The American Heart Association’s commitment to building a culture of health is why we seek to advance science-based public policy initiatives at the local, state, and federal level. To be successful in this endeavor, we use a combination of legislative strategy, lobbying, and media advocacy, along with the passion and activism of the Association’s grassroots volunteer advocates—our You’re the Cure network.

What have we accomplished?

<table>
<thead>
<tr>
<th>Reducing Tobacco Use in Cleveland:</th>
<th>Reducing Tobacco Use in West Virginia:</th>
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<tr>
<td>The city of Cleveland joined a growing number of cities working to delay the onset of tobacco use and reduce the negative health impacts by increasing the age to purchase tobacco to 21.</td>
<td>After the West Virginia Legislative Session ended, lawmakers returned to address a budget shortfall. Unfortunately, many bad proposals were suggested and advocates had to work to defeat those. While the American Heart Association and its coalition partners asked for a $1 increase to the state’s cigarette tax, the budget included a modest 65 cents. This is still an important step for the health of West Virginians!</td>
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Passage of CPR in Schools in Kentucky and Ohio:
Most cardiac arrests happen in the home. The best way to improve survival rates is through bystander CPR. CPR in Schools will help us train the next generation of lifesavers by teaching students hands-only CPR. The training can take as little as 30 minutes. Kentucky and Ohio joined other states, including Delaware and West Virginia, in training the next generation of lifesavers with hands-only CPR.

34 states teaching CPR

Philadelphia Taking the Lead with Healthy Food and Drinks:
This spring, the City of Philadelphia worked to improve access to healthy food through vending machines. This will not only impact city employees, but the public as well. Then, this spring, the mayor and city council passed an initiative to expand quality Pre-K education and improve parks and recreation facilities through a 1.5 cent increase on sugary drinks. Through their leadership, there will be a reduction in the consumption of sugary drinks and increased opportunities for all residents to be physically active.

1.5 cents, 1.5 million citizens

Improving Care for Stroke Patients in West Virginia:
Passage of Senate Bill 401 will improve the care stroke patients receive in the Mountain State!

#5 killer

How was this accomplished?
These policy successes wouldn’t have been possible without strong support from our You’re the Cure advocates—YOU!
- 69,563 online messages
- 2,722 petition postcards
- 4658 Phone Calls
- 669 Tell a Friends
- 643 Social Media shares
- All boards met advocacy component of Gold Standard Boards

Our heartfelt thanks to each and every You’re the Cure advocate for joining us to speak up on behalf of potentially lifesaving policy changes. Your voice does make a difference. To learn more about how you can be involved, go to www.yourethecure.org.