



Promoting cardiovascular health

Call for applications — 2009 Louise Lown Heart Hero Award

The **Louise Lown Heart Hero Award** recognizes innovative, preventive 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 support knowledge sharing among a global community working in clinical, community, research, and policy settings.

Past recipients of the award include the Heart and Stroke Foundation South Africa Children's Programme, which teaches heart healthy practices, such as growing vegetables for their daily meals, to over a million children in rural and urban impoverished settings throughout South Africa; and the Rheumatic Heart Disease Prevention Program in Tonga, which screens primary school children for rheumatic heart disease and provides early, effective treatment.

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\$2000

Deadline

30 April 2009

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 developing countries or other low-resource settings (i.e., disadvantaged communities in developed countries) through innovative, preventive approaches. To be considered, applicants must meet the criteria specified below and provide all information as requested on the application form. The Heart Hero Award is not a grant. Applicants should focus on their 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.

www.procor.org

A program of the Lown Cardiovascular Research Foundation
21 Longwood Avenue

Brookline MA 02446 USA

1 (617) 732-1318



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Award criteria

Applicants should focus on *one specific initiative* rather than an organization's entire scope of work. The initiative must:

- Build awareness or support action that promotes heart health.
- Be community-based and innovatively respond to local health needs.
- Demonstrate success.
- Be cost-effective and potentially sustainable.
- Have the potential to be adapted or replicated in other settings.
- Have been in operation for a minimum of one year.

Application process and timeline

- Applications are accepted year-round.
- Deadline for the 2009 award is 30 April 2009.
- 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 Juan Ramos, ProCor Program Coordinator.

Email: jramos3@partners.org

Telephone: 1 (617) 732-1318 ext. 3319

How to apply

Send the information requested in the next page to Juan Ramos, ProCor Program Coordinator.

Email: jramos3@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 a plain text email. *Abstracts will not be considered.*

- Program title
- Program location (e.g., country, state/province/region, city/town/village)
- Contact person
- Organization
- Mailing address
- Telephone
- Fax
- Email
- Website

Please describe the initiative in approximately 500-1000 words. Applications exceeding the word count requirement will be returned for revision or rejected. 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., statistical data, anecdotal stories, 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: _____