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Healthy Charlotte coalition now powered by the American Heart Association
Restructuring of coalition management allows new alignment with the nation's largest volunteer health organization

CHARLOTTE—October 25, 2021—In a recent restructuring of the Healthy Charlotte coalition, the American Heart Association (AHA) will now serve as its lead agency to foster partnerships that will implement policy, systems and environmental change strategies that promote behavioral change and improve the state of health and wellness in the community. Healthy Charlotte was created in 2013, by the then Charlotte Chamber, to illuminate the community's need for stronger focus on health and wellness and the business community's leadership role in that effort. The repositioning and rebranding of the Charlotte Chamber in 2019 to the Charlotte Regional Business Alliance shifted the organization's focus to championing regional economic growth and created an opportunity for Healthy Charlotte to form new alignments.

"I'm so proud to have the American Heart Association serve as the backbone organization for Healthy Charlotte," said Shannon Emmanuel, VP of Health, American Heart Association. "Their four pillars of health naturally align with AHA's national priorities and will allow us to leverage a broad scope of committed volunteers to help us continue generating an effective workplace culture that engages the workforce in activities that move employees and their families toward ideal cardiovascular health."

Healthy Charlotte brings together community members and representatives from local organizations to form workgroups to implement strategies focused on four pillars of health: Mental Health, Nutrition, Physical Activity and Tobacco Cessation.

From 2014 to 2020, Healthy Charlotte programming was implemented with the goal of highlighting the state of chronic disease in greater Charlotte and promoting simple behavior changes that could dramatically improve the state of health and wellness of the workforce. Many saw Healthy Charlotte as an excellent and needed bridge between the business community and the traditional mission-based community.

Healthy Charlotte's new leadership team will consist of community volunteers who lead the Healthy Charlotte efforts and drive the outcomes of the workgroups. The steering committee includes Shannon Emmanuel, American Heart Association, Bryan Jones and Linda Lemmons, Community Advocates, and Gail McHugh, Forge Communications.

Healthy Charlotte works to create a proactive culture of wellness in the workplace inspiring a healthier, more productive workforce across the greater Charlotte area. For more information on volunteering with Healthy Charlotte, contact Shannon Emmanuel, VP of Health, American Heart Association at healthycharlotte@heart.org

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