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## **American Heart Association offers scholarships to Latinas**

*Go Red Por Tu Corazón and Macy's Join Forces to Drive Diversity in Medicine*

(DALLAS, Sept. 19, 2011) – During Hispanic Heritage Month, the American Heart Association's Go Red Por Tu Corazón movement and its national sponsor, Macy's, are launching the Go Red™ Multicultural Scholarship Fund nationally. The scholarship directly addresses important gaps in treatment that can lead to heart health disparities among Hispanic women.

The scholarship program places medical and nursing school within the reach of deserving racial and ethnic female candidates and increases cultural competence in the healthcare workforce. This year, the Go Red™ Multicultural Scholarship Fund will award 16 scholarships of \$2,500 each (\$40,000 total) to qualifying applicants.

Heart disease remains the No. 1 killer of Hispanic women. Additionally, Latinas are likely to develop heart disease 10 years earlier than non-Hispanic white women, confront barriers to diagnosis and care, receive lower quality treatment and experience worse health outcomes than their Caucasian counterparts.

"Ethnically diverse women are needed in the healthcare field. They can have a very positive impact on the delivery of health care services to diverse populations because they understand their communities and they know how to provide care that is meaningful, appropriate and sensitive to their needs," said Eva Gómez R.N., Go Red Por Tu Corazón spokesperson and Staff Development Specialist in the Department of Nursing at Children's Hospital Boston.

Last year, only 6.7 percent of African-Americans and 7.5 percent of Hispanics made up the total number of medical school graduates, according to the Association of American Medical Colleges.

"Being a Latina in the healthcare field, and a heart disease survivor, has enabled me to make recommendations for changes that addressed the needs of the Spanish-speaking community in a variety of ways. I became the voice for my patients in places where their voice would have never been heard," said Gómez, current Vice President of the Massachusetts Chapter of the National Association of Hispanic Nurses.

Eva Gomez, 39 was recently chosen as the new face for Go Red Por Tu Corazón for her heart story and contributions to the Hispanic community. [Click here for her heart story.](#)

"Macy's is proud to have helped launch the Go Red Multicultural Scholarship Fund to encourage students nationwide to explore career opportunities that make a direct impact in their communities by joining the fight against heart disease in Latinas." said Bill Hawthorne, Macy's Senior Vice President of Diversity Strategies.

Furthermore, data from the American Association of Medical Colleges (AAMC) suggests that the United States faces an overall shortage of physicians, and the most pressing need is for minority doctors. By 2050, racial and ethnic minorities are expected to make up half the U.S. population. Today one in four Americans is Hispanic, black or Native American, but only one in 16 are practicing doctors, AAMC says.

The Go Red™ Multicultural Scholarship is made possible by the Macy's Multicultural Fund. Macy's is a national sponsor of Go Red For Women and Go Red Por Tu Corazón and has helped raise more than \$24 million for the cause since 2004. For more information and to request an application, visit [GoRedCorazon.org/GoRedScholarship](http://GoRedCorazon.org/GoRedScholarship)  
Deadline for entry is November 30, 2011.

**About Go Red Por Tu Corazón** The American Heart Association's Go Red Por Tu Corazón is a bilingual heart-health movement for Latinas that is dedicated to raising awareness of heart disease – the No. 1 killer of Latina women. Go Red Por Tu Corazón promotes a heart-healthy lifestyle, through healthy eating and physical activity, building on Latinas strong ties to family and cultural traditions. Visit [GoRedCorazon.org](http://GoRedCorazon.org), call 1-888-474-VIVE or [find us on Facebook](#) to get free information about the movement.

**About the American Heart Association** The American Heart Association is devoted to saving people from heart disease and stroke – America's No. 1 and No. 3 killers. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or join us, call 1-800-AHA-USA1 or any of our offices around the country, or visit [heart.org](http://heart.org).

*Go Red Por Tu Corazón is nationally sponsored by Macy's, Inc. ©(2011), American Heart Association. Also known as the Heart Fund. TM Go Red trademark of AHA, Red Dress trademark of DHHS.*

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