



American
Heart
Association

American
Stroke
Association®

life is why™

**EmPOWERED
To Serve™**

Ambassador TOOLKIT

Together we can make a positive,
lasting impact by creating a
legacy to thrive, not just survive.
We are EmPowered To Serve
our health and community.

Be EmPOWERED!

WHY?

Life is Why

WHAT?

EmPowered To Serve

HOW?

Engage Your Community

Our Mission

To build healthier lives, free of cardiovascular disease and strokes and stroke.

Our Multicultural Goal

Improving the health of 4.6M multicultural consumers by 20% by 2020 through Faith Based, Affordable Housing, Strategic Alliances and Multicultural Initiatives Field Staff.



Become Part Of Something Bigger

Dear Ambassador,

Congratulations on becoming a part of the EmPOWERED To Serve movement!

Heart disease and stroke are two of our nation's leading killers. As a leader in your community, you have the power to help shape a healthier future:

- Because others hear your voice, you can educate them.
- Because others feel your influence, you can change their behaviors.
- Because others answer your call, you can mobilize them to work with you.

The goal of this toolkit is to help you:

- Engage your community in the EmPowered To Serve movement.
- Create a lasting culture of health in communities of color across the nation.
- Serve your community.

Thank you for your hard work and passion for the cause. Welcome aboard!

In good health,



Nancy Brown
Chief Executive Officer
American Heart Association

When accessing this toolkit online, you'll be linked into a variety of print and video resources. If you have a printed copy, take a moment to review these printed resources:

- EmPowered To Serve Brochure and Poster
- Fact Sheets:
 - My Life Check
 - Healthy eHeart
 - Community Environment Assessment
 - Life's Simple 7
 - ETS Health Lessons
 - You're the Cure

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NOW IS WHEN!

WHAT? EmPowered To Serve

Step 1 – ENGAGE: Join EmPowered To Serve

Getting Started: Congratulations! You've Become a part of something bigger.

Key Things To Know!

We've expanded. For years, Power To End Stroke has been the guiding force in activating ambassadors like yourself who are passionate about stroke and its impact on our communities. And now, the Power is even greater. Today, we are EmPOWERED To Serve™, a movement designed to raise awareness, and more importantly, encourage action among multicultural communities as it relates to heart disease and stroke risk factors. We challenge everyone to live healthy, and to advocate for a healthier environment for all.

Now that you're in, it's time to find your niche in the EmPOWERED To Serve community:

- Join one or more of the special interest groups.
- Once you're a member, post a new conversation, reply to a discussion, share a video or resource, or invite new members to the group.

If you have questions or need technical assistance, email us at empoweredtoserve@heart.org.



READ ON...
About EmPowered To Serve
The Stats Stack Up
The Time is Now

About EmPowered to Serve

Heart disease, stroke, high blood pressure and obesity have a serious impact on our lives. They take a big toll on multicultural communities. EmPowered To Serve is an American Heart Association/American Stroke Association initiative that is partnering with community organizations across the country to take a stand for health.

We're talking about making real changes to how we live and creating healthier environments. We're rallying our families, neighbors, colleagues and community to join us in taking action. With all of us working together, our communities can become thriving cultures of health.

A growing group of diverse individuals and organizations embrace the Empowered To Serve vision. They come together as a megacommunity to make healthy changes.

By joining the EmPOWERED To Serve Movement, you've become a part of this important cultural shift. ETS participants:

- Unite with others to drive lasting positive change.
- Learn ways to improve community beliefs and behaviors about health.
- Share best practices and develop strategies that promote sound body, mind and spiritual health.

Learn More — Find all the resources you'll need at empoweredtoserve.org

Brochures, posters, videos, fact sheets and other resources are at your fingertips!

AHA 2020 Impact Goal

By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

The Stats Stack Up

Heart disease and stroke are our nation's No. 1 and No. 5 killers. Here is a quick rundown on how these health conditions seriously impact communities of color:

Heart Disease

- Heart disease strikes someone in the country about once every 43 seconds.
- Nearly half of African-American women and one-third of Hispanic women have heart disease.

Stroke

- Stroke kills someone in the United States about once every four minutes.
- African-Americans have a high risk for a first-ever stroke and a much higher death rate from stroke.
- American Indians and Alaska Natives are more likely to die from a stroke.
- Mexican-Americans have higher rates of strokes.

Risk Factors

- High blood pressure, a major risk factor for heart disease, is a common problem among people of color.
- African-Americans and American Indians/Alaska Natives are more likely to be obese than other groups.
- Asian-Americans' risk of diabetes is nearly 20 percent higher than other adults.
- Children who have type 2 diabetes are typically overweight or obese and have a family history of the disease. Most are American Indian, black, Asian or Hispanic/Latino.

Bookmark These URLs

empoweredtoserve.org

ETS Megacommunity

**American Heart Association
heart.org**

**American Stroke Association
stroke.org**

**You're the Cure
yourethecure.org**

**PreventObesity
preventobesity.net**

The Time is Now

The multicultural community falls behind in taking action to reduce the risk of heart disease and stroke. The stakes are high:

- People in multicultural communities are often less apt to take action during a health emergency — be it calling 911 or performing Hands-Only CPR™.
- Policy changes to increase access to quality healthcare are needed.
- 80 percent of cardiac arrests occur outside a hospital (like at home, in a park or at work).
- About 92 percent of those victims don't survive because, often, people around them don't step in to perform CPR

Multicultural communities must unite and focus on how to create a culture of health. We've got to all answer the call to action. Let's unite to:

- Educate communities of color about ways to better embrace healthy living by:
 - Joining the EmPowered To Serve.
 - Hosting ETS health lessons.
 - Attending and promote ongoing ETS webinars.
- Advocate for better heart attack and stroke survival rates by:
 - Watching a video about Hands-Only CPR.
 - Learning the risk and warning signs of heart problems.
 - Calling 911 for medical emergencies.
 - Encouraging policy changes that help multicultural communities become healthy.
- Drive health impact in your area and national network — where your family, friends, neighbors and colleagues work, play, live, study and pray — by:
 - Joining the You're the Cure advocacy network.
 - Being a community voice for local and state policy changes.



WHY? Life is Why

Step 2 – Making An Impact: Assessing Personal and Community Health

One of the most valuable ways you can contribute to EmPowered To Serve is by knowing how healthy you are and by encouraging others to do the same.

Assess Your Health with My Life Check

Find out where you stand by taking the My Life Check™ personal health assessment to reduce your risk for heart disease and stroke. Start with one or two steps — and you'll be on your way to better health.

When you log into My Life Check, you'll have the option to sign up for the Health eHeart research study started at the University of California. *Participation is optional.* By answering a few questions about yourself — such as your ethnicity, age, and weight — we will estimate your heart health and give you your personal heart score and eventually, an aggregate score based on the overall health of your organization.

1. First, go to your organization's unique My Life Check URL.
2. Click on the pink button to take the My Life Check survey and calculate your heart score.
3. Once you have a score, you'll get a personal health report. It helps you see how you can improve your score over time.
4. After you complete the My Life Check assessment, you'll be asked if you're interested in participating in the study.
5. Respond yes, and you're in! (But you do NOT have to participate in the study to join EmPOWERED To Serve.)

Spread the Word

As an EmPowered To Serve Ambassador, encourage others in your community to take My Life Check and steps to improve their health.

Getting everyone to use your organization's My Life Check URL is crucial. This will help calculate an overall community score. Tell everyone that only they can see their personal scores. The community score doesn't include names.

**WRITE YOUR COMMUNITY'S MY LIFE CHECK URL
ON THE LINE BELOW:**

Community Environment Assessment

The EmPowered To Serve Community Environment Assessment considers a broad range of community and organization health factors. Responses help identify strengths and opportunities for improving health. Only your organization will receive the results.

Community Action Plan

My Life Check and the Community Environment Assessment help identify your community's most pressing health issues. Based on the combined individual My Life Check scores and Community Environment Assessment findings, you'll receive a plan for your community with recommended action steps.

Learn More

- My Life Check:
 - My Life Check Fact Sheet
 - Online My Life Check Personal Assessment
- Health eHeart Study Fact Sheet
- Community Environment Assessment:
 - Is there a Fact Sheet?
 - Community Commons Assessment
 - Online Community Environment Assessment

READ ON...

Risks and Warning Signs of Heart Disease and Stroke

Embrace Healthy Living

Enhance the Chain of Survival

Be a Strong Community Voice

Risks and Warning Signs of Heart Disease and Stroke

You're born with — and can't change — some risk factors for heart disease and stroke:

- **Race and ethnicity:** Heart disease risk is higher among African-Americans, Mexican-Americans, American Indians, native Hawaiians and Asian-Americans.
- **Increasing age:** Most people who die of coronary heart disease are 65 or older.
- **Gender:** Men have a greater risk than women.
- **Heredity:** Children of parents with heart disease are more likely to develop it.

You can control some factors by making healthy life choices:

- **Tobacco smoke:** Smokers have a much higher risk of developing heart disease than nonsmokers.
- **High cholesterol:** As your cholesterol rises, so does risk of heart disease.
- **Physical inactivity:** An inactive lifestyle is a risk factor for heart disease.
- **Obesity and overweight:** People who have excess body fat are more likely to develop heart disease and stroke even if they have no other risk factors.
- **Diabetes:** High blood glucose seriously increases your risk of developing heart disease.

Resources:

- **Find out if you are at risk:** Stroke Risk Assessment
- **Take the FAST Quiz:** FAST quiz. **English** and **Spanish**
- **Stroke warning signs:** F.A.S.T. Infographic. **English** and **Spanish**
- **Spot a Stroke F.A.S.T. Poster**

WARNING SIGNS OF HEART ATTACK AND STROKE

Heart Attack

A heart attack is a circulation problem — blood flow to the heart is blocked.

Symptoms may include:

- Discomfort in the center of the chest that lasts more than a few minutes. It may go away and come back.
- Uncomfortable pressure, squeezing, fullness or pain.
- Pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath, with or without chest discomfort.
- Breaking out in a cold sweat, nausea, and feeling lightheaded.

Stroke

A stroke is a circulation problem — blood flow to the brain is blocked.

Remember the symptoms with F.A.S.T.:

- **Face Drooping:** One side of the face droops or is numb. Is the person's smile uneven?
- **Arm Weakness:** One arm is weak or numb. Raise both arms — does one drift downward?
- **Speech Difficulty:** Is the person unable to speak or hard to understand?
- **Time to Call 911:** Call 911 and get the person to the hospital immediately. Note the time the first symptoms appeared.

Embrace Healthy Living

One of the ways the EmPowered To Serve Movement is creating a culture of health in multicultural communities is by improving behaviors.

Control Blood Pressure — and Reduce Sodium

High blood pressure is the “silent killer” because it has no symptoms. People of color are more likely to have high blood pressure, develop it earlier in life and have more severe cases:

- African-American adults have the highest prevalence of high blood pressure in the world.
- Among Asian-Americans, 21 percent of adults have high blood pressure.
- Nearly one-third of American Indians or Alaska Natives have high blood pressure.

If you have high blood pressure, reducing your sodium intake can help reduce your risk of heart disease and other health problems. Even if you don't have high blood pressure, eating less sodium can help control the rise in blood pressure that occurs with age. Learn more about or find a Check. Change. *Control.* program in your area by contacting the AHA affiliate closest to you.

Eat Better

A healthy diet is one of your best weapons for fighting heart disease and stroke. Eating a variety of fruits and vegetables can help keep you healthy, but most of us don't get enough. The risk of heart attack or stroke for people who eat five or more servings of fruits and vegetables per day is 20 percent less than it is for those who eat three servings per day. Increased consumption of fruit and vegetables is related to a reduced risk of coronary heart disease.

Limit Sugar-Sweetened Beverages

Drinking too many sugar-sweetened beverages puts you at a higher risk for health problems. These include heart disease, high blood pressure, obesity, diabetes and dental cavities. Soda and other sugar-sweetened beverages are the No. 1 source of added sugars in the American diet. Aim for **no more than** 450 calories (36 ounces) per week from sugar-sweetened beverages — based on a 2,000-calorie per day diet.

Get Active

Living an active life is one of the most rewarding gifts you can give yourself and those you love. Daily physical activity increases your length and quality of life. But in 2013, not many people of color met the Federal Physical Activity Guidelines:

- About one in five Hispanic or Latinos age 18 and older met the guidelines.
- Not quite 18 percent of Asian adults met the guidelines.
- Black and Hispanic girls have the highest prevalence of inactivity among children.

It's time to get moving! Aim to get at least 150 minutes of moderate activity or 75 minutes of vigorous activity (or a combination of both) each week.

Pick an activity you like and stick to it. You don't have to join a gym or become a world-class athlete. Just do the things you enjoy — like dancing, swimming, walking, riding a bike or playing with your kids.

Enhance the Chain of Survival

A strong Chain of Survival can improve chances of survival and recovery for victims of heart attack, stroke and other emergencies.

Learn the Warning Signs of Heart Attack and Stroke

About 85.6 million people in the United States are living with cardiovascular diseases, including heart attack, stroke, high blood pressure and chest pain. But many don't know the warning signs. For example, Spanish-speaking Hispanics are less likely to know all the stroke symptoms.

Your knowledge may save your life or the life of a loved one.

Watch a Short Video — Learn How to Perform Hands-Only™ CPR

Most of us feel helpless to act during a cardiac emergency because we don't know how to do CPR or our training has significantly lapsed. CPR is the emergency lifesaving procedure performed when a person stops breathing or the heart stops beating. Without quick treatment, death occurs in minutes. Multicultural communities are hit hard by these tragedies:

- African-Americans who go into cardiac arrest in a community setting are less likely to survive.
- Poor neighborhoods and those where mostly African-American, Hispanics and people with limited English skills live have low cardiac arrest survival rates.

It's easy to learn CPR. You can prepare yourself to act in an emergency by watching the Hands-Only CPR® instructional video, Stayin' Alive. Find Hands Only CPR video here: [Hands Only CPR Video](#)

Don't Wait to Call 911

Heart attacks and strokes are medical emergencies. Not calling 911 for help can reduce the chance of survival and getting the best treatment. But many in the multicultural communities don't act fast enough.



Be a Strong Community Voice

Heart disease and stroke touch our lives every day. Whether it's you, family members, friends or co-workers, a lot is at stake when we fight our nation's No. 1 and No. 5 killers. Uniting to speak out for policies that help build healthier communities is a powerful way to spur on much-needed changes. As a strong community voice, we can:

- Campaign for better access to fruits and vegetables.
- Help make neighborhoods safe for physical activity.
- Advocate for access to affordable, quality healthcare.
- Fight for smoke-free air.

You're the Cure

You're the Cure — the American Heart Association/American Stroke Association's grassroots network for more than 30 years — unites EmPowered To Serve Ambassadors with a community that's passionate about creating communities free of heart disease and stroke.

Volunteer. Advocate. Take Action. Save Lives.

The You're the Cure website gives you the tools to fight heart disease and stroke. You'll communicate with key legislators, connect with advocates near you and stay updated on heart and stroke issues that matter most to you.

You'll also be able to track your impact at every step. When you speak out and participate in activities, you earn points that help you climb through our advocate ranks and earn recognition.

Learn more at yourethecure.org.



HOW? Engage Your Community

Step 3 – Now that you're an EmPOWERED To Serve Ambassador, it's time to recruit others. The form below is provided for you to engage others who share your passion for driving change.

I, _____, commit to join and actively participate in the EmPowered To Serve movement as a volunteer Ambassador to help communities of color create a lasting culture of health.

I am willing and able to provide the time required by:

- Helping the EmPowered To Serve movement achieve its goals by joining and actively participating in the ETS megacommunity.
- Encouraging others to join EmPowered To Serve, completing the My Life Check health assessment and taking at least one action to improve their health.
- Sharing ETS messages and resources online and in person.
- Recruiting additional volunteers.
- Leading, hosting and/or helping execute at least three EmPowered To Serve activities per year.
- Representing ETS at community events and speaking engagements.
- Communicating regularly with my AHA/ASA staff partner.

Name: _____

Affiliation/Organization: _____

Address: _____

City/State/ZIP: _____

Email: _____

Phone: _____

Signature: _____

Date: _____

READ ON...

ETS Ambassador Role

Ambassadors in Action

EmPowering Health Activities and Resources

Helpful Planning Tools

ETS Ambassador Role

ETS Ambassadors are vital to the success of EmPowered To Serve.

Objective

To serve as an EmPowered To Serve Ambassador and help communities of color take steps to create a sustainable culture of health.

Length of Commitment

One year, about five hours a month.

ETS Ambassador Activities Checklist

- Join the ETS megacommunity (www.empoweredtoserve.org):
 - Add a new discussion or participate in an existing conversation at least quarterly.
 - Recruit five or more megacommunity members per year, preferably one per month.
 - Participate in webinars at least two times per year.
- Encourage others to join the Empowered To Serve, complete the My Life Check health assessment and take at least one action to improve their health.
- Engage multicultural communities by sharing ETS messages and resources online and in person.
- Recruit additional volunteers.
- Lead, host and/or help coordinate and execute at least three EmPwered To Serve activities per year, incorporating key messages, such as:
 - Participating in at least one advocacy activity per year.
 - Watching the AHA Hands-only CPR video and recruiting at least 25 others to watch it.
 - Hosting at least one ETS Health Lesson during a 12-month period.
- Represent EmPowered To Serve at community events and speaking engagements.
- Communicate regularly with AHA/ASA staff partner.



Ambassadors in Action

As an EmPowered To Serve Ambassador, you're part of a network of leaders dedicated to helping to create a culture of health in multicultural communities across the nation. You may be working independently, but you're not alone. And if you're feeling isolated, go online and reach out to others from around the country who are also working to inspire change.

Learn more about how to be an ETS Ambassador:

- Seize the opportunity.
- Get prepped.
- Make it happen.
- Share your experiences.
- Live the change.



Seize the Opportunity

Think about your family and community connections as well as your professional contacts. Your role within the community will largely determine how your ambassadorship plays out:

- **Clergy members or worship leaders:** Host health education workshops, blood pressure screenings, healthy cooking demonstrations and fitness assessments. Pass out pledge cards and hold public pledge readings. Print health messages and information about tEmPowered To Serve in your weekly bulletin. Use the pulpit to spread the word.
- **Urban housing professional:** Offer heart-healthy selections in vending machines. Sponsor a farmer's market in the housing community. Serve sparkling water instead of sugar-sweetened drinks at community gatherings. Incorporate safe places for physical activity into housing developments.
- **Healthcare professional:** Follow AHA/ASA guidelines to ensure that your patients are getting the best heart and stroke care. Become an advocate at the state and federal levels. Distribute EmPowered To Serve materials and encourage others to join the movement.
- **Social club leader:** Make EmPoweredTo Serve a priority within your group. Encourage members to join the movement. Distribute educational materials at club meetings.
- **Public policy advocate:** Join the You're the Cure network. Promote increased government funding for heart disease and stroke research and prevention. Work to fight obesity, put heart and stroke care guidelines in place at medical institutions, improve stroke training among EMS personnel and keep heart and stroke issues in front of policy makers.
- **Entertainer or sports figure:** Join EmPowered To Serve and share key messages by making public service announcements to run on local radio and television. Tweet about it.
- **Library, senior center, health clinic, retirement center, beauty salon/barber shop or other community professionals:** Host a farmer's market or offer an EmPowered To Serve health lesson for community members. Use your contacts with others to spread the word about the movement. Urge them to learn the warning signs for heart disease and stroke, get checkups and adopt healthy habits.

What's Your Ambassador Niche?

You didn't become a leader by letting others tell you how to do things. For that reason, we've kept the Ambassador program flexible, inviting you to use your style and creativity in shaping your ambassadorship. The one common goal in everyone's program is a commitment to engage people of color in behaviors to improve health.

Roadmap to Your Ambassador Leadership						
Healthcare	Community	Advocacy	Faith Based	Celebrity	Lifestyle	Funding
<ul style="list-style-type: none"> • Membership Groups • Medical Professionals • Health Plans • Health Departments 	<ul style="list-style-type: none"> • Urban Housing Professionals • Social Groups • Sororities/ Fraternities • Business Executives • Workplaces 	<ul style="list-style-type: none"> • Mayors • Local, State and Federal Government Representatives • Associations • Business Owners • Local Advocates 	<ul style="list-style-type: none"> • Leaders of Faith-Based Organizations (FBO) • Members of FBOs • Health Ministers • Digital Health Ministers 	<ul style="list-style-type: none"> • Entertainers • Sport Figures • Media 	<ul style="list-style-type: none"> • Trainers and Gyms • Salons/ Barbershops • Spas • Life Coaches • Nutritionists 	<ul style="list-style-type: none"> • Corporate Sponsors • Foundations • Philanthropists
Ways You Can Contribute...						
<ul style="list-style-type: none"> <input type="checkbox"/> Network with colleagues online in the ETS community. <input type="checkbox"/> Post ETS messages in social networks. <input type="checkbox"/> Disseminate ETS materials. <input type="checkbox"/> Use reciprocal links to ETS websites and partner websites. <input type="checkbox"/> Host an ETS Health Lesson. <input type="checkbox"/> Join You're the Cure and advocate for legislation supported by ETS. 	<ul style="list-style-type: none"> <input type="checkbox"/> Network with colleagues online in the ETS community. <input type="checkbox"/> Distribute ETS messages online and off line. <input type="checkbox"/> Use reciprocal links to ETS websites and partner websites. <input type="checkbox"/> Join You're the Cure and advocate for policy change. <input type="checkbox"/> Encourage others to engage in the ETS Movement. 	<ul style="list-style-type: none"> <input type="checkbox"/> Network with colleagues online in the ETS community. <input type="checkbox"/> Make a proclamation at the local and/or state level. <input type="checkbox"/> Join and promote You're the Cure network. <input type="checkbox"/> Attend state or federal lobby days. <input type="checkbox"/> Encourage others to engage in the ETS Movement. 	<ul style="list-style-type: none"> <input type="checkbox"/> Network with colleagues online in the ETS community. <input type="checkbox"/> Host an ETS Health Lesson or another community event. <input type="checkbox"/> Share ETS health messages from the pulpit. <input type="checkbox"/> Disseminate ETS materials. <input type="checkbox"/> Engage your congregation in ETS advocacy efforts. 	<ul style="list-style-type: none"> <input type="checkbox"/> Network with colleagues online in the ETS community. <input type="checkbox"/> Attend one media event. <input type="checkbox"/> Recruit peers. <input type="checkbox"/> Host an ETS Ambassador dinner. <input type="checkbox"/> Leverage opportunities to speak about the ETS movement/affiliation. <input type="checkbox"/> Tweet about ETS. <input type="checkbox"/> Lend your name to the ETS Movement. 	<ul style="list-style-type: none"> <input type="checkbox"/> Network with colleagues online in the ETS community. <input type="checkbox"/> Host an ETS Health Lesson or another community event. <input type="checkbox"/> Disseminate ETS materials. <input type="checkbox"/> Use reciprocal links to ETS websites and partners. <input type="checkbox"/> Leverage opportunities to speak about the ETS movement/affiliation. 	<ul style="list-style-type: none"> <input type="checkbox"/> Network with colleagues online in the ETS community. <input type="checkbox"/> Provide financial support to sustain and expand the ETS Movement. <input type="checkbox"/> Host an Ambassador Event. <input type="checkbox"/> Incorporate ETS into company/organization activities. <input type="checkbox"/> Leverage opportunities to speak about the ETS movement/affiliation.

Get Prepped

To help with event planning, set up a committee to oversee your community's ETS activities. At the first get-together, think about ways to spread health messages in your community:

- Can you host a series of activities or is it more realistic to start with a single health education activity?
- Are you able to sponsor a variety of activities in the community, online in your social media networks, or ideally, both?
- Who will do what to help make this cultural shift happen?

Network with Colleagues in the ETS Megacommunity

Leverage the entire EmPowered To Serve megacommunity:

- Ask others about their experiences.
- Post questions.
- Start a discussion.
- Plan a local activity in concert with a health event being celebrated by others in the community.
- Participate in ETS webinars.

Review the Community Action Plan

Start by reviewing your Community Action Plan that's generated from the Community Environment Assessment and community My Life Check score. Use the results to discuss the need for taking action to improve individual and community health.



Check out the EmPOWERED To Serve Health Lessons

The EmPowered To Serve community offers access to multiple resources and tools to help you or your community host programs, influence policy and take tangible steps towards a culture of health. We hope your community will host 12 ETS programs monthly or during 12 weeks. **Learn more** in the ETS and AHA/ASA Health Resources section of this toolkit.

Consider Piggy Backing one of the AHA/ASA Causes

Four primary causes are at the core of how the American Heart Association/American Stroke Association helps impact the nation. Below are URLs and links to online information about these causes:

- Go Red For Women (goredforwomen.org)
- Go Red Por Tu Corazón (goredforwomen.org/portucorazon)
- My Heart My Life (heart.org/myheartmylife)
- Power To End Stroke (powertoendstroke.org)

Look into Other Community Happenings

Is there an EmPowered To Serve megacommunity health month event you can celebrate in your community? Check the local media for health fairs and other activities that might offer additional opportunities for sponsoring an ETS activity.



Make it Happen!

Once you have selected dates for your EmPowered To Serve program, sketch out a plan to implement key activities.

Sketch Out Your Plan

The sample timeline provides two months to plan and promote your ETS programs. The first time you organize an event, a two-month planning cycle is best. If you're aiming to host 12 ETS programs during the next 12 months, organize two programs at the same time. If you're using the 12-week approach, give yourself additional time. For example, you'll need several weeks and meetings to construct each program and prep the facilitators.

Pick and Prep the Master of Ceremonies

You can facilitate an EmPowered To Serve program in many ways. As the ETS Ambassador, you could facilitate the program or you could invite a local health professional to facilitate a health lesson. The master of ceremonies role is also a good way to engage a community heart disease or stroke survivor who can share their inspirational story.

Promote, Promote, Promote

Get the word out about the program. Life is busy and we all appreciate reminders, so consider using multiple media channels. For example:

- Community bulletins and announcements at services and gatherings
- Local newspapers and radio stations
- Flyers on your community's bulletin board
- Social media, including your community's website, ETS site, Twitter, Facebook, etc.

Host Your Activity

On the day of the event, get to the meeting room early, set up and enjoy! Bring your camera and take photos or videos to share with others in the ETS megacommunity. After the program, pat yourself on the back. Celebrate your achievements as a committee!



Share Your Experiences

Reach out to your local community's AHA/ASA ETS contact. Share highlights of your event, including what worked well and what didn't. Post videos, photos and other program information on www.empoweredtoserve.org. Also, share your innovative ways you engaged community members to create sustainable cultures of health.

Live the Change

Stay active in the ETS community. Encourage others in the community to remain active ETS members. Rally your community to track their successes through the My Life Check tool.

Together we can make a positive, lasting impact by creating a legacy to thrive, not just survive.



EmPowering Activities and Resources

The possibilities are limitless. Check out these ideas for EmPowered To Serve activities:

- Pick one, two, three or 10 ways to energize your community.
- Host an EmPOWERED To Serve health lesson.
- Go national — organize an event around an AHA/ASA cause.
- Leverage other ambassador toolkits.
- Check out the EmPOWERED To Serve Megacommunity Resource Gallery.
- Visit **Be EmPOWERED**, find more promotional items and educational material at shopheart.org.



Pick one, two, three or 10 ways to energize your community.

1. **Host one or a series of health lessons:** Conduct 12, 60-minute lessons or a health education series. Complete them in 12 consecutive weeks or spread them across 12 months.
2. **Create a health moment:** Each ETS health lesson includes three key health takeaways. This provides content for 36 messages for motivating residents to embrace health. Publish these messages on social media or in communications shared with your community.
3. **Inspire others with personal testimonies:** Include opportunities for members of your community to offer personal testimonies about how they have successfully adapted a healthful lifestyle.
4. **Offer an ETS Health Lesson during a national event:** Raise awareness about how to prevent heart disease and stroke by hosting a lesson during American Stroke Month or American Heart Month.
5. **Partner with other organizations:** Collaborate with other organizations by co-sponsoring a series of health lessons — proposing a health challenge to another group.
6. **Get your community to Go Red:** Harness the energy, passion and power of women. Go Red challenges all women to know their risks for heart disease and take action to reduce their personal risk.
7. **Boost health by posting information on your organization's bulletin board:** In addition to advertising events, put up information about joining the EmPowered To Serve megacommunity and tips on engaging in a healthy lifestyle. Form teams and host a health challenge within your community to inspire more members to join the movement.
8. **Put together an ETS community guide:** Use this as a platform to support communications about health as a priority. . You can incorporate the ETS calendar and include a health message for each month.
9. **Make health a social issue:** Get everyone engaged in being a community voice for equal access to healthcare, quality fruits and vegetables, safe places to be physically active and smoke-free workplaces and public places.
10. **Develop a health policy:** Convene a group and draft a policy about what types of foods to serve at events hosted in your community.

Host an EmPOWERED To Serve Health Lesson.

Engage and motivate community members. The self-service, turnkey EmPowered To Serve curriculum includes:

- A leadeer guide to walk you through planning and hosting one or more health lessons.
- Lesson plans that highlight the urgent community need and takeaway messages, plus materials and supplies to conduct the lesson.
- Slides with talking points that include science-based messages, a standard script and suggested discussion questions.
- Resource lists with links to AHA/ASA resources.
- Feedback forms to help you gather input on your health lesson.

Host a single session or conduct a health education series. Complete in 12 consecutive weeks or 12 months.

Also, check out the EmPowered To Serve Health Lessons video and fact sheet.

Empowered To Serve Health Lessons		
Title		Call To Action
Own It	HEALTHY LIVING	Control your blood pressure.
Don't Go Breakin' Your Heart		Pledge to reduce sodium.
Produce-ing Health		Increase the amount and variety of fruits and vegetables you consume.
Make Life Sweet — Not Your Drinks		Eat better, limit sugar-sweetened beverages to <i>less than</i> 450 calories per week.
Let's Get Physical		Get at least 150 minutes of moderate activity or 75 minutes of vigorous activity each week.
Keep the Beat	CHAIN OF SURVIVAL	Watch the Hands-Only™ CPR video, Stayin' Alive.
Secrets of the Heart		Learn the warning signs of heart attacks — don't wait to call 911.
Don't Miss a Stroke		Learn the warning signs of strokes F.A.S.T. — don't wait to call 911.
Got Fruit? How About Vegetables?	COMMUNITY VOICE	Increase access to fruits and vegetables.
Taking "Fit" to the Streets		Help make our neighborhoods "fit" for physical activity.
Just What the Doctor Ordered		Advocate for access to affordable, quality healthcare.
Clearing the Air		Talk about your desire for smoke-free air.
AFib Module	HEALTH AWARENESS	Learn about atrial fibrillation (AFib) – signs, symptoms, and increased stroke risk <ul style="list-style-type: none"> • Learn how AFib can increase stroke risk • Living with AFib – reduce your stroke risk

Go national — organize an event around an AHA/ASA cause.

Across the country, individuals, families, neighbors, communities, companies, governments — people from varied life backgrounds — organize local activities to celebrate one of the American Heart Association/American Stroke Association causes. Incorporating one of these causes into your ETS activities might help motivate your community.

Go Red For Women (goredforwomen.org)

To dispel the myths and raise awareness of heart disease and stroke as the No. 1 killer of women, the American Heart Association created Go Red For Women — a passionate, emotional, social movement that empowers women to take charge of their heart health.

Go Red Por Tu Corazón (goredforwomen.org/portucorazon)

Hispanic/Latino women are more affected by heart disease and stroke. Go Red Por Tu Corazón celebra la energía, la pasión y el poder de las mujeres hispanas para unirse y terminar con las enfermedades cardíacas, causa principal de muerte entre latinas.

My Heart. My Life. (heart.org/myheartmylife)

Changing how we eat and react to the simple choices that affect our health can stop heart disease and stroke. Simple changes made through My Heart. My Life. will help the AHA/ASA improve the heart health of all Americans while reducing deaths from cardiovascular diseases and stroke by 20 percent, all by the year 2020.

Power To End Stroke (powertoendstroke.org)

Power To End Stroke is an education and awareness campaign that embraces and celebrates the culture, energy, creativity and lifestyles of Americans. It unites people to help make an impact on the high incidence of stroke within their communities.



Leverage other ambassador toolkits.

Voices for Healthy Kids (heart.org)

Voices for Healthy Kids includes facts, sample materials and guidance on how to build, engage and mobilize a social change movement in your state or community to promote healthy foods in schools. It's a joint initiative of the Robert Wood Johnson Foundation and the American Heart Association.

Healthy Workplace Food and Beverage Toolkit (heart.org)

This toolkit helps organizations improve their food environment. It provides guidance and nutrition standards for beverages, snacks and meals. Anyone involved with procuring, providing or planning food and beverages in an organization or workplace — from vending machines to catered special events — can use this resource to learn how to make healthy changes.

Family Reunion Toolkit (empoweredtoserve.org)

As a family, you can incorporate EmPowered To Serve into your daily life in a lot of ways. We invite you to use the Family Strong Toolkit to educate your family about ETS and challenge them to join you in embracing healthy living, enhancing the chain of survival and being a community voice for policy change.

Power Sunday Toolkit (empoweredtoserve.org)

Looking to host an ETS event among a community of faith? The Celebrate with Spirit Toolkit details the how-to steps and includes sample announcements, pledges, registration cards and more.



Check out the EmPOWERED To Serve Resource Gallery.

We've gathered helpful resources on a variety of topics to help you educate and build a healthier organization and community. Please feel free to add your resource to our growing library.

- Access the gallery at <http://empoweredtoserve.heart.org/resources/allcategories>

Got to ShopHeart.org.

Looking for items for goody bags or giveaways?

Go to **ShopHeart.org** and support lifesaving campaigns that help reduce death caused by heart disease and stroke. Purchase promotional items such as T-shirts and other apparel, cooking items, active living products, branded stationery, office and technology resources, toys and educational materials.

EmPowered To Serve resources are available! Look for EmPOWERED to Serve promotional and educational items.

- Connect with community partners
- Engage with your To Serve movement.
- Leverage materials for potential Ambassador engagement opportunities



HELPFUL PLANNING TOOLS

Sample Timeline

Use this sample timeline to help get you and your volunteers organized — for online and in person activities!

Registration Form

For in-person events, a registration form is helpful for collecting contact information for community members. Here's one that is tried and true!

EmPowered To Serve Poster

Display this colorful ETS poster in strategic locations around your community to engage everyone in the ETS Movement and/or help get the word out about a local event.

Feedback “Forums” and Forms

Let others in the ETS Megacommunity know about your experience, Share successes and lessons learned, post pictures from your event and ask attendees to do the same. Post your feedback online at www.empoweredtoserve.org.

Also, turnkey programs such as the ETS Health Lessons include program-specific feedback forms. You can make copies for each program participant.

SAMPLE TIMELINE

ETS Program Organized in Two Months

Week 1	<ul style="list-style-type: none"> • Think about how best to construct the program for your community. • Get commitments from volunteers to serve on a planning committee.
Week 2	<ul style="list-style-type: none"> • Hold your first volunteer meeting. Decide on a community activity — online or in person. • Agree on the roles and responsibilities of each committee member. For example: <ul style="list-style-type: none"> — Figure out who will be the meeting coordinator (securing the room, arranging for media, organizing volunteers for room set-up, gathering program materials, etc.). — Select a lead to work with local media and someone to create buzz on social media. — Appoint a committee member to reach out to the community health center to partner on activities. — Discuss who might be the emcee for the program. • Make a tracking form with a list of activities, assignments and due dates. • Ask committee members to join the EmPowered To Serve Megacommunity and complete the My Life Check personal assessment.
Week 3	<ul style="list-style-type: none"> • Agree on interactive activities and construct your ETS program. Brainstorm what will work best for your community. • Put together a materials list, e.g., flip charts, markers and tape, copies of handouts, audiovisual equipment and Internet access. • Order brochures and other materials as needed. • Agree on the language for media announcements; lock down details about what, when, where, who, etc. If the event is being held to celebrate a national event, e.g., Stroke Month, include that information in your program announcement.
Week 4	<ul style="list-style-type: none"> • Start getting the word out about your program. Secure radio time, send an announcement to the local newspaper, get the event in the community bulletin, post information on social media sites, put flyers up, etc. • Share your announcement with the EmPowered To Serve community — you'll get wonderful kudos to help motivate you and your committee! • Review logistics and make sure everything is on schedule with the event coordination tasks. Check on status of gathering program materials.
Week 5	<ul style="list-style-type: none"> • Confirm how everyone is doing and find others to help as needed to make sure that all of the program organizing tasks get done on time. • Touch base to ensure everything with promotion and media outreach is set. • Confirm that the details about the program are in the bulletin and the community calendar. • Celebrate your success! Share information with others in the ETS Megacommunity. Post images and lessons learned.
Week 6	<ul style="list-style-type: none"> • Prep the facilitator about the event. Walk through the program with the facilitator. • Ask the facilitator to provide a brief written introduction to be shared with the program participants. • Keep the media campaign going, getting the word out through multiple channels.
Week 7	<ul style="list-style-type: none"> • If you asked participants to register, check on the number of registrants. If the number is low, ask committee members to personally extend invitations to other community members. • Confirm that logistical details are on track and program materials have been obtained. • Keep the media campaign going, getting the word out through multiple channels.
Week 8	<ul style="list-style-type: none"> • Ask all of the committee members to arrive early to help with last-minute details. • Ensure volunteers are ready to help with room set-up, etc. • Review last-minute details.

Resources

Academy of Nutrition and Dietetics

eatright.org

American Association of
Physicians of Indian Origin

aapiusa.org

Asian-American Medical Society

apamsa.org

Association of Chinese American Physicians

acaponline.org

Black Women's Health Imperative

Blackwomenshealth.org

Centers for Disease Control and Prevention

cdc.gov

Chi Eta Phi Sorority, Inc.

chietaphi.com

Indian Health Service

ihs.gov

Islamic Medical Association of North America

imana.org

Japanese Medical Society of America

jmsa.org

Men's Health Network

menshealthnetwork.org

NAACP Health Programs

naacp.org/pages/health-programs-about

National Association of
Community Health Centers

nachc.com

National Coalition of Ethnic
Minority Nurse Associations

ncemna.org

National Black Nurses Association

nbna.org

National Center for Farmworker Health

ncfh.org

National Council of Asian and
Pacific Islander Physicians

ncapip.org

National Hispanic Medical Association

nhmamd.org

National Hispanic Business
Women's Association

nationalhbwa.com

National Heart, Lung, and Blood Institute

nhlbi.nih.gov

National Hispanic Nurses Association

nahnnet.org

National Medical Association

nmanet.org

National Rural Health Association

ruralhealthweb.org

USDA Farmer Markets Directory

search.ams.usda.gov/farmersmarkets

American Heart Association
heart.org
(800) AHA-USA1

American Stroke Association
StrokeAssociation.org/power
(888) 4-STROKE