



American Heart Association®

EmPOWERED to Serve™

AMGEN®
Cardiology

You're the Cure

#EmPOWERChange

Amgen proudly supports the American Heart Association's EmPOWERED to Serve Initiative

YOU'RE THE CURE | Lesson Overview

Welcome

- What is EmPOWERED to Serve™?
- Program Topic and Urgent Community Need

Health Lesson: *You're the Cure*

- What is *You're the Cure*?
- *You're the Cure* Key Issues
- Make a Difference in Your Community

Closing Thoughts

- Your Voice Matters
- Online Resources



WHAT IS EMPOWERED TO SERVE?

EmPOWERED to Serve is a movement inspiring those who are passionate about driving change through health justice in their communities.

We are catalysts for change, empowering the equity equation.



AHA's Mission Statement:
To be a relentless force for a world of longer, healthier lives.

POINT 1: WHAT IS *YOU'RE THE CURE?*

It's a grassroots effort to address important health issues.



**Heart disease
is America's
No. 1 killer.**



**Stroke is
America's
No. 5 killer.**



***You're the Cure*
helps you
promote healthy
policies.**



CHANGING COMMUNITIES, CHANGING LIVES

- Communicate with decision makers.
- Connect with like-minded advocates near you.
- Stay up to date on ways you can help build healthier communities.



Visit [YouaretheCure.org](https://www.YouaretheCure.org) to join.

VIDEO: *YOU'RE THE CURE*



POINT 2: *YOU'RE THE CURE* KEY ISSUES



Promote healthy policies in our communities



Ensure access to health care



Improve quality and value of care

PROMOTE HEALTHY POLICIES IN OUR COMMUNITIES

We are meeting communities where they are to help them live longer, healthier lives, by promoting policies such as:

- Ending tobacco and nicotine addiction by stopping kids from starting and supporting others to quit
- Improving nutrition and physical education in schools like healthier school lunches and more physical activity
- Supporting access to healthy foods through programs like SNAP and access to clean water
- Increasing funding for the CDC's prevention programs



ENSURE ACCESS TO AFFORDABLE, QUALITY CARE

Healthier lives depend on access to quality, affordable care for all, regardless of race, age, ethnicity or gender.

- Patient protections through the Affordable Care Act
- Helping patients with congenital heart defects
- Bridging the health equity gap
- Closing the gender gap



ENSURE ACCESS TO AFFORDABLE, QUALITY CARE

Cardiac and stroke rehab reduces mortality and hospitalizations while improving quality of life.

At the federal level, *You're the Cure* is advocating for increasing Medicare participants' access to rehab – and doing so now instead of waiting until 2024 under current legislation



IMPROVING QUALITY AND VALUE OF CARE

Improving how patients move through each stage of care can dramatically improve outcomes.

That's why the AHA supports:

- Equipped, trained first responders
- Prompt stroke treatment
- Timely response to cardiac arrest



IMPROVING QUALITY AND VALUE OF CARE

Research has led to lifesaving results, but further progress depends on continued funding.

The AHA continues to advocate for increased funding for the National Institutes of Health and CDC Prevention programs. This research is crucial to developing new treatment and prevention strategies.



POINT 3: MAKE A DIFFERENCE IN YOUR COMMUNITY

- Join *You're the Cure* and take action on issues in your community
- Spread the word and tell 5 family members and friends about *You're the Cure* – encourage them to join
- Connect with your local advocacy staff to do get involved in local advocacy efforts



YOUR VOICE MATTERS

We all have the power to make a difference by speaking out for policies that help build healthier communities and healthier lives.

Let's work together to advocate for heart-healthy and stroke-smart communities through legislative and regulatory policies in our cities, states and across the country.



JOIN YOU'RE THE CURE

By joining *You're the Cure*, you will be among the first to know when major policy initiatives pass or when your help is needed to advocate for a healthy future.

**Text EMPOWER to 46839
to join today!**



GET CONNECTED LOCALLY

Connect with your local AHA advocacy leaders to learn about key efforts and events in your community and state.

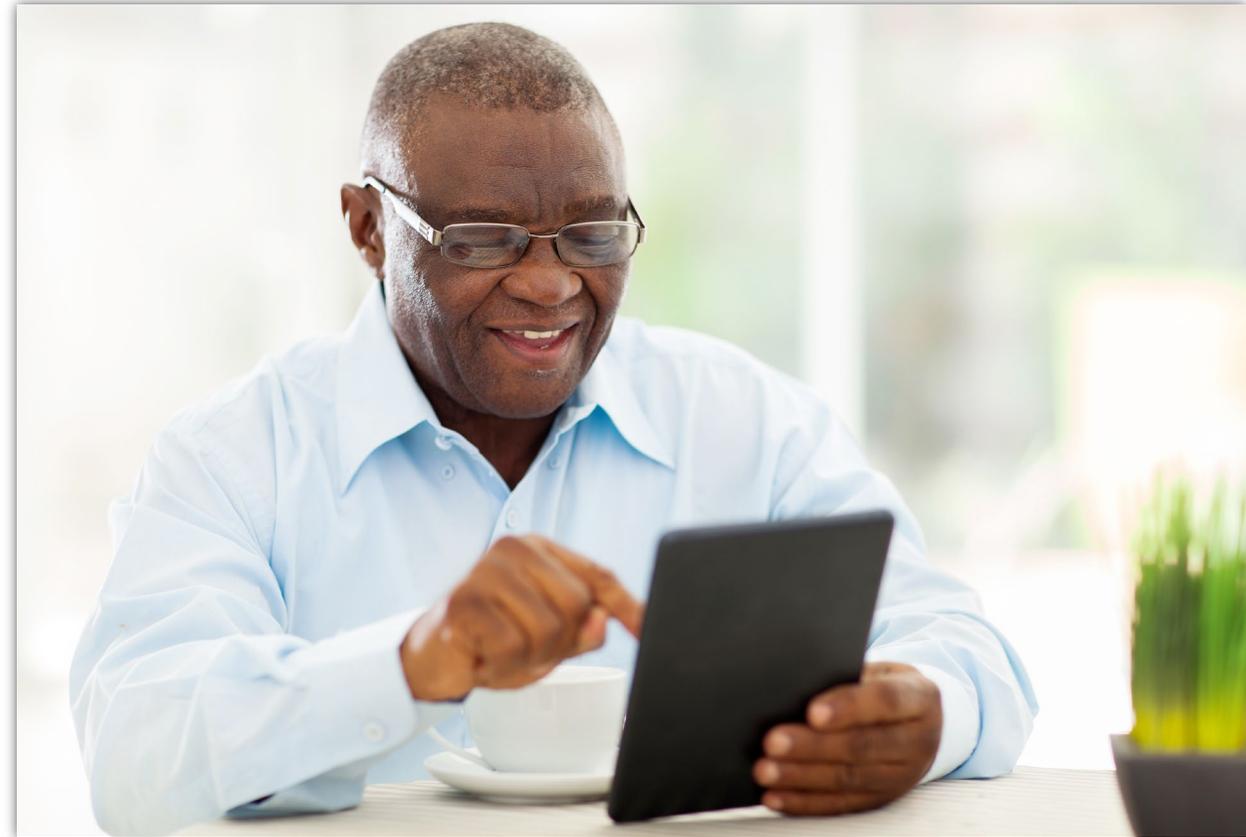
Visit bit.ly/2ZGrH5l
to find your local representative.



RESOURCES FOR ADVOCATES

Find more resources at [YouretheCure.org](https://www.yourethecure.org) including:

- Federal advocacy tips
- Meeting leave behind
- Letter to the Editor guide
- Advocate guide
- Sign-up form



TELL 5 FRIENDS

Help the AHA continue to grow advocacy efforts in your community by telling your friends and family about *You're the Cure*.

- Share the text to join with the link.
- Email friends and family with information on *You're the Cure*.
- Promote local advocacy events on social media.
- Host a coffee/tea with close friends.



USE YOUR VOICE TO CREATE HEALTHIER COMMUNITIES

You can help us work to draw communities together on the path to building a sustainable culture of health.

Go to EmPOWEREDtoServe.org

Sign up to become an ambassador and learn how you can be a part of the movement!

Join us as we impact the health of ALL in our communities!



WRAP-UP

We appreciate your thoughts!

Tell us what you liked best.

Email us at:
empoweredtoserve@heart.org



WE ARE **EMPOWERED TO SERVE**

...serve our health, serve our community



The American Heart Association requests that this document be cited as follows:
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