

# Equity and Inclusion Dashboard

Engaging diverse staff, volunteers and communities to be a relentless force for a world of longer, healthier lives

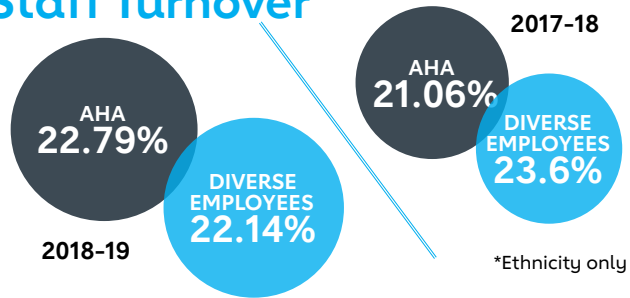


FY18-19 October 2019

## WORKFORCE

Our organization's human capital – a collection of talented volunteers and staff, diverse in background and experience.

### Staff Turnover



### Overall Diversity Goal

Increase the racial and ethnic diversity of our staff, and increase representation of veterans and persons with disabilities to 30% (skilled performance) or 30.5% or above (excellent performance) of all staff; representation for the year is 30%.

ACTUAL 30%

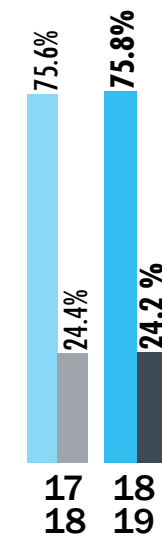


EXCELLENT GOAL 30.5+%

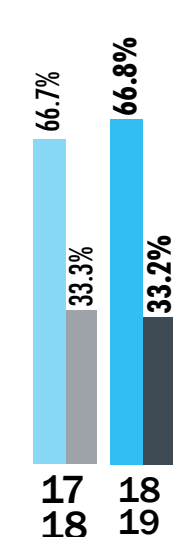


### Volunteer Diversity

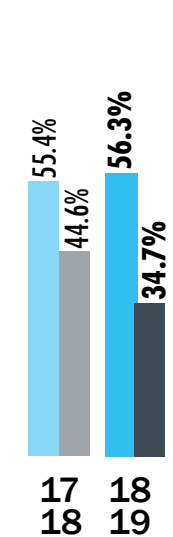
#### Local Boards



#### Regional Boards



#### Nat'l Boards & Cmtes



■ Caucasian ■ Diverse

### Staff Diversity | Race/Ethnicity

FY 18-19 | FY 17-18

25.8%

24.7%

**Total diverse workforce**  
Higher than the census demographic availability percent of 25.1%.

37.6%

34.5%

**Non-exempt staff**  
Higher than the census demographics of 31.7%.

22.3%

21.6%

**Exempt staff**  
Lower than the census demographics of 22.6%

18.5%

18.2%

**Managers and officials**  
Lower than the census demographic of 18.7%.

### Protected Veteran Status

The percentage of protected veteran status workforce is 1.4%. Benchmark is 7%.



### Disability Status

The percentage of individuals with a disability workforce is 4.7%. Our affirmative action plan goal is 7%.

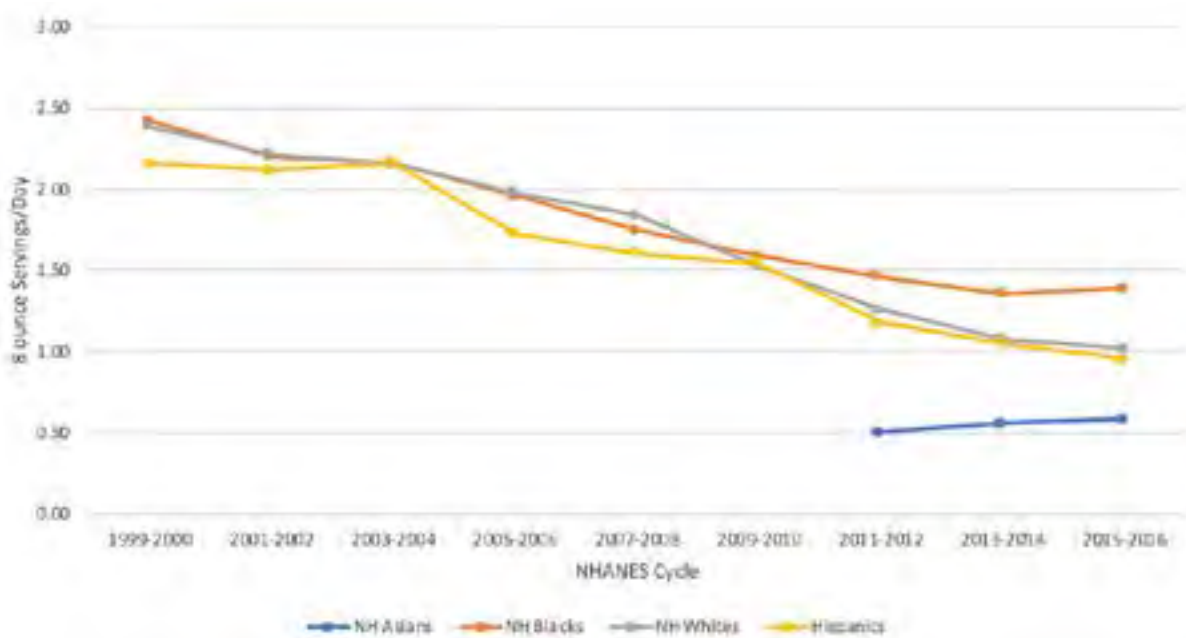


## MARKETPLACE

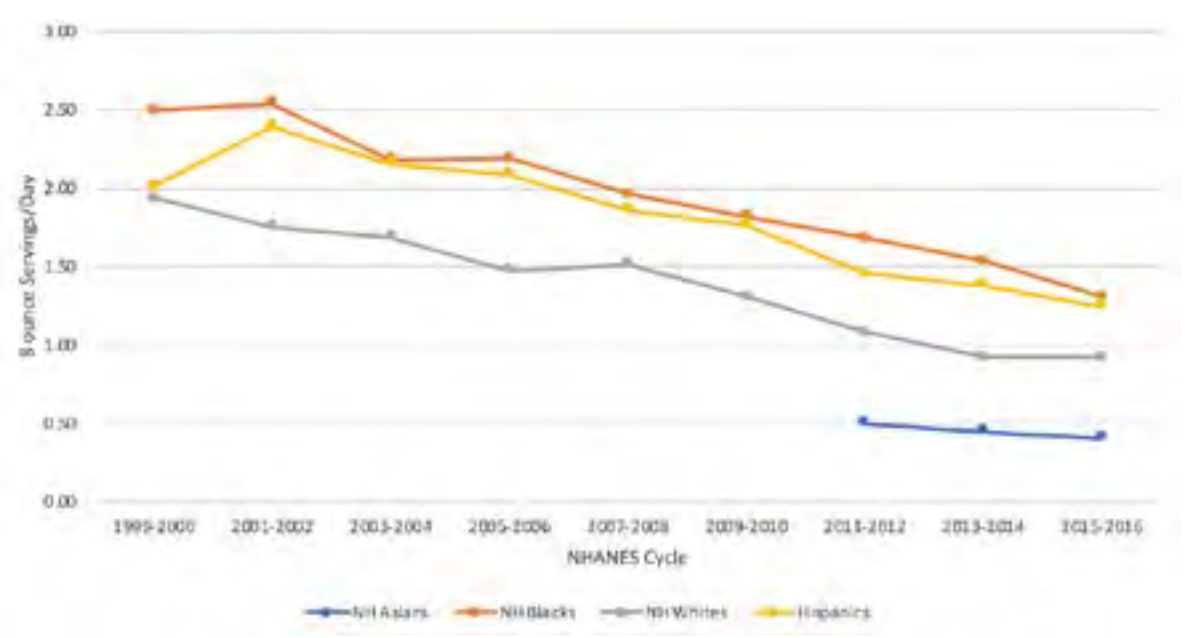
Where the impact of our mission is felt by working with staff, volunteers, partners and communities around the world.

### Self-Reported Consumption of Sugar-Sweetened Beverages by Age and Race/Ethnicity 1999-2016

#### 2-19 Years Old

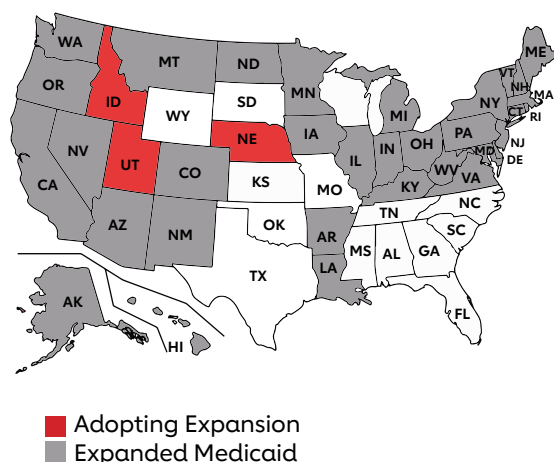


#### 20+ Years Old



### Medicaid Expansion

Utah, Nebraska, and Idaho are adopting expansion but not yet implementing. 14 states remain with Oklahoma and North Carolina actively pursuing expansion through the legislature or ballot box. Since the ACA's enactment, more than 15 million Americans have received coverage through the Medicaid program.



### Quality Improvement

In FY17-18 we focused on hospitals in the 228 counties with the highest CVD mortality. The population is comprised of 46.7% of diverse individuals. As of FY18-19, the number of counties meeting the previous criteria for high mortality has been reduced by 24 counties.



1,532 hospitals and approx. 804,322 CVD discharges of diverse individuals.



Our progress currently: 1,283 hospitals (up from 1,268 in Q2) implementing our quality programs impacting over 340,179 (down from 340,353 in Q2) diverse patients discharged.



# MARKETPLACE

## Investing in Health Equity

Results 14% Goal 15%

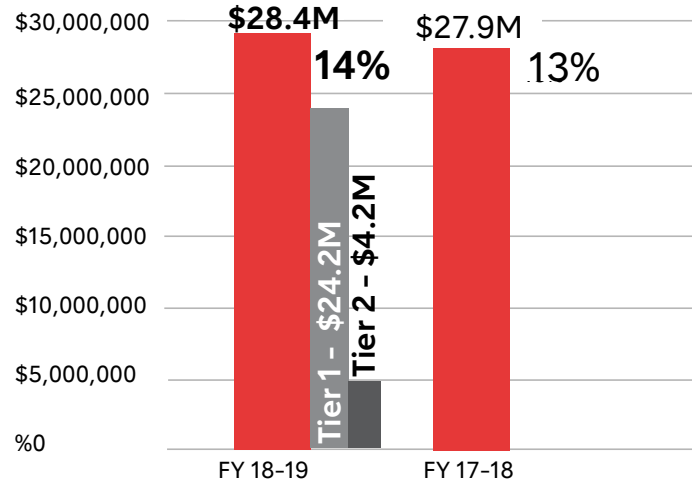
Benchmark 12%



### Supplier Diversity

National Center conducted 22 RFPs to select vendors for various projects resulting in 15 diverse companies awarded business.

### Diverse Supplier Spend as a % of Total Addressable Supplier Spend



\*Tier 2 not tracked fiscal year 17-18

### Voices For Healthy Kids Native American Funding

Goal: At least two percent of grants allocated to Native-led projects reflecting parity with U.S. Native population. Funded projects focus on health equity including education, environment, and other innovative solutions to reduce inequities. Table reflects progress to date.

Grant Year	Awards	Indian Country	% of Grant
Y1	9,607,858	36, 254	0.38%
Y2	14,726,003	62,575	0.42%
Y3	13,000,000	220,969	1.70%
Y4	13,000,000	145,475	1.12%
Y5	11,500,000	401,698	3.49%
Y6	23,000,000	309,311	1.34%
<b>Total</b>	<b>84,833,861</b>	<b>309,311</b>	<b>1.34%</b>

**FY 19-20 Goal: \$30M**

### EmPOWERED To Serve

#### Martha's Vineyard Black Film Festival:

EmPOWERED Voices Experience included More Than Enough to Heal with \$3M in support of Cincinnati, OH initiatives, EmPOWERED to Serve Business Accelerator and EmPOWERED Scholars.

#### EmPOWERED to Serve Business Accelerator:

2018 (National, HBCU, Philadelphia)  
Trained 19 candidates  
Granted \$355K

2019 (to date)  
Trained 9 candidates  
Granted \$75K

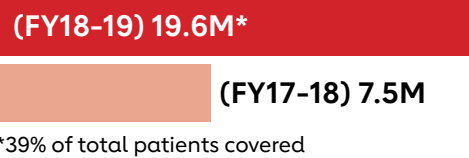


### Field Health Impact

**1** Field Revenue

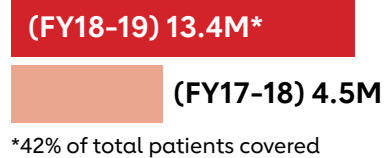
- FY18-19 year-end data
- Total raised - \$4.2M
- Comparison year-over-year - FY 17-18 total raised \$3.3M which means an increase of \$896K

Diverse individuals covered by Target BP



\*39% of total patients covered

Diverse Individuals covered by Check.Change. Control.Cholesterol



\*42% of total patients covered

## Engagement

### Communications and Social Media



#### Communications EOY18-19



3 billion media impressions  
Highlights: Scientific Sessions, ETS Business Accelerator and Social Impact Fund



#### Social Media



5.1K total volume of posts



896.7K Total Engagement Sum



54.6M Total Reach



Diversity videos garnered over 600K views this FY, which represents a 2.3% increase in engagements.

### Media Stories



Building the Medical School Pipeline with People of Color



Transgender Men and Women at High Risk for Heart Attack and Stroke



AHA CEO Roundtable Convenes Leading Voices on Health Equity



### Social Impact Fund

In its first year, the Fund engaged with 11 new organizations dealing with recidivism, early childhood education, food insecurity, housing and economic empowerment.

**\$1.6M** in investments  
Boston  
Flint  
Chicago

The Fund is targeting a total 30 investments in 2020



## WORKPLACE

Where the collective genius of our diverse, talented employees and volunteers come together to accomplish the organizational goals.

The AHA has received many accolades since 2016 including Best Place To Work, Best Nonprofits To Work For and DiversityInc's Top Companies (received three years 2016-2019).



### Learning

Delivered two major webinar series on the historical and cultural context of specialty populations.

History/Heritage Month series providing internal and external education and awareness about specialty populations. **Four sessions. 1000+ participants.** Hosted by four of the Employee Resource Groups.

"Courageous Conversations" series aimed at enhancing Cultural Competencies of Marketing and Communications staff. **Five sessions. 20 learning hours. 250 MarCom staff members per session.** Hosted by the Communications Team.

2017-18  
DIVERSITY TRAINING SESSIONS (HEARTU)  
50 COMPLETED SESSIONS  
181

2018-19  
DIVERSITY TRAINING SESSIONS (HEARTU)  
11 COMPLETED SESSIONS  
1222



## Staff Diversity

Overall Diversity Goal is inclusive of race/ethnicity, veterans and people with disabilities. Total diverse workforce is inclusive of race/ethnicity only.

## Protected Veterans:

- Several partnership strategies are underway to increase and improve our performance with talent from the veterans and people with disabilities communities.

## Volunteer Diversity

### 2018-2019

- National Board/Committees = 1117
- Affiliate Local Boards = 1121
- Affiliate/Regional = 14

### 2017-2018

- National Board/Committees = 1027
- Affiliate Local Boards = 1121
- Affiliate/Regional = 23

## Self Reported Consumption:

- Sugar-sweetened beverages included soft drinks, fruitages, sports drinks and other sugary beverages (fruit drinks, sweetened water, smoothie drinks, Frappuccino), and reduced-sugar colas (half weight)
- NHANES indicates National Health and Nutrition Examination Survey

Self-Reported Consumption of Sugar-Sweetened Beverages Among Persons (2-19 Years) in the United States by Race/Ethnicity: NHANES 1999-2014

NHANES Cycle	NH Asians	NH Blacks	NH Whites	Hispanics
1999-2000		2.42	2.39	2.16
2001-2002		2.20	2.22	2.12
2003-2004		2.15	2.16	2.16
2005-2006		1.96	1.98	1.72
2007-2008		1.75	1.84	1.61
2009-2010		1.59	1.53	1.54
2011-2012	0.50	1.46	1.26	1.18
2013-2014	0.55	1.36	1.08	1.05
2015-2016	0.58	1.39	1.02	0.95

8 Ounce Servings/Day  
NH: Non-Hispanic

Self-Reported Consumption of Sugar-Sweetened Beverages Among Persons (20+ Years) in the United States by Race/Ethnicity: NHANES 1999-2014

NHANES Cycle	NH Asians	NH Blacks	NH Whites	Hispanics
1999-2000		2.49	1.93	2.02
2001-2002		2.54	1.75	2.39
2003-2004		2.18	1.69	2.15
2005-2006		2.19	1.47	2.09
2007-2008		1.96	1.51	1.86
2009-2010		1.82	1.31	1.77
2011-2012	0.50	1.68	1.08	1.46
2013-2014	0.45	1.54	0.92	1.38
2015-2016	0.41	1.31	0.92	1.25

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## Traditional Media:

Two Office of Health Equity program announcements contributed to these results:

- The Social Impact Fund press release - AHA Making First Investments to Tackle Social Determinants of Health, Banking of Health Impact Returns
- EmPOWERED to Serve Business Accelerator (ETSBA) press release - Breaking Community Health Barriers with Local Entrepreneurs
- ETSBA former grant recipient Sunny Williams of TinyDocs in Thrive Global - Sick kids deserve answers, explanations. Who better to deliver them than cartoon characters?

## Social Media:

- Insights - Despite a decrease in total volume of posts and overall reach, Diversity messages increased in overall engagement YOY. This indicates a more efficient and engaging messaging strategy that aligns with our audience's appetite. Posts in 2018 were 15% more effective in engaging audience vs FY2017
- Video continues to be key part of our social strategy

## EmPowered to Serve

- Through FY18-19, the ETS Accelerators distributed \$340K in impact grants and provided \$250K of in-kind business training.
- In its third year, the accelerator has trained almost 30 entrepreneurs and funded \$410K in grants.
- Since its inception the Business Accelerator has provided over \$45M in access to capital.

## Voice for Healthy Kids Native American Funding

- Column one is the total that RWJF committed to the AHA, not what the AHA made available for grants (that has been ~\$4 million/year). In addition, what is listed as "year six" as \$23M is actually two years of funding (the other years were only one year of funding), so that skews the % of grant column as it is not comparing comparable timeframes. As for the change from 401,698 to 309,311, I anticipate that is largely a product of changes in how both we and Shakopee Mdewakanton Sioux were committing on an annual basis to this work. It has been an annual dialogue and decisions as we looked to match investments and this must have been where we landed for our joint investments in year six. Paul was much more on the frontlines so may have additional details on that decline.

## Communications

- Nearly 3 billion (2,985,345,663) media impressions were garnered in FY18-19, including great traction from Scientific Sessions and increased stories from the EmPOWERED to Serve Business Accelerator and the launch of the Social Impact Fund. Stories with AHA mentions related to health equity and the social determinants of health ran in major media outlets such as Oprah Magazine, Tom Joyner Morning Show, Ebony, Essence, Telemundo, Univision, Blackdoctor.org, Thrive Global, Associated Press, U.S. News & World Report, USA Today, Health Day, WebMD, and KevinMD.
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- Topics covered in conjunction with "American Heart Association" include: racial disparities continue for black women seeking heart health care, building the medical school pipeline with people of color, AHA CEO Roundtable convenes leading voices on healthy equity, the dangers of health disparities, transgender men and women at high risk for heart attack and stroke, and the threat of homelessness may bring higher stroke risk.

## Learning

- "Courageous Conversations" webinars will be recorded for later viewing
- Webinars focused on bringing an awareness and sensitivity to the general day-to-day life experiences of people of color and the impact of social determinants on racially diverse ethnic segments
- They increased the understanding of cultural insights and psychographics of racially and ethnically diverse communities of color
- Audience was taught skills that will enable effective and culturally appropriate marketing and communications with primarily African American, Hispanic and Asian American audiences

## Training

- Sessions implies online course, workshops, learning aids, digital books and other similar learning resources available on HeartU

## Field Health Impact

- Increase in both Target BP and Check.Change.Control Cholesterol for diverse patients was largely due to our focus on partnering with FQHCs and health systems serving diverse communities.