

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	\$3,277.23
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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	Budget
Subject Details	The AHA worked with Commissioner Farley's office to encourage the support of the proposed tax adjustment on loose leaf tobacco and align the dollars generated from that tax to the state's Tobacco Control Program.

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

Activity # 2

Subject Category Policy Discussion

Subject Details The AHA supported a meeting along with our partners in the NYC Smoke Free City Coalition to educate the Council Member on various tobacco priorities. While no specific asks were referenced yet, brainstorming for future Introductions did occur.

Target	Office/Department	Contact Name
NYC Council Members	Palma, Annabel - District No. 18	

Activity # 3

Subject Category Introduction

Subject Details Participated in conversations with Commissioner Farley's office regarding the Mayor's introduction to provide avenues for smoke free housing policies.

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

Activity # 4

Subject Category Resolution

Subject Details Supported the press event in support of the pending resolution to encourage DOE to improve school food policies in NY.

Target	Office/Department	Contact Name
NYC Council Members	Lander, Bradford - District No. 39	

Activity # 5

Subject Category Rule

Subject Details The AHA has discussed the various components to the Proposed Amendment of Article 81 (Food Preparation and Food Establishments) of New York City Health Code, found in Title 24 of the Rules of the City of New York. In preparation for the upcoming hearing, the Department of Health and Mental Hygiene has been a target of some of these conversations.

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

Activity # 6

Subject Category

Rule

Subject Details

The American Heart Association has expressed intention to testify to the Board of Health re: Proposed Amendment of Article 48 (Summer Day Camps, Children's Overnight Camps, Children's Traveling Summer Day Camps and Municipal Camps) of the New York City Health Code, found in Title 24 of the Rules of the City of New York.

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

Activity # 7

Subject Category

Resolution

Subject Details

The American Heart Association's grassroots network, You're the Cure, contacted various members of Council to ask for their assistance in passing state-level legislation, titled the CPR in Schools bill. This outreach is intended to potentially motivate an accompanying resolution in the next session.

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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	

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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 # 8

Subject Category Determination of Board or Commission

Subject Details The American Heart Association provided input to the NYC Board of Health regarding Adoption of an Amendment (_81.53) to Article 81 of the New York City Health Code.

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

Activity # 9

Subject Category Determination of Board or Commission

Subject Details The American Heart Association supported the Adoption of an Amendment to Article 48 of the New York City Health Code re: summer camp nutritional guidelines.

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

Activity # 10

Subject Category National Wear Red Day Promotion

Subject Details A request was delivered to the City Council to support the American Heart Association's National Wear Red Day. Council staff continue to discuss ways to support the Go Red for Women movement.

Target	Office/Department	Contact Name
NYC Council Members - Staff	Mendez, Rosie - District No. 2	Cromeyer, Elena
	Quinn, Christine - District No. 3	Castaldi-Micca, Danielle

Activity # 11

Subject Category School Wellness Award

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Subject Details

The American Heart Association has provided guidance to the DOE and DHMH regarding the Excellence in School Wellness Award, previously managed by the independent Strategic Alliance for Health (SAfH). With the SAfH no longer funded, the award is being managed by a team from the DOE, DHMH, the AHA and other partners.

Target	Office/Department	Contact Name
Health And Mental Hygiene, Department of (DOHMH)		Lee, Rebecca Nichol, Julie Brown, LaShawn
Education, Department of		McSpedon, Elizabeth Silva, Elizabeth Goodman, Alice Adamic, Johnny Harr, Lindsey Roberts, Rob

Activity # 12

Subject Category

Policy Discussion

Subject Details

The AHA has communicated with the NYC DOE re: the status of Physical Education in NYC. A requested meeting is being rescheduled due to Hurricane Sandy.

Target	Office/Department	Contact Name
Education, Department of		Okezie, Nnennaya

Activity # 13

Subject Category

Promotion of CPR Training with FDNY

Subject Details

The American Heart Association met with FDNY Medical Director with the goal of promoting and enhancing the community CPR training being achieved within the city.

Target	Office/Department	Contact Name
Fire Department		Freese, John

Activity # 14

Subject Category

Resolution

Subject Details

The American Heart Association provided supportive testimony for Resolution 982 - encouraging Congress to improve stroke research funding within the National Institutes of Health.

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Target	Office/Department	Contact Name
NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Dickens, Inez - District No. 9 Eugene, Mathieu - District No. 40 Ferraras, Julissa - District No. 21 Foster, Helen - District No. 16 Mendez, Rosie - District No. 2 Rivera, Joel - District No. 15 Rose, Deborah - District No. 49 Vallone, Jr., Peter - District No. 22 Vann, Albert - District No. 36 Bramer, James Van - District No. 26	

Activity # 15

Subject Category

Promotion and Support of Physical Education Standards

Subject Details

The American Heart Association met with the NYC Department of Education to discuss physical education and the needs of our city schools in order to comply with state curriculum standards.

Target	Office/Department	Contact Name
Education, Department of		Platt, Roger Harr, Lindsey Okezie, Nnennaya

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
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	01/15/2013 15:09
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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."