



Media Release:

American Heart Association's Urban Health Accelerator-HBCU Showcase to address societal barriers to health

\$100,000 for up to two HBCUs chosen as American Heart Association grant recipients for building healthier communities on April 29 in Greensboro

Interview & Coverage Opportunity – Call 336-662-3304

GREENSBORO, April 8, 2019 – Greensboro N.C. is proud to host the American Heart Association's first-ever EmPOWERED to Serve Urban Health Accelerator – HBCU Healthy Community Challenge Showcase on Monday, April 29 from 6-9 p.m. at the International Civil Rights Center & Museum, located at 134 S Elm Street in downtown Greensboro.

At the Showcase, five HBCU finalists, chosen in late February, at the Urban Health Accelerator-HBCU Leadership Summit in Charlotte, will set up exhibits showcasing their concepts to improve the health of their campus and surrounding community. Bennett College, Howard University, Johnson C. Smith University, Virginia State University, and Winston-Salem State University will all make one final pitch presentation to a panel of judges. Up to two schools will be selected to receive \$50,000 per year for two years to implement their plan. This totals to \$100,000 per school.

"Every member of our community should be able to achieve well-being supported by the places they live, learn, work, pray, and heal," said Jeremy Beauchamp, Executive Vice President, American Heart Association, Mid-Atlantic Affiliate. "We are excited to work alongside HBCUs to increase the opportunity for all of our neighbors to live longer, healthier lives."

The funding for the American Heart Association's EmPOWERED to Serve Urban Health Accelerator – HBCU Community Wellness Challenge was made possible by the Barbara Houston Historically Black Colleges and Universities Legacy Award and through the support of Mr. John Houston, III.

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The EmPOWERED to Serve Urban Health Accelerator- HBCU Leadership Summit was developed to address critical needs and social issues – in and around campuses – that impact the ability of individuals to attain optimal health. Earlier this year, the American Heart Association called on HBCUs from Maryland, DC, Virginia, North Carolina and South Carolina to help solve some of today’s most complex problems including removing social and societal barriers to health. Nineteen schools answered that call and submitted ideas for a chance to move forward to the Showcase event.

The five HBCU schools presenting on April 29 include:

- **Bennett College, Greensboro, North Carolina** – They plan to target the cumulative physiologic stress that African Americans, particularly women, bear over time that contributes to poorer health when compared to other groups.
- **Howard University, Washington, DC** – Their project focuses on targeting the health disparities among low income seniors.
- **Johnson C. Smith University, Charlotte, North Carolina** – They will target healthy food access as a barrier to health on their campus and in the community.
- **Virginia State University, Petersburg, Virginia** – They will look at healthy food access in order to address some of the worst health outcomes in the State.
- **Winston-Salem State University, Winston-Salem, North Carolina** – Their project is taking aim at food insecurity to address disparities in chronic disease rates which are highest among racial/ethnic minority and low-income population.

The American Heart Association continues to applaud the remaining 14 schools that submitted applications and are driven to improve health on their campus and surrounding communities, including:

- Benedict College, Columbia, South Carolina
- Bowie State University, Bowie, Maryland
- Claflin University, Orangeburg, South Carolina
- Coppin State University, Baltimore, Maryland
- Elizabeth City State University, Elizabeth City, North Carolina
- Hampton University, Hampton, Virginia

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Continued:

- Morgan State University, Baltimore, Maryland
- Norfolk State University, Norfolk, Virginia
- North Carolina A&T State University, Greensboro, North Carolina
- North Carolina Central University, Durham, North Carolina
- Augustine's University, Raleigh, North Carolina
- University of the District of Columbia, Washington, DC
- Virginia Union University, Richmond, Virginia
- Voorhees College, Denmark, South Carolina

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About the American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit heart.org or call any of our offices around the country. Follow us on [Facebook](#) and [Twitter](#).

For more information:

Sarah Fedele / American Heart Association

Sarah.Fedele@heart.org

Cell: 336-662-3304