

2011 Community Action Program Grant Recipients

Cardiology Associates Foundation (Arkansas; SE Missouri; Memphis, TN)

Establish and train leadership for grass-roots community volunteer committees to promote awareness of women's heart disease risk; extensive media campaign on women and heart disease; Wear Red Day activities; African American Women's Heart Conference. African American, Latina, low income, and rural populations. CAF also received a *Heart Truth* Community Action Program grant in 2009.

Community Health Network Foundation (Green Lake County, WI)

Media campaign and community-specific events to kick off a year of monthly opportunities such as: ladies night out, spa day, afternoon tea, and mother/daughter fashion show for education and health screenings; local chef's healthy cooking/eating food demonstration, free dance and Zumba sessions with local physical activity information; and County Fair health screenings and education. Participation in "Let's Move Green County" physical activity events in multiple communities; community partners luncheon to plan continued heart health promotion. Rural, low income populations.

Covenant Health (East Tennessee)

Know Your Six, Chick", a comprehensive media, educational, and screening program highlighting six factors that affect heart health; community and corporate presentations and hospital lunch-and-learn programs; mobile van for blood pressure screening; participation in large women's events that attract over 18,000 women. Additionally, Covenant Health is contributing at least \$60,000 of its own funds to the project. African American, Latina, and underserved populations.

Hope Heart Institute (Western Washington State and Yakima Nation Reservation)

Combine *Heart Truth* goals and message with an existing program, *Women Take Heart*. Spanish language program for Latinas; education, screening, and "Wear Red" events for public school (including Native American) employees and parents; ongoing heart health education at the Washington Correctional Center for Women; hospital Wear Red Day, classes, and screening; Red Dress fashion show and screenings in Bellevue; *Heart Truth* education series and screenings for the Yakima Nation. Urban and rural, low income, Native American, African American, Asian American, Latina populations.

SWAH Empowerment (North Central Georgia)

Community National Wear Red Day celebrations; church-based Red Dress Sunday events with blood pressure screenings; 12-week *Walk Georgia* challenge; library *Heart Truth* exhibits; radio and television public service announcements. Rural and African American populations.

Wheaton Franciscan – St. Joseph (Milwaukee, WI)

Hair/nail salon owners trained to provide education and lifestyle assessments to customers; small

group education at local churches; health screenings; creation of culturally competent guide to no- and low-cost health resources; Red Dress celebration. African American population.

YWCA Middle Rio Grande (New Mexico - Statewide)

Community events with health screenings (blood pressure, cholesterol, and glucose); healthy food preparation demonstrations; health club vouchers; low-cost medical services for at-risk women; large- and small-scale publicity and education; peer leader model to encourage behavioral change in low-income neighborhoods; Red Dress fashion show and dance. Latina, Native American, African American, immigrant, and low income populations.

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