



American Heart Association.

EmPOWERED to Serve™

You're the Cure

RESOURCE LIST

Call to Action

- Learn more about *You're the Cure* at YoureTheCure.org.
- Understand the key issues.
- Text EMPOWER to 46839 to receive text updates from *You're the Cure*.
- Connect with your local advocacy staff to do get involved in local advocacy efforts.

The lesson provides suggested American Heart Association/American Stroke Association resources. You can tailor the lesson to your specific community needs. Add more resources or substitute different ones to make the lesson work best for your community.

Is the program aimed at adults?

Yes. Keep participants interested by breaking them into small groups to review a resource. Ask each group to share what they learned with the full group.

No audiovisual equipment?

No worries. Make copies of printed handouts. Ask participants to take turns reading key messages aloud.

Have a projector?

Great. Use the slides to guide your talk. And download an American Heart Association video for one of your interactive activities.

Have a good Internet connection?

Show one of the American Heart Association videos, break participants into groups to take an online quiz or give a demo of an online tool.

Think about which formats best teach the health messages to your community members.

Consider what type of information is most motivating for your community.



The icon in front of each resource tells you the format of that activity. Below are tips on how to incorporate that activity into the lesson and how much time to budget for it.



Video: Play the video and engage participants in a discussion after the viewing.



Printed Handout: Ask volunteers to take turns reading the information on the handout.



Group Discussion: Break participants into small groups. Ask each group to review the resource and report what they learned to the full group.



Online Tool: Give a short demonstration of the tool. Encourage participants to make a note of the URL so they can access it from home.

Point 1: What is *You're the Cure*



You're the Cure

View the You're the Cure site for more information regarding advocacy efforts.
yourethecure.org



American Heart Association

Access numerous resources, from fitness guidelines to details about individual cardiovascular diseases, where to learn CPR and caregiver support.
heart.org



Learn how to be a *You're the Cure* Superhero

Take a few moments and learn how you can be an advocacy superhero today!
youtu.be/M_Q43MKA8mq



Hear *You're the Cure* Advocates Tell Their Stories

You're the Cure advocates tell their stories about advancing policy changes to help build healthier communities and healthier lives. (2:55)
youtu.be/Ys0gtNnzaAI



Read About One Stroke Survivor's Advocacy Efforts

Lisa Deck survived a stroke 22 years ago, and she has been an American Heart Association advocacy volunteer just about ever since.

lisadeck.com/my-heart-is-full/



Read About and Watch a Rapper Who Advocates Against Sugary Drinks

As Washington officials mull a tax on sugary drinks, a local artist is using poetry to educate his community on the importance of drinking more water.

bit.ly/2seynLA



Heart Attack and Stroke Symptoms

Learn the warning signs of heart attack, stroke and cardiac arrest.

heart.org/en/about-us/heart-attack-and-stroke-symptoms

Point 2: You're the Cure Key Issues



Health Insurance Marketplace

The Affordable Care Act site: info about health coverage and how the law affects you.

HealthCare.gov/



You're the Cure: Access to Care

Learn more about the access to care efforts American Heart Association currently supports.

yourethecure.org/access_to_care



Youth Advocates Discuss the E-cigarette Epidemic

AHA youth advocates discuss the e-cigarette epidemic hitting their generation. (1:16)

youtu.be/dknSq9STx68



Youth and Tobacco: A New Crisis Infographic

Learn about the rising use of e-cigarettes and vaping products amongst kids and young adults and the efforts AHA promotes to fight this rising crisis.

bit.ly/2F9rLkS



The Pulse Newsletter

Access the latest information on the American Heart Association's *You're the Cure* advocacy efforts in your state.

yourethecure.org/tags/national

Point 3: Make a Difference in Your Community



Sign Up to Receive Text Updates from You're the Cure

Keep informed about the passage of major policy initiatives and the need for your help advocating for time-sensitive legislation.

bit.ly/2Ewcf1X



Connect with Your Local AHA Representative

Search for local AHA advocacy representatives for your state.

bit.ly/2ZGrH5l



You're the Cure Action Center

Access easy to use resources on American Heart Association's top advocacy efforts.

act.yourethecure.org/GSi3ZB3