



# AMERICAN HEART ASSOCIATION

CENTRAL TEXAS

**2021-22**

**ANNUAL  
REPORT**

The American Heart Association is committed to advancing health equity – which can exist only when all people can have the opportunity to enjoy healthier lives. We are removing barriers to health through work in our communities, scientific research, advocating for healthy policies and more.



American  
Heart  
Association.

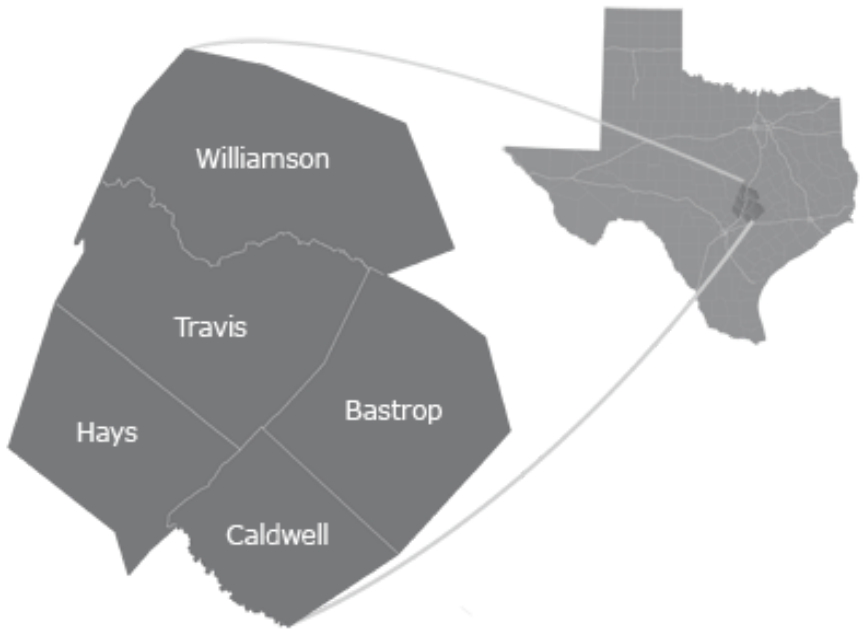
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[www.heart.org](http://www.heart.org)



# CENTRAL TEXAS

Serving a Five County Area



## Central Texas Health Snapshot

PLACES is a collaboration between CDC, the Robert Wood Johnson Foundation, and the CDC Foundation. PLACES provides health data for small areas across the country. This allows local health departments and jurisdictions, regardless of population size and rurality, to better understand the burden and geographic distribution of health measures in their areas and assist them in planning public health interventions.



Total Population  
**2.23 Million**



High Blood Pressure  
**25.7%**



Fair/Poor Health  
**17.1%**



Currently Smoking  
**12.8%**



Physically Inactive  
**22.8%**

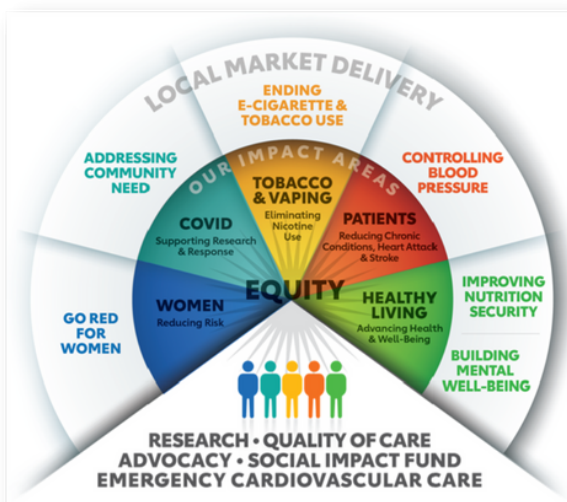
# Central Texas Fundraising Snapshot

## \$2,762,000

Market Revenue Generated



Because of the generosity of our partners and sponsors, and with the hard work and focus of our entire team in Central Texas, we were able to exceed our 2021-2022 fiscal year goals in a variety of areas that are crucial to the success of our mission.



As we move towards our second century, the AHA Central Texas office is focused on five areas of equity. In Central Texas, the areas of nutrition security, controlling blood pressure and tobacco cessation have been deemed the most vital to address to ensure longer, healthier lives for all.

# HEART OF AUSTIN

Heart Ball

## Vital Stats

Chair: Scott Flack, Live Oak Real Estate  
Featured Survivor: Steve Younkman  
Attendees: 600  
Impact Focus: Health Equity in Eastern Crescent

**\$1,048,528**  
Amount Raised

## About the Heart Ball

Together, we are relentlessly focused on the heart of our community. Through the Heart of Austin and 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.

### Silent Auction

The 2022 Austin Heart Ball silent auction, hosted at the JW Marriott on May 7, raised the **highest total** in recent years.

### Open Your Heart

Following Steve's emotional survivor story the OYH moment raised **over \$100,000 more** than the previous year

### Leaders for Life

Elle Rich, Trey Shepherd, and Jon Moscoe ran successful campaigns, **raising more** money than last year, \$42,893.

Locally Presented by



# 2021 AUSTIN HEART & STROKE WALK



## Vital Stats

Chairs: Erich Sanchack and Tad Hatton

Featured Survivors: Grace Jennings and Patrick Wright

Impact Focus: Employee Health

**\$950,000+**  
Amount Raised

1500+

Participants

63

Companies

301K

Total Activity Minutes

700K

Trained in Hands-  
Only CPR

100

Tomato Grow Kits  
Distributed



### Leaders with Heart

41 individuals participated in Leaders with Heart and raised over \$382,000.



### Impact Focus

The Austin Heart and Stroke Walk focuses on physical activity through community and company engagement.



### Doing Good Together

Our Austin Heart and Stroke Walk has always been about coming together, getting hearts pumping, honoring survivors, raising lifesaving funds - and having fun along the way.



### Leading Local Sponsors





# GO RED FOR WOMEN

Woman of Impact | Circle of Red | Vestido Rojo

## VITAL STATS

Chairs: Nina Seely & Dr. Caitlin Giesler  
Survivor: Pam Akins  
Attendees: 380  
Keynote: Barbara Pierce Bush

## WOMAN OF IMPACT

Madison Pallas and Danielle Carroll posted the **highest total** in Austin peer-to-peer fundraising history, raising over \$100,000.

## OPEN YOUR HEART

Following Pam Akins' compelling survivor story, the GRFW Summit had the **most successful** Open Your Heart moment in Austin Go Red history.

## AMOUNT RAISED

# \$424,000



## 1 in 3 women are dying from cardiovascular disease

The Go Red for Women movement has educated millions of women as to their No. 1 health threat: cardiovascular disease. But now we face a new challenge; younger women and women of color are not aware that this threat is real. Go Red accelerates science, advances public health policy, and addresses the multitude of gender and racial gaps for women in research, healthcare and more.

## LOCALLY PRESENTED BY



# CYCLINATION

CycleNation brings our community together through the movement of cycling to help save lives from stroke and heart disease. Through participation, we'll put an end to stroke and heart disease.

**\$93,000+**  
Amount Raised

**Vital Stats**

Chair: Doug Savage  
Survivors: Kendal Ashworth, Stephen Portnoy  
Impact Focus: Stroke Awareness & Prevention, Company Wellness & Engagement  
Attendees: 15 Companies | Over 160 riders



**15K** **\$2,500+**

Over \$15,000 and 15,000 minutes of activity were recorded over the week leading up to the event - a \$5,000 increase from last year.

During the event held at the Palmer Events Center in downtown Austin, over \$2,500 was raised during an Open Your Heart ask.



**RALLY DAY**

Held at Hula Hut, the 2022 Rally Day was a huge success by doubling the number of registered participants. Thirteen new teams were started that afternoon alone with two new companies committing to the event.



LOCALLY PRESENTED BY COMFORT SYSTEMS USA



# HAYS & CALDWELL COUNTY HEART WALK

## Vital Stats

Chair: Drew Bennett, Baylor Scott & White Health  
Featured Survivor: Amelia Harris  
Location: Bobcat Stadium | Texas State University  
Impact Focus: Physical Activity & Community/Company Engagement

**\$67,971**  
Amount Raised

## Make More Moments Possible

Life's made up of special moments—and every day is an opportunity to make more. We walk to raise funds for science that helps us live longer, be healthier and make more moments possible. This is not just another finish line. It's a movement for the health and well-being of us all.

Locally Presented by



Participants  
**500**

Companies  
**19**

CPR Trainings  
**75**

BP Screenings  
**40**



## Leaders with Heart

The Leaders with Heart Challenge is a committed group of business and community leaders who are dedicated to furthering the mission of the American Heart Association.

**9** leaders participated raising over **\$11,600**

# VESTIDO ROJO

## THE SUMMIT



### About Vestido Rojo

Part of the Go Red for Women initiative, Vestido Rojo is an annual women's health event for Spanish speaking women/Latinas. This year's event featured health screenings and informational booths followed by a doctor's panel, cooking demonstration, meditation, Zumba and Hands-Only CPR training.

150+

Attendees

50%

First Time  
Attendees

94%

Extremely Likely  
to Attend Again

94%

Extremely or Somewhat  
Satisfied with Event

### Approximately 150 guests in attendance

"Mil gracias. De verdad me encantó gracias por preocuparse por todas nosotras las mujeres. Me ayudó muchísimo y me motivo a hacer ejercicio y cuidar de mi alimentación. Les agradezco de todo corazón."

"1000 Thanks. I really loved it. Thank you for worrying about all of us women. It helped me a lot and motivated me to do exercise and care for my nutrition. I thank you with my whole heart."



Locally Presented by



# COMMUNITY IMPACT

Community Policy, System, and Environmental goals are three for skilled and five for excellence. The Central Texas Community Impact team accomplished **six** in 2021-22, an increase of five over last fiscal year.

## Tobacco Free Schools Policies in Hutto ISD

- Policy covers all tobacco products during all on- and off-campus school-sponsored events
- Provides a progressive, supportive approach to discipline, instead of exclusionary practices
- First school district in the state of Texas to adopt the Tobacco Free Schools Policy in coordination with the AHA; only the second in the Southwest region.

## Transportation Equity in Austin

- Public transportation services expanded via additional pickup zones in some of the most vulnerable areas in Central Texas
- Pick-up zones include the Dessau Road and Eastern Crescent areas with large, underserved populations
- Improved transportation provides increased access to clinical care and healthy food access points

## Nutrition Screener at the Boys & Girls Club

- Boys & Girls Clubs of the Austin Area serves 1700 registered members in Travis and Bastrop Counties
- The Hunger Vital Sign™ is an evidence-based screening tool which helps identify those experiencing nutrition insecurities
- Those in need are connected with the Central Texas Food Bank and assisted with SNAP enrollment
- If immediate need identified, an HEB gift card and informational flyer with more locations is provided

## Screen, Educate & Refer with AMEN

- Developed with the African American Mental Health and Wellness Program (AMEN) through UT to reduce health disparities through a comprehensive community based program
- AHA supplied 100 validated blood pressure monitors for the 1200 members at Mt. Zion Baptist and Rehoboth Baptist Churches and surrounding Eastern Crescent community
- Provided tailored education on needed interventions

## Screen, Educate & Refer with BGCAA

- Families were provided blood pressure monitors and trained on how to properly self-screen and track readings
- Maps of the closest Federally Qualified Health Centers to each location with clinic contact information, charts and Connect ATX details is included with each monitor
- Tips on how to lower blood pressure through lifestyle changes with Life's Simple 7 were provided in English and Spanish

## Screen, Educate & Refer with APRD

- Austin Parks and Recreation Department piloted the program at three locations based on need, location and interest in participating
- AHA provided all locations with blood pressure monitors, cuffs, and training for weekly classes on properly monitoring blood pressure
- If high blood pressure was detected, Austin Parks & Recreation refers to one of three Federally Qualified Health Centers in the area accepting patients



# COMMUNITY IMPACT

## Policy, System & Environmental Approvals

The American Heart Association and the American Medical Association partnered to improve blood pressure control through evidence-based activities that focus on equipment calibration and validation, staff knowledge and skills, and developing a system of care for hypertensive patients in different settings such as in clinics.



### Validated Device Impact

The newly formed Black Men's Health Clinic (BMHC) is working with the American Heart Association for guidance within the hypertension space. The first step was to implement the practice of strengthening blood pressure measurement knowledge of all pertinent staff by testing their skills at minimum every 12 months starting in June 2022 using the AHA's Technique Quick Check Tool. By using this resource, BMHC can confirm blood pressure measurements are being taken the right way and the same way every time.



### Validated Device Policy

The BMHC has also implemented a policy requiring the procurement of validated blood pressure devices for their clinic. As of June 2022, ALL newly acquired blood pressure measurement devices will only be utilized if they are included on the US Blood Pressure Validated Device Listing (VOL™) or similar international sources. This standard applies to ALL newly acquired blood pressure measurement devices, whether purchased, donated, or acquired by some other means.



# KIDS HEART CHALLENGE & AMERICAN HEART CHALLENGE



American Heart Association.

**KIDS** HEART CHALLENGE™ | **AMERICAN** HEART CHALLENGE™



## About Kids Heart Challenge & American Heart Challenge

The Kids Heart Challenge is a fun and exciting event where elementary school student learns about their heart while helping others by raising money for the American Heart Association. It prepares children for success through physical and emotional well-being.

The 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.

<b>20</b>	<b>109</b>	<b>\$457,647</b>
School Districts	Participating Schools	Amount Raised
<b>5,737</b>	<b>1,026</b>	<b>984</b>
Students Accepting Health Challenge	Students Completed CPR Quiz	Students Completed Stroke Quiz
<b>605</b>	<b>1,272</b>	<b>\$47,520</b>
Finn's Missions Completed	Professional Development Hours	Total Giveback

# POLICY UPDATES

**Having the right information is the key to making change.**

At the American Heart Association, our policies and recommendations are based on the most rigorous research, science, and best practices in cardiovascular disease and stroke prevention and treatment.

## Stroke Facility Designation Rules Updates

The Texas Health and Human Services Commission and the Department of State Health Services officially issued updated Stroke Facility Designation Rules, which had been in development since 2018, and align Texas's rules with national guidelines by outlining requirements for an Acute Stroke Ready Center, in addition to the existing designations for Comprehensive Stroke Centers, Primary Stroke Centers, and Thrombectomy Capable Stroke Centers. This change makes it much more likely that all patients, regardless of region, can receive timely and safe access to the best possible stroke care. Patients can also have confidence that such centers will provide the most effective acute stroke treatment strategies based on nationally-recognized guidelines and criteria.

## T-CPR Training Course Officially Recognized

The Texas Commission on Law Enforcement officially recognized RQI Partners' T-CPR Training Course as meeting all the requirements for Texas Telecommunicator CPR training. RQI Partners, a partnership between the American Heart Association and Laerdal Medical, is dedicated to improving survival from cardiac arrest by bringing new solutions to resuscitation education and quality improvement. The American Heart Association led the passage of legislation to create the T-CPR training requirement in 2021, and Texas is the first state to officially recognize RQI Partners' course as meeting the requirements of its T-CPR legislation.

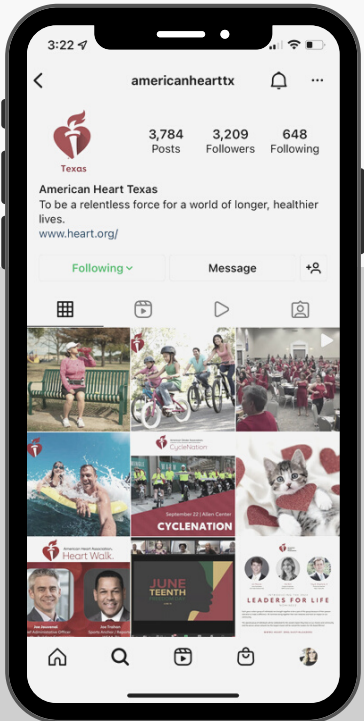
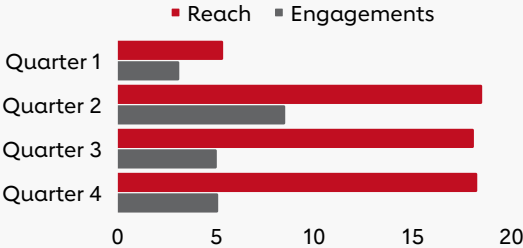
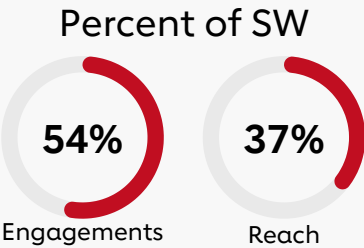



# SOCIAL MEDIA OVERVIEW





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.

Social media reach is a media analytics metric that refers to the number of users who have come across a particular post or event on a social platform.



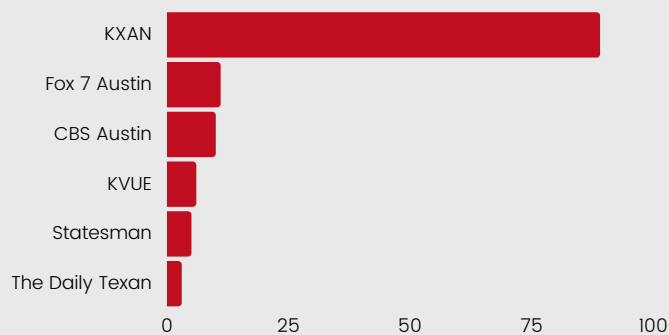
 Total Engagements  
**61,441**  
(127% above goal)

 Total Reach  
**1.12 million**

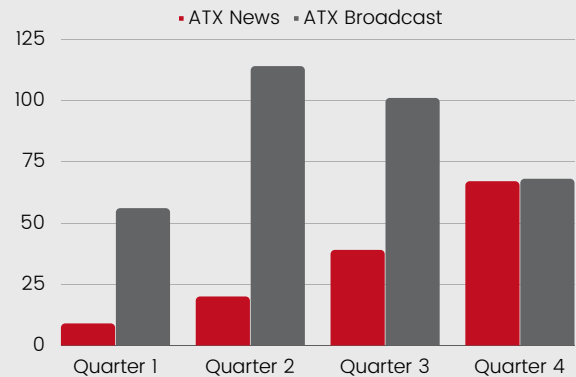
 Total Engagement Rate  
**5.48%**  
(1.5% above region average)

# EARNED MEDIA DASHBOARD

## Top Sources



## Media Placements by Quarter



## Total Media Exposure

# 474

Denotes the current media coverage for this fiscal year

# +27%

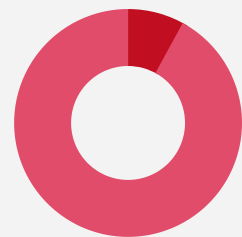
over last fiscal year

## TRENDING THEMES

- Blood Pressure
- Life
- Heart Attack
- Stroke

## Potential Reach

ATX Broadcast  
16.6 M



ATX News  
191.7 M

## MEDIA PARTNERSHIPS

**MedicalTimes**  
AUSTIN  
Bringing Healthcare News to the Forefront

**kxan**

**UNIVISION**  
LOCAL MEDIA | AUSTIN  
62 UNIVISION 1043 UNIMÁS 107.7 TUDN



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\*Denotes President Elect

# THANK YOU

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

For nearly 100 years, we've been fighting heart disease and stroke, striving to save and improve lives and we could not do it without the support of our dedicated group of volunteers. Our size and scope let us have real impact, investing more than \$4.8 billion in research, making us the largest not-for-profit funding source for cardiovascular and cerebrovascular disease research next to the federal government.

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