AHA PRESIDENTIAL ADVISORY

**The American Heart Association 2030 Impact Goal**

*A Presidential Advisory From the American Heart Association*

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ABSTRACT

Each decade, the American Heart Association (AHA) develops an Impact Goal to guide its overall strategic direction and investments in its research, quality improvement, advocacy, and public health programs.

Guided by the AHA’s new Mission Statement, to be a relentless force for a world of longer, healthier lives, the 2030 Impact Goal is anchored in an understanding that to achieve cardiovascular health for all, the AHA must include a broader vision of health and well-being and emphasize health equity.

In the next decade, by 2030, the AHA will strive to equitably increase healthy life expectancy beyond current projections, with global and local collaborators, from 66 years of age to at least 68 years of age across the United States and from 64 years of age to at least 67 years of age worldwide.

The AHA commits to developing additional targets for equity and well-being to accompany this overarching Impact Goal. To attain the 2030 Impact Goal, we recommend a thoughtful evaluation of interventions available to the public, patients, providers, healthcare delivery systems, communities, policy makers, and legislators.

This presidential advisory summarizes the task force’s main considerations in determining the 2030 Impact Goal and the metrics to monitor progress. It describes the aspiration that these goals will be achieved by working with a diverse community of volunteers, patients, scientists, healthcare professionals, and partner organizations needed to ensure success.

Each decade, the American Heart Association (AHA) develops an Impact Goal to guide its overall strategic direction and investments in its research, quality improvement, advocacy, and public health programs.

Over the past 2 decades, these Impact Goals have driven efforts to reduce mortality from cardiovascular disease (CVD) and stroke, while progressively emphasizing disease prevention and improved cardiovascular and brain health. For the past 2 years, a committee of AHA volunteers

and staff, guided by the AHA board, has worked to craft the 2030 Impact Goal. Starting with the AHA’s mission, the new 2030 Impact Goal is anchored in an understanding that to achieve cardiovascular health for all, the AHA must expand its focus and engagement to include overall health and well-being and further address equity.

This presidential advisory summarizes the committee’s main considerations and conclusions and

outlines the 2030 Impact Goal, the metrics needed to monitor progress, and the aspirations of the AHA to achieve this goal by working with the diverse community of volunteers, patients, scientists, healthcare professionals, the general public, and partner organizations needed to ensure success.

**BACKGROUND ON STRATEGIC VALUE**

PROPOSITION AND EXPANDED MISSION

Supported by 40 million volunteers, a staff of pioneering professionals, and assets of nearly $1 billion, the AHA’s mission is to be a relentless force for a world of longer, healthier lives. Every 10 years since the late 1990s, the AHA commits to a singular Impact Goal for the decade ahead to advance the AHA’s mission.

These goals—and the AHA’s mission itself—have become steadily broader (Table 1). This reflects an evolving understanding of the many intertwined conditions that are necessary for all people to live free of CVD and stroke and the AHA’s growing influence as a catalyst within a broader network of fellow stakeholders, in the United States and around the globe. In the next decade, the AHA along with stakeholders will strive for its most ambitious goals:

• Across the United States: “Together, we will equitably increase healthy life expectancy from 66 to at least 68 years by 2030.”

• Around the world: “Together with global and local collaborators, we will equitably increase worldwide healthy life expectancy from 64 to at least 67 years by 2030.”

Three areas of focus are noteworthy in this new mission and goals. Each is summarized, with further explanation in subsequent sections.

**1. Commitment to wider work.** AHA’s expertise has been anchored in cardiovascular and brain health, yet its work with partners encompasses far more. Modern science shows that hearts,

bodies, and minds are interconnected and are best able to thrive in a world designed for health

and well-being in the broadest sense. Such a world ensures that vital conditions needed to create health and well-being are present for everyone, including societal and structural contributors

to health such as housing, education, safety, access to healthy food, meaningful and sufficiently paid work, and clean air and water, as well as healthy environments. To achieve this together, AHA’s partnerships must reflect those working on diverse areas in the United States and around the world.

**2. Equity at the center.** Progress must be equitable in both means and ends. All people must have fair opportunities to reach their full potential, without the exclusion of anyone. We can accomplish more to expand health and well-being when all people feel that they belong and can contribute to shape our common world. In fact, the greatest benefits should be among those who have endured the greatest adversities and inequities because of race, ethnicity, income, or other demographic or geographic characteristics.

**3. Unified focus on health and well-being.** A unified focus on health and well-being supports

connections across sectors and societal circumstances.

Efforts to save lives and to prevent premature deaths and disability are thus combined with those aimed at expanding prosperity, a sense of connection and purpose, and other conditions that enhance the experience and productivity of life.

**Now Is the Moment**

Through these 2030 Impact Goals, the AHA is signaling to the domestic and global communities the importance of this moment to build bridges and to work collectively toward a goal that no single organization can achieve alone.

To achieve our goals, we must be prescient in our framing of needs and our design of responses because the world is rapidly changing. For example, the science is clear that changes in our environment will affect contexts relevant to cardiovascular health, longevity, equity, and well-being. The places that we live, the foods that we eat, the way that we seek physical activity, and the economies that employ us all have the potential to evolve to prevent environmental change and to protect our hearts and minds through thoughtful interventions.

However, we must design with intention for what the future may bring.

We must also remain nimble to embrace new opportunities that will bring us closer to our 2030 targets as they arise. For example, technology is advancing at a dizzying pace. Investments in information, communication infrastructure and technology, and topical areas such as mobile health, artificial intelligence, and precision medicine portend opportunities in the near future—before 2030, certainly—although they may not be imaginable today. Creating space to act on innovations as they evolve will be essential to achieving our goals.

Perhaps most indelible in the quest to achieve these goals, however, are the strategic liaisons that we will develop across disciplines and sectors working toward these goals. Building on its triad of science, advocacy, and volunteerism with global reach, the AHA brings unique contributions to help move us all toward a world of equitable, longer, healthier lives and well-being.

**DISCLOSURES:** To be inserted

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