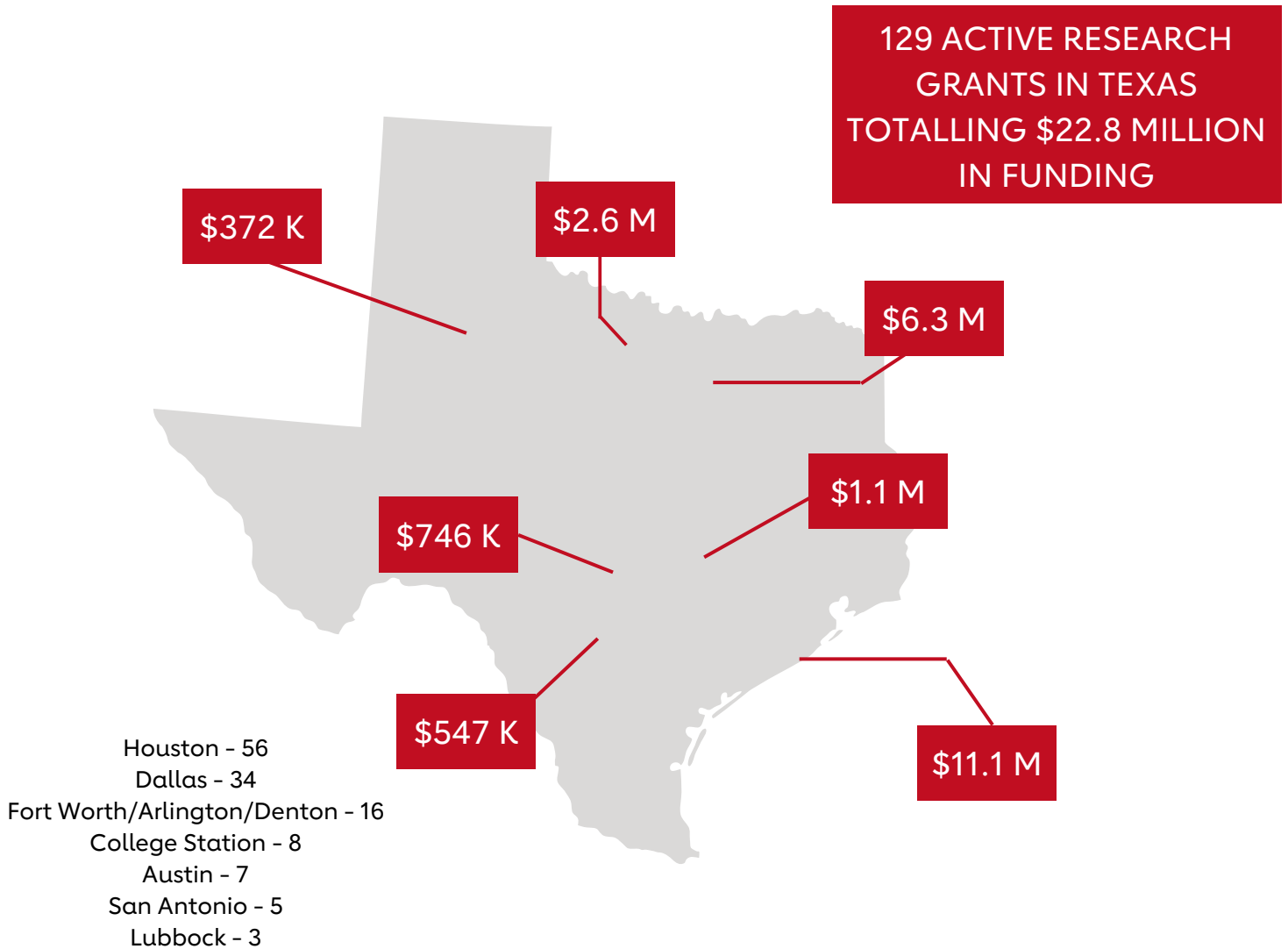
Danitza of It's Time Texas

“ Vestido Rojo es uno de mis eventos favoritos para la comunidad, que nos encamina a prevenir enfermedades conociendo nuestro cuerpo y ubicando los señales de riesgo. Gracias por todo el esfuerzo que hacen.

Vestido Rojo is one of my favorite community events that guides us to prevent diseases, knowing our body and identifying risk signs. Thanks for all the effort you put in.

”





# RESEARCH AT HEART



Funding research is a cornerstone of the American Heart Association's lifesaving mission and a key to our future. AHA has been funding scientific research since 1949 and is continually adding new programs each year for timely, mission-related cardiovascular and neurovascular research.

Since 1949, the AHA has been making significant annual investments in research totaling over \$5 billion.



# Advocacy Efforts

Leading up to the session, the American Heart Association developed an agenda to address the most pressing issues inhibiting improved health for Texans. The agenda included nutrition security, tobacco/vaping, CPR and maternal health. Thanks to the efforts of dozens of partner organizations, public health coalitions and our You're the Cure advocates, the Association was able to successfully advance legislation to ensure longer, healthier lives for all Texans through the passing of four bills.



1

## POSTPARTUM CARE EXTENSION

House Bill 12 ensures that mothers on Medicaid can receive a full year of comprehensive care after the birth of their child, rather than only two months, addressing the maternal health crisis in Texas.

2

## NUTRITION INCENTIVE

House Bill 1 allocates \$6 million in grants that will support expansion of programs like Double Up Food Bucks, offering SNAP recipients dollar-for-dollar incentives to purchase healthy fruits and vegetables.

3

## VEHICLE ASSET TEST MODERNIZATION

House Bill 1287 updates the "Vehicle Asset Test" which sets a limit on the value of vehicles a household may own and still qualify for SNAP benefits. This limit had not been updated since 2001.

4

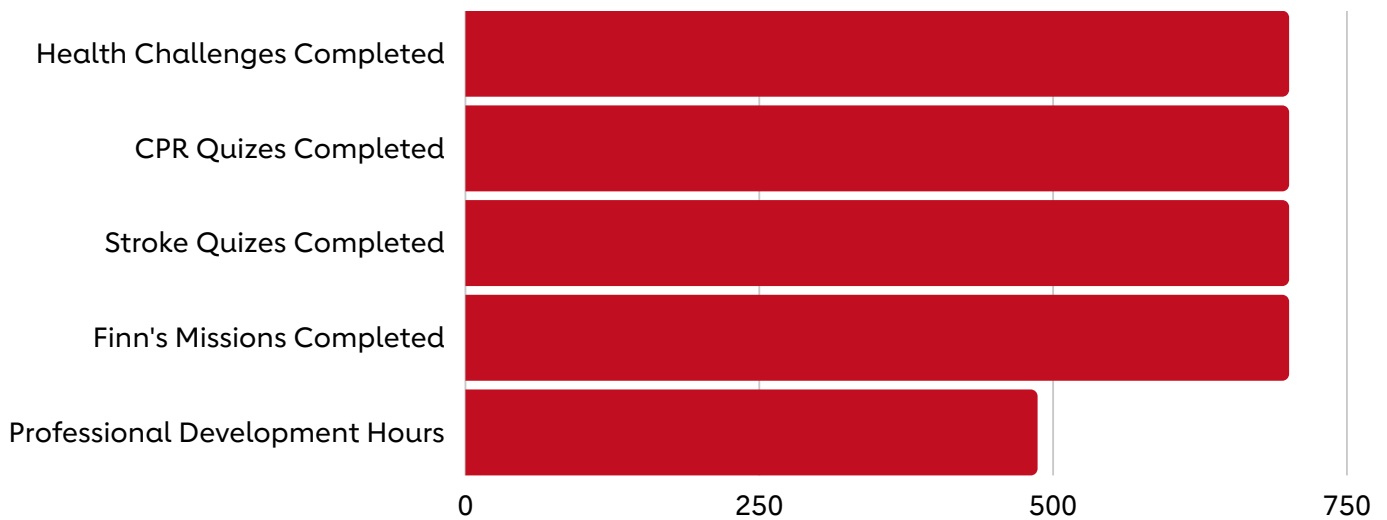
## E-CIGARETTE MARKETING TO YOUTH

House Bill 4758 creates a Class B misdemeanor offense for marketing, advertising, selling, or causing to be sold an e-cigarette product in certain containers that are designed to appeal to minors.

# YOUTH MARKET

81 schools in 29 school districts throughout Central Texas participated in the Kids Heart Challenge and American Heart Challenge curriculum.

<https://sites.google.com/view/khceextraordinarykids/home>



Kids Heart Challenge prepares elementary students for success through physical and emotional well-being educational materials and activities while learning about their hearts and raising money to help others.

American Heart Challenge is a service-learning program that gives middle and high school students the opportunity to feel good, while doing good. It's a way for them to better their life — all while changing someone else's.



**\$386,066**

Amount Raised

**\$28,340**

Total Giveback

# SOCIAL MEDIA DASHBOARD



Engagement encapsulates a variety of actions, such as a “share” on Facebook or a “like” on Instagram. It is any interaction a fan has with social media content that shows they are interested in the post.



Follow Us  
@AmericanHeartTX



Total Reach  
**1.31 million**  
(583,000 increase)



Total Engagements  
**85,809**  
(39% increase)



Total Engagement Rate  
**6.55%**  
(1.07% increase)

# EARNED MEDIA DASHBOARD

Total Media Exposure

**819**

total number of stories

**172%**

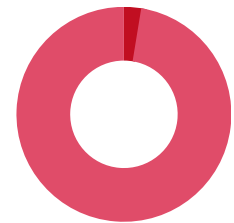
increase over last year

## TRENDING THEMES

- Patients
- Heart
- Study
- Health

Potential Reach

ATX Broadcast  
15.7 M



ATX News  
593.19M

## MEDIA PARTNERSHIPS





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Salute Mission Critical

NINA SEELY  
Seely Real Estate Team | KW Luxury

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GREG WEAVER  
Catellus Development

# THANK YOU

## **A relentless force for a world of longer, healthier lives.**

For close to 100 years, the American Heart Association has saved and improved lives, pioneered scientific discovery and advocated for healthy public policies in communities across the country. And we're just getting started!

Founded in 1924 by six cardiologists, our organization is grounded in the belief that scientific research leads the way to better treatment, prevention and – ultimately – a cure for these leading causes of death and disability.

We're proud to be the leading nonprofit funding cardiovascular and cerebrovascular disease research. As we head into our second century, we are deepening our commitment to the community and expanding our reach.



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