

EmPOWERED To Serve

Ambassador Guide



We are EmPOWERED To Serve
...Serve our health, serve our community

Table of Contents

The EmPOWERED To Serve Movement.....	5
Join the ETS Movement Sweeping the Nation.....	5
Some Key Terms.....	6
The ETS Health Lessons.....	7
Overview of Health Lessons.....	7
Reach Out to Your empoweredtoserve.org Community.....	8
Planning Tips.....	9
Pick an ETS Program Leader.....	9
Get Your ETS Planning Committee Together.....	9
Select the Date and Location.....	9
Create a Timeline.....	9
Pick and Prep the Facilitator.....	10
Promote, Promote, Promote.....	11
Wrap-Up	11
Celebrate Your Achievements.....	11
Track Your Community and Individual Successes.....	12
Community Heart Score and Health Outlook.....	12
Tools to Track Individual Progress.....	12
Keep the Momentum Going.....	14



Help create a sustainable culture of health in multicultural communities. Join the EmPOWERED To Serve movement:

- Increase healthy living behaviors.
- Enhance the chain of survival by improving the odds that victims of heart attack, stroke, and other emergencies survive and recover.
- Be a “You’re the Cure” community voice and enhance the environment of communities.

The EmPOWERED To Serve Movement

EmPOWERED To Serve (ETS) is a movement sweeping the nation.

Heart disease, stroke, high blood pressure, obesity—these are serious diseases with serious impacts our lives. And multicultural communities are more often affected. ETS is calling on multicultural communities to unite and take a stand for health.

We are talking about making real changes to how we live today and creating healthier environments. Plus, 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.

ETS is a movement of the American Heart Association/American Stroke Association in partnership with community organizations across the country. A gathering of diverse individuals and groups, the ETS megacommunity comes together to make healthy change happen. Please join the ETS movement and help create a sustainable culture of health:

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

Join the ETS Movement Sweeping the Nation

Sign up at www.empoweredtoserve.org. Rally your community. Encourage everyone—aim for at least 15 percent of your group—to complete the My Life Check® personal health assessment. Plus, one person needs to take the lead by completing the Community Environment Assessment.

These tools help identify the most pressing health issues your community needs to address. Based on the combined individual My Life Check scores and Community Environment Assessment findings, you will receive a plan for your community with recommended action steps.

Some Key Terms

Ambassador Questionnaire: The Ambassador Questionnaire gathers basic information about each ETS Health Lesson session and its participants. It is completed online (although a paper version is available if needed). The Ambassador Questionnaire is completed following each ETS Health Lesson session, after participants have left. It is to be filled out by the ambassador who led the ETS Health Lesson for the participants. Details are on page 11 of this Ambassador Guide.

Community Environment Assessment: The EmPOWERED To Serve Community Environment Assessment looks at a broad range of community and organization health factors. Responses will identify strengths and opportunities for improving health. Through EmPOWERED To Serve, you will learn and explore strategies for your group to take to promote a culture of health. Results are used solely for the purposes of EmPOWERED To Serve. They are made available to your organization only.

Health eHeart: Health eHeart is a research study started at the University of California, San Francisco. Participation is totally optional. By answering some questions about your health—at your own pace through the Health eHeart website—researchers can better understand heart disease and stroke, helping them find new and better ways to save lives. Most of what we know about how to stay healthy comes from studies like this.

EmPOWERED To Serve offers an easy way to volunteer for this study. The first thing you do is to go to your organization's unique My Life check website. Click on the button to take the My Life Check survey and calculate your heart score. Once you have a score, you'll get a personal health report. It helps you see how you can improve your score over time. After you complete the My Life Check assessment, you'll be asked if you are interested in participating in the study. Respond yes, and you're in! However, you do NOT have to participate in the study to join the ETS movement.

Higi Station: Higi Stations are stationary health kiosks where you can conveniently check your weight, pulse and blood pressure. Find out if there is one in your neighborhood—ask at your local pharmacy and grocery stores.

Life's Simple 7®: Life's Simple 7 are the seven steps for ideal heart health—get active, eat better, lose weight, not smoking, control cholesterol, control blood pressure and reduce blood sugar.

My Life Check®: My Life Check was designed by the American Heart Association with the goal of improved health by educating the public on how best to live. These measures have one unique thing in common: any person can make these changes, the steps are not expensive to take and even modest improvements to your health will make a big difference. Start with one or two. This simple, seven step list has been developed to deliver on the hope we all have--to live a long, productive healthy life.

The ETS Health Lessons

The ETS health lessons offer an easy way to engage and motivate members of your community to take steps to create a culture of health.

The curriculum helps you build 1 to 1 ½ hour interactive health lessons. Complete the lessons in 12 consecutive weeks or spread them out over a longer period, such as 12 months. They can be done as a single session or as a health education series.

Overview of Health Lessons

ETS health lessons cover key topics. The order of lesson topics is flexible. Plus, based on your group's "Community Environment Assessment" and your community's combined My Life Check results, you will receive a plan for your community's "heart score" with recommendations on how to build a healthier environment and create a culture of health in your community.

EmPOWERED To Serve Health Lessons		
Title	Call to Action	
Own It	HEALTHY LIVING	Control your blood pressure.
Don't Go Breakin' Your Heart		Eat Better; Take the Pledge to Reduce Sodium for You and Your Loved Ones.
Produce-ing Health		Eat Better—Increase the Amount and Variety of Fruits and Vegetables You Consume
Make Life Sweet—Not Your Drinks		Limit Sugar-Sweetened Beverages to No More Than 36 Ounces (450 calories) Per Week
Let's Get Physical		Get active—at least 150 minutes of moderate activity or, 75 minutes of vigorous activity (or a combination of both) 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 a Heart Attack—Don't Wait to Call 9-1-1
Don't Miss a Stroke		Learn the Warning Signs of Stroke F.A.S.T.—Don't Wait to Call 9-1-1
Got Fruit? How About Vegetables?	COMMUNITY VOICE	You're the Cure—Increase Access to Fruits and Vegetables in Your Community
Taking "Fit" to the Streets		You're the Cure—Let's Make Our Neighborhoods "Fit" for Physical Activity
Just What the Doctor Ordered		You're the Cure—Advocate for Access to Affordable, Quality Health Care
Clear the Air		You're the Cure—Talk About Your Desire for Smoke-Free Air

Each lesson provides three important points and a call to action. Health Lessons tools include lesson plans, slides with talking points, and resources lists.

- **Lesson Plans** give an overview of the lesson and a list of materials.
- **Slides with Talking Points** walk the facilitator and program participants through the health lesson. Each lesson includes three important points and a call to action.
- **Resource Lists** provide health education and health promotion materials in a variety of formats. Add any of these to your lesson to help tailor it for your community setting. For example, some materials are best suited for faith-based congregations or churches. Resources for diverse audiences include materials for Spanish-language speakers. In addition, we offer materials for women, children and youth.

Reach Out to Your empoweredtoserve.org Community

Need help? Reach out to fellow ETS community members:

- Ask about their experience with the health lessons.
- Find out what worked well for them.
- Inquire about what challenges and barriers they were able to overcome.



Planning Tips

Tips on coordinating your health lessons follow. Please bring your camera on day of the event and take photos or videos to share with other EmPOWERED To Serve community members.

Pick an ETS Program Leader

It may be a community leader, pastor, health ministry leader or a volunteer. Whoever it is, this person is key to moving your community to a sustainable culture of health. A willingness to teach or find a dedicated leader for the ETS curriculum is key to success. In addition to providing access to information, the ETS leader rallies your community to commit to long-term lifestyle change.

Get Your ETS Planning Committee Together

To help with the event planning tasks, we recommend that you set up a committee to oversee your community's ETS activities. ETS offers training and other resources to support communities of all sizes and at various stages of development.

Select the Date and Location

Pick a date and time that works with your community calendar. Also, consider hosting the event during one of the ETS monthly messaging themes. For example, you could offer the blood pressure control program during May in recognition of American Stroke Month. More information about monthly messaging themes is posted at www.empoweredtoserve.org.

Create a Timeline

Once you have selected dates for your ETS program, build a timeline of key activities. Use the sample below as a framework for constructing your timeline.

Get together #1—Get organized.

- Review the results of the Community Environment Action Plan and the recommendations for priority topics for the health lessons.
- Pick your lesson topic and read the lesson plan. Walk through the slides and talking points. Flip through the list of resources. Think about how best to construct the program for your community.
- Rally volunteers to serve on your community's ETS planning committee.
- Give committee members copies of the Health Lessons tools to review.
- Encourage everyone to join ETS and complete the My Life Check assessment.

Get together #2—Create your to-do list.

- Start by selecting where you will have the lesson. How many people do you expect to attend? Gauge the number of potential attendees.
- Discuss who will facilitate the program. Agree on who will reach out to the facilitator and firm up his or her availability.
- Figure out who will do the meeting coordinator tasks, e.g., securing the room, arranging for media, organizing volunteers for room set up, gathering program materials, etc.
- Ask someone to reach out to the community health center to partner on activities.

Get together #3—Build your ETS program.

- Review the lesson plan and scripted slide program for your topic.
- Ask the facilitator to provide a brief, written introduction to share with the program participants.
- Review the materials list included on the lesson plan. Make a list of any additional materials needed.
- Order brochures and other materials, as needed.

Get together #4—Make it a working session to get the word out about your program.

- Send an announcement to the local newspaper and radio station.
- Submit details about the program in your group's bulletin or community calendar.
- Post information on social media sites.
- Put up flyers in the community.
- Share your announcement with the EmPOWERED To Serve community—you'll get wonderful kudos to help motivate you and your committee!

Get together #5—Conduct a status check.

- Review logistics and make sure everything is on schedule with your coordination tasks.
- Check on the status of gathering program materials.
- Prep the facilitator about the event. Walk through the program with the facilitator.

Pick and Prep the Facilitator

There are many approaches to facilitating an ETS lesson. You know the audience and challenges of your community best. This advantage will help you select a facilitator. For example, a health ministry lead of a faith-based group or other community ambassador might be a good person to facilitate the lesson. You might consider inviting a local health professional to facilitate and asking the health ministry lead or ambassador to assist during the program. Or, you may be the best person to facilitate!

Set up a time to walk the facilitator through the lesson. Make sure your timing works and, if needed, add or eliminate one of the interactive activities to keep your program on time.

Promote, Promote, Promote

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

- Distribute community newsletters, bulletins and flyers around your community.
- Make announcements at services and gatherings.
- Reach out to contacts at local newspapers and radio stations.
- Post to social media, including your community's website, ETS community site, Twitter, Facebook and more!

Wrap-Up

At the end of the program, thank everyone for attending and invite them to attend future lessons. The ETS movement appreciates your time in leading one or more of the Health Lessons. For purposes of tracking our progress and growth, please follow the steps below **after each Health Lesson session you lead**.

- **You (the ambassador)** complete the online **Ambassador Questionnaire** at the end of each session to record valuable information like the class size, where the class was held, and answers to a few more questions. The online Ambassador Questionnaire for each topic is found in the Health Lessons section of the ETS website at empoweredtoserve.org, on the respective lesson page. (For example, if you led the “Keep the Beat” Health Lesson, you would click on the “Keep the Beat” link to find the Ambassador Questionnaire for that lesson.
- **NOTE:** If you are not able to complete the online Ambassador Questionnaire, please print and complete the paper version of the Ambassador Questionnaire instead. The ETS team would truly appreciate it if you could then scan and email that document to empoweredtoserve@heart.org for our records. Thank you for your help!! If you have any questions about the Ambassador Questionnaire, feel free to reach out! Email us anytime: empoweredtoserve@heart.org

Celebrate Your Achievements

After the program, pat yourself on the back. Celebrate your achievement as a committee! Then rally everyone and focus on program follow-up tasks:

Send thank-you notes. A short email or handwritten note shows your appreciation and encourages future participation. Send a note to the facilitator and to everyone who helped make your ETS program a success.

Share your success. Post your experience on www.empoweredtoserve.org so others from across the country can benefit and share ideas. Share videos, photos and other program experiences.

Track Your Community and Individual Successes

The My Life Check personal health assessment helps individuals and groups measure their progress in creating lasting, positive health changes.

My Life Check is an online assessment tool that gives you a personal heart score with your health outlook. It helps you learn where you stand with Life's Simple 7. My Life Check also provides individual recommendations for healthy lifestyle choices.

Community Heart Score and Health Outlook

Organizational members of the ETS Megacommunity have the opportunity to generate a community heart score and health outlook. You will receive a unique URL for your group. By encouraging members of your group to complete the My Life Check assessment at your unique URL, you will be able to get your community-wide heart score and health outlook.

Ask group members to complete My Life Check using the unique URL at the start of their commitment to make change. And, then again one year later. After that, compare the two scores and celebrate your successes as a community.



Tools to Track Individual Progress

The American Heart Association also provides a number of tools to help individuals track their progress. When you are working on making life changes, the ability to celebrate small achievements can help keep you motivated. We understand that and offer a variety of potential tools to help individuals track their journey and measure their individual success factors.

Heart 360 Online Tool

The Heart360 online cardiovascular wellness center on Microsoft's Health Vault platform lets you set goals and track your progress on blood pressure, cholesterol, blood glucose, weight, physical activity and medications. See how your efforts to manage one area help with managing the others. Manage wellness records for the people you care for. Easily generate printed reports to share with your healthcare team.

Other Tracking Tools

Activity Tracker (PDF Downloadable)

This printable activity tracker helps you reach your fitness goals.

Activity Tracking Tool (Online)

This tool can help you reach your goals and control your health, fitness, nutrition and more. It's easy and free to get started.

Blood Pressure Tracker (PDF Download)

Tracking your blood pressure is made simple when you download and print this chart.

Cholesterol Tracker and Other Cholesterol (Downloadable)

What's your latest LDL, HDL or triglyceride level? Keep it straight.

Cholesterol, Blood Pressure and Weight Tracker (PDF Download)

One-stop tracking of three different risk factors.

Food Diary (PDF Download)

Writing down what you eat is like seeing a day's worth of food laid out before you. You can pick out your good habits and your bad habits.

Fruit and Veggie Tracker (PDF Download)

Take baby steps to improve your diet — feel good about yourself!

Glucose Tracking Log (PDF Download)

A week-at-a-glance chart that lets people with diabetes document their blood sugar levels.

Healthcare Team Tracker (Printable Web Page)

Heart disease and stroke patients have many healthcare providers. You can print out and fill in this page for an at-a-glance listing of the whole team.

Medical Contact List (PDF Download)

Know who to call for mild, moderate or severe symptoms—and what to do in an emergency.

Medication Chart (PDF Download)

Never miss a dose again. Print this chart and tape it to your bathroom mirror.

Keep the Momentum Going

Live EmPOWERED To Serve—online and locally, stay active in the ETS movement. And, encourage others in your circle to remain active, too.

Engage online:

- Participate in ongoing discussions on health and empowerment topics.
- Attend monthly webinars held in the EmPOWERED To Serve megacommunity.
- Mobilize your online network to join ETS and embrace health.
- Encourage others to join EmPOWERED To Serve.
- Share your successes and challenges—learn about best practices for helping to drive a “sustainable culture of health” within our nation.

Live the change offline:

- Be an example for others—eat better, get active, and increase your individual healthy living behaviors.
- Host additional health lessons in your community.
- Engage others with the ETS Monthly Messaging Themes. For example, American Heart Month, National Wear Red Day, American Stroke Month, or National Eating Healthy Day. Learn more about monthly messaging themes online at www.empoweredtoserve.org.
- Be part of advocacy efforts that promote positive change in your community’s environment.



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