

American Heart Association's Strategic Policy Agenda 2020-2022

Overview

The American Heart Association is a global leader advancing public health and translating research into evidence-based policy that transforms systems, the environment, and delivery of care to help people live healthier, longer lives. The Association's strategic policy agenda guides our advocacy work at all levels of government and aligns with our goals, priorities and mission to be a relentless force for longer, healthier lives. The Association speaks with one voice across our work at all levels of government, which enhances our credibility and ensures we are advancing evidence-based equity-focused policies that are strategically aligned with our mission and goals.

Impact Goal/Measurement

As we approach our work in the next decade, we have set of organizational impact goals. These impact goals are grounded in a strong foundation of cardiovascular health

Equity Focus

The Association prioritizes equity throughout its policy development and advocacy campaigns. Equity means that everyone has an optimal and just opportunity to be healthy, giving special attention to the needs of those at greatest risk, assuring that no one is disadvantaged from achieving his or her potential because of social position or socially defined circumstance. Although we have made some progress toward longer, healthier lives, significant inequities persist across the United States and globally. Disparities in health and well-being are often driven by social determinants of health, the

American Heart Association
Strategic Policy Priorities 2020-2022

Creating a Health Care System that is Accessible, Adequate and Affordable for All

Accessibility	Adequacy	Value in Healthcare
<ul style="list-style-type: none"> • Medicaid/Medicare Expansion • Medicare • ACA Implementation • Private Market 	<ul style="list-style-type: none"> • Universal Health Coverage Private Market • Systems of Care (ECC, Cardiac, Stroke) • Telecommunicator CPR • Remote Patient Monitoring • Cardiac/Stroke Rehabilitation • Palliative Care 	<ul style="list-style-type: none"> • Payment and Delivery System Reform
Affordability		
<ul style="list-style-type: none"> • Drug Affordability/Pricing 		

Tobacco Achieve the end to tobacco use and nicotine addiction in the US and globally

<ul style="list-style-type: none"> • FDA Regulation of Tobacco (Nicotine reduction in combustibles, flavorings, market review, regulating cigars, cigarillos, and little cigars) • Removing Characterizing Flavorings from all Tobacco Products • Excise Taxes 	<ul style="list-style-type: none"> • Tobacco 21 • Comprehensive Clean Indoor Air • Comprehensive Cessation Benefits 	<ul style="list-style-type: none"> • Funding for tobacco cessation and prevention programming • Not selling, manufacturing, or distributing tobacco products at pharmacies, other health related institutions, or on government property.
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Air Quality—Create a healthier, sustainable planet for all

<ul style="list-style-type: none"> • Renewable portfolio standards 	<ul style="list-style-type: none"> • Air quality standards 	<ul style="list-style-type: none"> • Vehicle emissions
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Healthy Food Systems, Access and Affordability Support an equitable, sustainable food system that provides healthy, affordable food for all.

<ul style="list-style-type: none"> • Sodium Reduction • Sugary Drink Taxes • Nutrition Standards in Schools • SNAP 	<ul style="list-style-type: none"> • WIC • Early Care and Education • Food Labeling • Menu Labeling 	<ul style="list-style-type: none"> • Food Service Guidelines • Healthy Restaurant Meals • Sustainable and Equitable Food System
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Physical Activity Access and Infrastructure Create and maintain safe spaces for active living where people live, learn, work, recreate and worship.

<ul style="list-style-type: none"> • Active Transportation /Community Infrastructure *Complete Streets *Safe Routes to School *Bike/ped funding and infrastructure) *Recreational Spaces 	<ul style="list-style-type: none"> • Physical Education/Physical Activity in Schools and Early Care and Education 	<ul style="list-style-type: none"> • Physical activity assessment/prescription in the clinical environment and workplace health promotion Regular update of the Physical Activity Guidelines for Americans and achieve optimal implementation
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Cardiovascular Disease and Brain Research Increase federal and state funding for cardiovascular disease and brain research

- NIH
- CDC
- Supporting translational research