



PROJECT COMMUNITY

DO YOU KNOW WHAT HEALTH DISPARITIES AFFECT YOU?

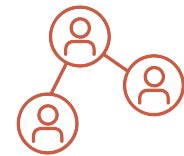
Heart disease is the nation's No.1 killer. It unjustly impacts some more than others due to environmental and social factors. Life expectancy can vary by as many as 20+ years a few zip codes apart. Your health is more than behavior and genetics. It's also about place. Where you live, work, learn, play and pray – and all the complex forces surrounding you – can influence the quality of your health.



Neighborhood & Physical Environment
 Housing
 Transportation
 Safety
 Parks & Playgrounds
 Walkability



Education
 Literacy
 Language
 Early childhood education
 Vocational training
 Higher education



Community & Social Context
 Social integration
 Support systems
 Community engagement
 Discrimination
 Stress



Economic Stability
 Employment
 Income
 Expenses
 Debt
 Medical bills



Healthcare System
 Health coverage
 Provider availability
 Provider language
 Cultural competency
 Quality of care

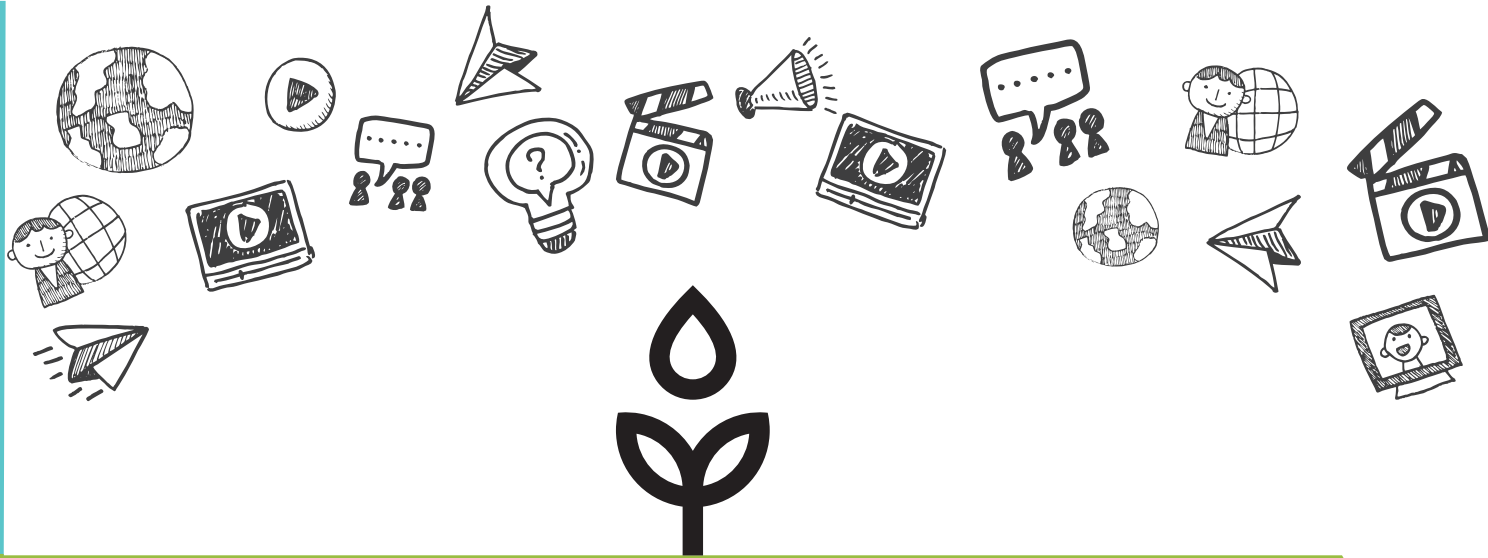


Food & Water
 Clean drinking water
 Healthy food access
 Hunger

Health inequities are differences in health status or in the distribution of health resources between groups of people, arising from the social and geographical conditions in which we are born, grow, live, work and age.

Heart.org/PROJECTCommunity





WHAT IS PROJECT: COMMUNITY?

PROJECT: Community is a video-storytelling forum aimed to spark conversation. We're partnering the science and grassroots of the American Heart Association with community leaders to shine a light on diverse topics affecting our friends, families, colleagues, and neighbors. Because a good story can plant seeds of change, one neighborhood at a time.



Together we can bring attention to importance of health equity. We can develop a well-rounded citizenry that thinks critically about how far-ranging topics can be interconnected and affect one's health and wellbeing. And we can ignite action that makes our community healthier for all. Ready to tell your story?

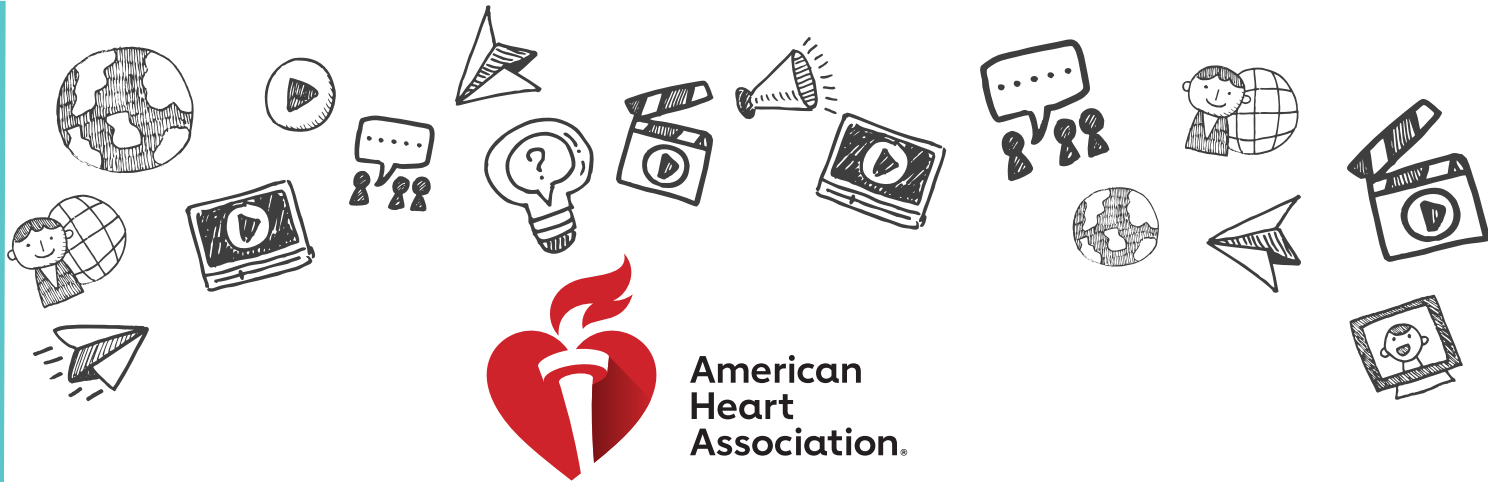
GOALS OF PROJECT: COMMUNITY

- Educate others about health equity and social determinants of health
- Amplify stories from the community about the community to the community
- Capture the state of health where we live, work, learn, play and pray
- Work with lawmakers to pass legislation that removes environmental factors negatively affecting one's health at the local, state and federal level
- Encourage people particularly millennials, to advocate for policies that will change the narrative
- Grow a library of hometown stories about the impacts of community on health, and the impacts of health on community



[Heart.org/PROJECTCommunity](https://www.heart.org/PROJECTCommunity)





**American
Heart
Association.**

Your voice and support can make a difference. Social determinants don't have to dictate how long people live. Help us be a relentless force for a community of longer, healthier lives. Everyone deserves equitable health. We invite YOU to become the eyes and ears of your community in any way you can contribute.



You have a story to share...

Whether you have seen health inequities in your community, or have faced them, you can be the voice of your community by telling the story. Your story can plant seeds of change for many.

You are a storyteller...

Whether you are a local videographer, journalist, student storyteller, or just a citizen with a passion for shining a light on diverse topics, you can impact friends, families and neighbors through video.



You are an educator or community leader...

Look for ways to teach your networks of influence about social determinants of health. Add it to your class curriculum or next agenda. Allow us to provide you with more resources, or let's join forces and tell the story of how you are tackling these tough challenges.

You are a difference maker...

Use your resources to affect change, fund a micro project, and tackle a problem impacting our health now. With your support, we can go beyond the storytelling and change the narrative.



You are a social butterfly...

Use your influence to educate your networks and voice your concerns. Sometimes the first step is to tell others that these problems exist. You might just move other hearts to take action.

FEELING INSPIRED?

E-mail us at SEDigital@heart.org or visit Heart.org/PROJECTCommunity

