



**Title:** Cultivating “Live to the Beat” Community Ambassadors to help health center patients and community members learn how to lower their risks for heart disease and stroke

**Applications Due:** November 17, 2023

**Decisions Announced:** December 1, 2023

**Project Period:** January – June 2024

**Funding:** Centers for Disease Control and Prevention

**Budget:** \$5,000/per health center

**Number of Awards:** 5

**Goal:** Recruit, cultivate and oversee health center “Live to the Beat” (LTTB) Ambassadors who will promote and disseminate LTTB and Million Hearts® messages and information that can educate and motivate African American adults at risk for heart disease to make positive steps towards a heart healthy lifestyle and reduce their risks for heart attacks and strokes.

For questions, contact [erobinson@nachc.com](mailto:erobinson@nachc.com).

## **BACKGROUND**

Cardiovascular disease (CVD) remains the leading cause of death for people of most racial and ethnic groups. Black adults in the United States die from heart disease at a rate two times higher than their White counterparts and their risk of death from stroke is even greater. According to the most recent NHANES data (2013-2016), 54% of African Americans have hypertension, and of those, 79% do not have their blood pressure controlled.

LTTB is a national campaign developed by the Centers for Disease Control and Prevention (CDC) Foundation’s [Alliance for the Million Hearts® campaign](#), a public-private coalition supporting the Million Hearts® Initiative. The campaign aims to reduce CVD risk among Black adults ages 35–54 by empowering the Black community with a consistent and regular set of messages with healthy habits, tips, and routines to reduce risk of heart attack and stroke. Its messages strive to motivate community members to take small steps and lifestyle modifications that address CVD key factors like hypertension, high cholesterol and high blood sugar. One of the campaign’s key components is the LTTB Ambassador Network. The Network is comprised of volunteer community leaders, patients and advocates committed to sharing heart-healthy messages and resources with community members.

The National Association of Community Health Center’s (NACHC) Million Hearts® Initiative proposes to engage local health centers in recruiting LTTB Ambassadors who will conduct in person and online outreach and events. NACHC and health centers will then evaluate health centers, ambassadors, and community members' experiences.

## PROJECT OVERVIEW

Health centers are committed to reducing CVD risks among their patients through screening, diagnosis, treatment, and education about healthy lifestyle modifications. This six-month program will help health centers to develop and test the effectiveness of a local LTTB Ambassador program and use of resources to engage adult Black health center patients and community members in taking positive steps towards improving their health outcomes and reduce risks for CVD.

Health centers will:

- **Attend:** pre-project informational call (TBD December 2023)
- **Access:** free LTTB campaign assets, educational resources and merchandise for promoting heart-healthy living. Access the LTTB Resources Catalog [here](#)
- **Participate:** Two interactive discussions and resource sharing session with peers from health centers across the country (TBD March and May 2024)
- **Recruit:** LTTB Community Ambassadors as proposed in application
- **Develop:** LTTB Community Ambassadors Outreach program/workplan and oversee execution
- **Submit:** One mid-project and one end-of-project report
- **Participate:** Quantitative and qualitative post program evaluation conducted by NACHC
- **Funding:** Benefit from \$5,000 funding support by NACHC upon grant award

**Live to the Beat Ambassadors will:**

- **Participate:** One NACHC LTTB Ambassadors Network kickoff call and one national LTTB Ambassadors information call (both in January 2024)
- **Access:** Free LTTB campaign assets, educational resources and merchandise for promoting heart-healthy living. Access the LTTB Resources Catalog [here](#)
- **Access:** Free LTTB Campaign Technical Assistance
- **Participate:** In-person event(s) organized by health center or a community partner that meet health center LTTB Ambassador program goals
- **Participate:** In online or offline media activations via social media, websites, blogs, videos, radio, TV, and/or poster/rack card dissemination activities between February and June 2024 that meet health center's LTTB Ambassador program goals
- **Report Metrics:** Capture, record and share monthly activations outlined in health center's LTTB Community Ambassadors Outreach program
- **Participate:** Short post-program evaluation survey conducted by NACHC and the LTTB campaign team

**At the end of this program, participating health centers will:**

- Understand how the health ambassador communication model can be employed to successfully reach and engage/empower Black adult members of the safety net community to reduce their risks for CVD
- Assess how the health ambassador communication model can be used as a strategy to promote health center CVD-related services/care team staff that drive patients to engage with the health center for these services.

**APPLICANT REQUIREMENTS**

- Health Centers serving African American adults between ages 35 and 54
- One team member who is responsible for recruiting ambassadors, providing general support of their outreach activities and can serve as a coordinator at health center to support efforts in evaluating and reporting on the LTTB campaign
- Teams set a goal for number for each of the following:
  - LTTB Ambassadors recruited
  - Outreach events (including at social, digital and traditional media outreach and least one in-person local event or conference booth)
  - Community members reached
- Leveraging community partnerships

**REQUIRED QUALIFICATIONS**

- Commitment to reducing health equity
- Commitment to the health and well-being of communities
- Commitment to empowering health center patients and community members to reduce their risks for heart attacks

**INFORMATION REQUESTED**

- Organization Name
- Point of Contact for submission
- Budget and Budget Narrative
- Letter of Commitment (1-page) signed by CEO
  - Overview of your organization including patient population
- Capability Statement (Limited to 2 pages)
  - Explain how this project fits into your organization’s initiatives related to public health education and heart disease and stroke prevention
  - Explain approach to LTTB Ambassador recommendations, management and communication

**LINK TO APPLICATION**

[Qualtrics Survey](#)

Selection Domain	Application Selection Criteria	Points
<b>Organizational Overview</b>	<ul style="list-style-type: none"> <li>• Number of patients served</li> <li>• Number of African American patients between 35 and 54 served</li> </ul>	<b>50</b>

	<ul style="list-style-type: none"> <li>Partnerships supporting CVD prevention education</li> <li>Ability to include this project among other public health and patient education programs planned for 2024</li> <li>Letter of Commitment, signed by CEO</li> </ul>	
<b>Capability Statement</b>	<p><b>LTTB Ambassador Program Recommendations</b></p> <ul style="list-style-type: none"> <li>Ambassador program recruitment goals and strategic approach, and implementation goals and recommendations</li> <li>Number and composition (i.e., staff, care teams staff, patients, and/or board members, community/partner leaders)</li> </ul> <p><b>Communication Capacity</b></p> <ul style="list-style-type: none"> <li>Digital and traditional marketing staff and channels to amplify Live to the Beat Ambassadors outreach and message dissemination activities</li> </ul>	<b>40</b>
<b>Budget and Budget Narrative</b>	<ul style="list-style-type: none"> <li>\$5000 budget and budget narrative are reasonable, within budget specifications, and consistent with market pricing for work, logistics support for in person events, ambassador participation at conferences and community events and in digital marketing opportunities</li> </ul>	<b>10</b>