



American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Mid-Atlantic Affiliate Urban Health Accelerator – HBCU Historically Black Colleges and Universities **Application Resources**

Brought to you in collaboration with:





## American Heart Association EmPOWERED To Serve™ Urban Health Accelerator - HBCU

The Empowered To Serve Summit and Urban Health Accelerator (UHA) expands the work of American Heart Association (AHA) in local communities as we seek to address social issues impacting the ability of individuals to attain the healthiest life possible.

The American Heart Association/Mid-Atlantic Affiliate will pilot a new accelerator designed to engage Historically Black Colleges and Universities (HBCUs) in building a "Culture of Health" on campus and in their communities.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Overview

The American Heart Association/Mid-Atlantic Affiliate is offering two grant awards to HBCUs in DC, MD, VA, NC and SC to support development of a multi-faceted strategy and project proposal to address social determinants of health and that would address disparities in in health access and outcomes that impact the campus (students and employees) as well as address critical needs in the surrounding communities.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

*Consider - all proposed projects should focus on policies, systems and environments designed through an “equity first” lens.*

Build a multi-disciplinary team from the respective HBCU to include students representing multiple departments, skills and disciplines.

Design the strategy to include a plan for sustainability, future funding and potential for scalability through ideas that include innovative entrepreneurial strategies.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Multi-disciplinary teams might include students representing:

1. Business schools (project planning, budgets, business plans, etc.),
2. Architecture/urban planning (how do you incorporate physical activity stations, walking paths, and other built environment changes to promote increased physical activity),
3. Communications/Marketing (how do we use social media to build apps, messaging, marketing that promotes health choices),
4. Nutrition Sciences/Allied Health/Hospitality Management (healthy food options, procurement policies, vending changes to promote healthy eating),
5. Foreign Language (translating materials),
6. Medical students/Health sciences would develop a health screening process, BP checks, glucose and cholesterol readings and CPR training.





## American Heart Association EmPOWERED To Serve™ Urban Health Accelerator - HBCU

### The American Heart Association, Mid-Atlantic Affiliate announces the launch of the Urban Health Accelerator - HBCU challenge:

- A. Any interested school in the Mid-Atlantic can attend the Webinar Series,
- B. Five (5) schools will be selected to present their project proposal and receive 6-8 weeks of intensive coaching. The selected teams and projects will be selected after review by the AHA Center for Evaluation and Metrics based on the projects ability to have high impact, is scalable/replicable and has a strong plan for sustainability, and
- C. Up to two (2) schools will be awarded a the selected school will be awarded to **\$100,000** grant (\$50k a year over two years) and also receive annual **\$7,500** stipend to support team member engagement.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU



*Save the Date  
for Leadership  
Summit &  
Finalist  
Selection!*

6:00 – 8:00 pm  
Harvey B. Gantt Center  
for African-American Arts & Culture  
551 S. Tryon Street, Charlotte, NC 28202





## American Heart Association EmPOWERED To Serve™ Urban Health Accelerator – HBCU

### **Application Submissions**

You can submit applications at this site: [www.empoweredtoserve.org](http://www.empoweredtoserve.org)

**Jan 1 – Feb 8, 2019**

### **Webinar Series for interested students**

AHA and its partners will host a webinar series that will prepare interested students to develop their plans/prepare their submissions

**Jan 14 – Feb 4, 2019**

### **HBCU Review of Applications**

Top 5 finalists will be selected based on the established criteria of reach, health impact, and scale

**Feb 8 – Feb 26, 2019**

### **EmPOWERED to Serve Summit & Announcement of Finalists**

In Charlotte, NC, teams from applicant schools will be invited to attend, and 5 schools will be selected to participate in the 6-8 week training program

**Feb 28, 2019**

### **Training/Coaching Sessions for Finalists**

**March 4 – April 30, 2019**

### **Urban Health Accelerator – HBCU winner(s) announced!**

**April 29, 2019**







American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Implementation Schedule for winners May 2019 through June 2021

May, 2019	Acceptance letters signed
June, 2019	Initial payment issued (\$25,000)
January, 2020	Mid-year report submitted, 2 <sup>nd</sup> payment issued (\$25,000)
June, 2020	Year 1 report submitted, 3 <sup>rd</sup> payment issued (\$25,000)
January, 2021	Mid-year report submitted, 4 <sup>th</sup> payment issued (\$25,000)
June 2021	Final report submitted





## American Heart Association EmPOWERED To Serve™ Urban Health Accelerator - HBCU

# Expectations

### AHA will:

- Your time: The training period will be intense and time consuming.
- Your expertise: HBCU students represent some of the brightest minds.
- Your dedication: We will need your full commitment to hit each deliverable within time allotted.
- Your determination: You must believe in and achieve the impossible within the timeline.
- Five (5) teams will be invited to be finalist and receive in-depth coaching from the American Heart Association and Entre Slam (<https://entreslam.com>).

### HBCU will:

- Inclusion in a vibrant, community of other like-minded individuals.
- Accomplished outcomes as you implement and see the results of your project in real-time.
- Acceptance and access to the UHA - HBCU network of student leaders, faculty, & administrators participating in the initiative.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Confidential & Intellectual Property

Confidentiality is important but not guaranteed in any way. If a team wishes to keep elements of their concept or idea confidential, the team should not include that information in their pitch from sharing the concept, idea, and/or materials with others. By participating in UHA - HBCU, schools/teams agree that The American Heart Association, Campus Community Partnership for Health, Houston Community Initiative, and all related parties assume no liability, and shall have no liability or obligation whatsoever for disclosures of information provided by a competitor as part of a submission or otherwise during the course of the competition.

Non-Disclosure Agreements (NDAs) between a competitor and the judges and/or audience members will not be required or allowed.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

The Mid-Atlantic Affiliate appreciates your interest in exploring this opportunity. We have identified Community Impact Staff in each market to provide on-going support, access to AHA tools and resources, data sources, etc.

For more information or to be connected to an AHA staff partner, please email:  
[Shannon.Emmanuel@heart.org](mailto:Shannon.Emmanuel@heart.org)





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

The  
Barbara Houston Urban Health  
Accelerator HBCU Legacy Grants

are made possible through the support of  
Mr. John Houston, III





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Community Campus Partnership for Health

Established in 1997, Community-Campus Partnerships for Health (CCPH) is a nonprofit membership organization that promotes health equity and social justice through partnerships between communities and academic institutions. We view health broadly as physical, mental, emotional, social and spiritual well-being and emphasize partnership approaches to health that focus on changing the conditions and environments in which people live, work, study, pray and play.

By mobilizing knowledge, providing training and technical assistance, conducting research, building coalitions and advocating for supportive policies, we help to ensure that the reality of community engagement and partnership matches the rhetoric.

Al Richmond, Executive Director  
<https://www.ccphealth.org>





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Social Determinants of Health (SDOH)

Conditions in the places where people live, learn, work, and play affect a wide range of health risks and outcomes.

These conditions are known as Social Determinants of Health (SDOH).

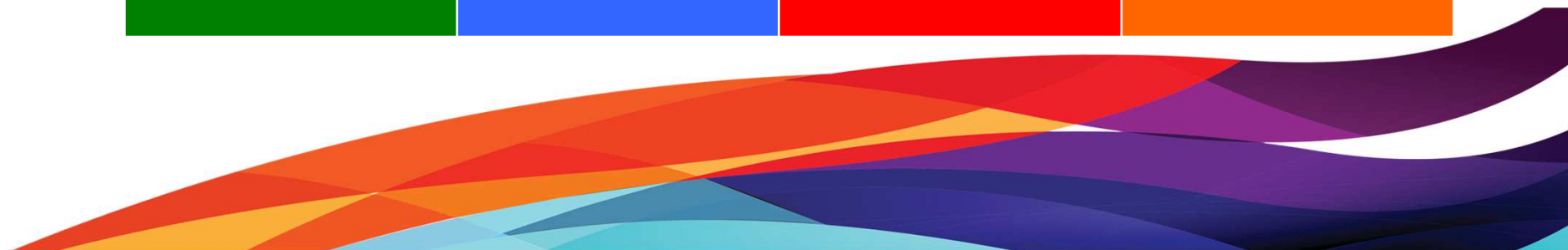




American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Social Determinants of Health (SDOH) Categories

Behavioral	Economy	Education	Employment
Environment	Governmental	Housing	Medical
Political	Psychosocial	Public health	Transportation







American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Behavioral

Major determinants of premature morbidity and mortality are tobacco use, physical activity, diet/obesity, alcohol and illicit drug use, and violence.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Economy

The opportunities for community residents to obtain financial resources influenced by characteristics of economic development in an area, including productivity, industrial mix, and amount of area business lending, as well as by the exchanges of goods and services through the informal economy.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Education

Among adult populations who have not completed high school, research reveals associations with all-cause mortality, homicide, motor vehicle deaths and coronary heart disease.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Employment

Unemployment rates and/or occupational status are frequently combined with other indicators of deprivation, including: median income, car ownership, education level, and overcrowded housing, to form summary measures that are associated with poorer health





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Environment

The environment includes physical and chemical components that have known associations with adverse health outcomes—air; water pollutants; and environmental hazards, including hazardous waste, heavy metals pesticides, climatic extremes, and excessive noise.

In addition, structural features of communities such as physical design of streets, sidewalks, and safety structures that are associated with level of injury risk. Aspects of land usage are also considered, such as public spaces and parks that may facilitate greater physical activity levels.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Governmental

Policies and legislation that have potential health effects, such as the nature and quality of local governmental services where there are high levels of municipal fragmentation and no single government empowered to act for the good of the entire region.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Housing

Physical characteristics of housing have been linked to adverse outcomes. For example, the presence of dampness and mold leads to increased risk of respiratory and other illnesses.

Dilapidated and abandoned housing in the local area increases the risk of accidental injury among residents and an increase in emotional, and may provide situational opportunities for high-risk behaviors. Population density and overcrowding have also been associated with increased chances of contracting infections and sustaining injury.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Medical

Insurance coverage and the availability of indigent care, are well-known determinants of access to medical care. The racial/ethnic makeup of medical staff in relation to the patient population and the cultural competence of providers and institutions may also be important in encouraging utilization of health care resources that are present in an area. When patients are given access to high-quality primary care, they experience lower hospitalization rates in comparison to hospitalization rates where there is poorer access to appropriate care.







American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

## Political

Individuals living in states with the highest voting inequality were shown to have increased odds of fair or poor self-rated health relative to those in other states. Disproportionate political participation by the more economically well-off skews subsequent policy-making towards their interests.





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Psychosocial

Social capital has been observed in different ways in health-related research. Per capita membership in groups and associations has been used to assess civic engagement as has political participation. Several studies have considered greater mistrust to be indicative of lower levels of social capital. Mistrust is generally defined as the percent of persons in an area who agree with the second part of the following question: “Generally speaking, would you say that most people can be trusted or that you can’t be too careful in dealing with people?”





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Public Health

3 primary areas of interest:

1. Prevention
2. Early detection
3. Optimal management of a range of health problems





American Heart Association EmPOWERED To Serve™  
Urban Health Accelerator - HBCU

# Transportation

The transportation system in place in communities has multiple implications for the health of residents. Most directly, motor vehicles are the leading cause of injury in the United States and are responsible for about one-third of all injury deaths. The nature of the transportation modes and the volume of use also influence the types and magnitude of pollution introduced into the environment. A third consideration is the degree to which employment patterns and therefore economic well-being are determined by the accessibility of jobs through adequate and affordable transportation systems.

