

## Client Information

Client Name	American Heart Association, Inc.
Business Address	122 East 42 Street, 18th Floor, New York, NY 10168 United States of America
Client P.O. Name	Vitale, Robin
Business Phone	(212) 878-5900
Business Email	BLOCKED_EMAIL

## Lobbyist Entities

### Lobbyist Entity # 1

Lobbyist Entity's Name	American Heart Association, Inc.
Lobbyist Entity's Business Phone	(212) 878-5900
Lobbyist Entity's Business Address	122 East 42 Street, 18th Floor, New York, NY 10168 United States of America

### Compensation Paid or Owed to American Heart Association, Inc.

Compensation Paid or Owed During the Calendar Year	\$4,512.09
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### Client Expenses Reimbursed to American Heart Association, Inc.

Total of Aggregate Expenses \$75.00 or less	\$0.00
Are there expenses greater than \$75.00?	No

## Lobbying Activities

### Activity # 1

Subject Category	Local Law
Subject Details	The AHA supported the implementation of Intro 332 / Local Law 2011/011, a law that restricts smoking in the city's public parks, beaches and pedestrian plazas. We activated our grassroots network in support of the policy, participated in media activities, and various social media efforts.

## 2011 Client Annual Report for American Heart Association, Inc.

Target	Office/Department	Contact Name
Mayor, Office of the (OTM)	Mayor	Bloomberg, Michael
Health And Mental Hygiene, Department of (DOHMH)		Farley, Thomas Otsubo, Emiko Miller, Sam

## 2011 Client Annual Report for American Heart Association, Inc.

Target	Office/Department	Contact Name
NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Barron, Charles - District No. 42 Bramer, James Van - District No. 26 Brewer, Gale - District No. 6 Cabrera, Fernando - District No. 14 Chin, Margaret - District No. 1 Comrie, Leroy - District No. 27 Crowley, Elizabeth - District No. 30 Dickens, Inez - District No. 9 Dilan, Erik Martin - District No. 37 Dromm, Daniel - District No. 25 Eugene, Mathieu - District No. 40 Ferraras, Julissa - District No. 21 Fidler, Lewis - District No. 46 Foster, Helen - District No. 16 Garodnick, Daniel - District No. 4 Gennaro, James - District No. 24 Gentile, Vincent J. - District No. 43 Gonzalez, Sara M. - District No. 38 Halloran III, Daniel - District No. 19 Ignizio, Vincent - District No. 51 Jackson, Robert - District No. 7 James, Letitia - District No. 35 Koo, Peter - District No. 20 Koppell, G. Oliver - District No. 11 Koslowitz, Karen - District No. 29 Lander, Bradford - District No. 39 Lappin, Jessica - District No. 5 Levin, Stephen - District No. 33 Mealy, Darlene - District No. 41 Mendez, Rosie - District No. 2 Nelson, Jr., Michael C. - District No. 48 Oddo, James - District No. 50 Palma, Annabel - District No. 18 Quinn, Christine - District No. 3 Recchia, Jr., Domenic M. - District No. 47 Reyna, Diana - District No. 34 Rivera, Joel - District No. 15 Rodriguez, Ydanis - District No. 10 Rose, Deborah - District No. 49 Sanders, Jr., James - District No. 31 Seabrook, Larry - District No. 12 Ulrich, Eric - District No. 32 Vacca, James - District No. 13 Vallone, Jr., Peter - District No. 22 Vann, Albert - District No. 36	

## 2011 Client Annual Report for American Heart Association, Inc.

Target	Office/Department	Contact Name
	Viverito, Melissa - District No. 8 Weprin, Mark - District No. 23 Williams, Jumaane - District No. 45 Greenfield, David - District No. 44 Wills, Ruben - District No. 28	

### Activity # 2

#### Subject Category

Proclamation

#### Subject Details

The American Heart Association successfully requested a proclamation from City Council to declare February as American Heart Month. The proclamation discussed the AHA's Go Red for Women movement, with the culmination of the awareness mission being the first Friday in February, National Wear Red Day.

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### Activity # 3

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**Subject Category**

Oversight Hearing

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**Subject Details**

The American Heart Association testified at the oversight hearing of the Council Parks & Recreation Committee regarding the results of the Comptroller audit revealing a lack of enforcement of the Public Access Defibrillator law for the city's parks.

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### Activity # 4

**Subject Category** Introduction

**Subject Details**

The AHA participated in a press conference with CM Comrie regarding Intro 0530-2011, legislation that will align nutritional quality with toy incentives in restaurant meals for children.

Target	Office/Department	Contact Name
NYC Council Members	Comrie, Leroy - District No. 27	

### Activity # 5

**Subject Category** Issue Education

**Subject Details**

The AHA met with the DHMH to discuss the city's food procurement policies. Future policy work may evolve from this meeting.

Target	Office/Department	Contact Name
Health And Mental Hygiene, Department of (DOHMH)		Llanos, Patricia

### Activity # 6

**Subject Category** Issue Education

**Subject Details**

The AHA had a few discussions with the DHMH regarding pending priorities in tobacco control and acute cardiovascular care. An invitation to participate in the AHA's NorthEastern Cerebrovascular Consortium was also forwarded to the DHMH.

Target	Office/Department	Contact Name
Health And Mental Hygiene, Department of (DOHMH)		Farley, Thomas Miller, Sam Otsubo, Emiko

### Activity # 7

**Subject Category** Community Transformation Grant Implementation

# 2011 Client Annual Report for American Heart Association, Inc.

## Subject Details

The AHA is prioritizing the implementation of the City's Community Transformation Grant since the objectives align with the mission of our organization. Several meetings have taken place with the DHMH to discuss their plans.

Target	Office/Department	Contact Name
Health And Mental Hygiene, Department of (DOHMH)		Goodman, Andrew Van Wye, Gretchen Kansagra, Susan Mandel-Ricci, Jenna

## Activity # 8

### Subject Category

Policy Proposals

## Subject Details

The AHA presented our proposed tobacco policy agenda to the Commissioner as a representative of the Smoke Free City Coalition.

Target	Office/Department	Contact Name
Health And Mental Hygiene, Department of (DOHMH)		Farley, Thomas Otsubo, Emiko

## CERTIFICATION

I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void.

Principal Officer Name	Vitale, Robin
Principal Officer Email	BLOCKED_EMAIL
Certification Date	01/17/2012 19:03

## ELECTRONIC SIGNATURE

Robin Vitale was required to indicate acceptance of the representations made in the following statement by entering his or her password used to access the E-Lobbyist, New York City Lobbyist Filing System and pressing the Submit button to affix his or her electronic signature and file the report with the Office of City Clerk - City of New York.

"I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void."