



Promoting cardiovascular health

Call for applications — 2010 Louise Lown Heart Hero Award

The **Louise Lown Heart Hero Award** recognizes innovative, preventive, community-based approaches to promoting cardiovascular health in developing countries and other low-resource settings.

The award is administered by ProCor (www.procor.org), a US-based global health communication network that promotes heart health and the prevention of cardiovascular disease through cost-effective practices in developing countries and other low-resource settings. ProCor uses email and the web to support knowledge sharing among a global community working in clinical, community, research, and policy settings.

Past recipients of the award include Be-Alive with Your Heart in Wakiso District, Uganda (2009), the Rheumatic Heart Disease Prevention Program in Tonga (2008), and the Heart and Stroke Foundation South Africa Children's Programme (2007).

Dr. Bernard Lown, Nobel Peace Prize recipient, inventor of the defibrillator, and founder of ProCor, created the award in 2007 to honor his wife's lifelong commitment to the rights and wellbeing of others through her work as a social worker, activist, and writer.

Award amount

US\$1000

Deadline

30 April 2010

Who can apply

Applications are encouraged from community-based programs (non-profit, governmental, or private sector) that have successfully worked to promote heart health in a developing country or other low-resource setting (i.e., disadvantaged communities in developed countries) through innovative, preventive approaches. To be considered, applicants must meet the criteria specified and provide all information as requested on the application form.

The Heart Hero Award is not a grant. Applicants should focus on past accomplishments that deserve recognition, rather than future initiatives that need funding.

Examples of eligible initiatives include community programs promoting physical activity, nutrition, or tobacco control; population-based interventions reducing diabetes, hypertension, and obesity; patient-focused clinical programs increasing access to screening, identification, and control of risk factors; advocacy and policy activities; and resource development and dissemination.

Programs that are accepted for consideration but that do not receive the award will gain increased visibility through ProCor among a diverse global community committed to sharing knowledge in order to prevent cardiovascular disease.



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Award criteria

Applicants should focus on *one specific initiative* rather than an organization's entire scope of work. Applications must be submitted in English. Award criteria are:

- Focus on prevention: Build awareness or support action that promotes heart health rather than the use of medical technology.
- Community-based: Work on a grassroots level rather than in an academic, institutional, or clinical setting.
- Prove to be innovative and creative.
- Responsive to local health needs and relevant to local culture.
- Demonstrate success: Evaluation data is welcome but not required. Evidence of success may include number of events, number of people reached, media attention, participant testimonials, policy changes, etc.
- Cost-effective and realistically affordable within the local setting; utilize available resources and support.
- Sustainable: Integrated into the community; not dependant on a single person's efforts or support.
- Adaptable/adoptable: Replicable in other settings, or able to be scaled up to a regional or national level.
- In operation for a minimum of one year. *Research projects or proposals for planned projects are not eligible.*

Application process and timeline

- Applications are accepted year-round.
- Deadline for the 2010 award is 30 April 2010.
- Applications are reviewed on a continuous basis by an award committee.
- Applicants are notified whether their program has been accepted for consideration.
- Information about programs that are selected for award consideration may be published in ProCor's email news and discussion forum and website.
- Funds are provided directly to the organization or individual with primary responsibility for the initiative.

Information required after award is received

One of the award's goals is to encourage the sharing of experience and adaptation of successful models. Award recipients are expected to provide periodic activity updates, insights derived from their experiences, information about local health status, etc.

For more information

Contact Catherine Coleman, Editor in Chief, ProCor.

Email: ccoleman5@partners.org

Telephone: 1 (617) 732-1318 ext. 3332

Website: www.procor.org

How to apply

Send the information requested to Catherine Coleman, Editor in Chief, ProCor.

Email: ccoleman5@partners.org

Fax: 1 (617) 277-0347

Mail: Louise Lown Heart Hero Award
Lown Cardiovascular Research Foundation
21 Longwood Avenue
Brookline MA 02446 USA



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Application

The following required information may be submitted via fax, postal mail, email attachment, or in the text of an email. Applications must be submitted in English.

Research abstracts or project proposals will not be considered.

- Program title
- Program location (e.g., country, state/province/region, city/town/village)
- Contact person
- Organization
- Mailing address
- Telephone, fax, and/or email
- Website (if applicable)

Please describe the initiative in approximately 500-1000 words. *Applications exceeding the word count requirement will not be considered.* The following must be included:

- Program purpose
- Program history
- Local needs that are addressed
- Local partners, resources, sources of support
- Strategies or activities that build awareness of cardiovascular disease and/or support action to promote heart health
- Evidence of success and accomplishments (e.g., attendance, media attention, anecdotal stories, testimonials, evaluation data, etc.)

References

Please provide contact information for three (3) people we can contact to learn more about your program.

Please read and sign the following

- The information submitted in this application for the Louise Lown Heart Hero Award is accurate to the best of my knowledge.
- If this application is accepted for award consideration, I understand that the references provided above may be contacted for more information.
- The information submitted may be published in ProCor's electronic mailing list and website (www.procor.org), and/or in materials produced by the Lown Cardiovascular Research Foundation, and may be edited prior to publication. I understand that the purpose of sharing this information is to promote cardiovascular health.
- I waive and release all claims for any compensation for such use of this information, or for damages, and I hold the Lown Cardiovascular Research Foundation and its funders harmless against any and all claims for damages rising out of the use of this information.

Signature: _____

Date: _____