

Check. Change. *Control.*® Overview

There are 103.3 million Americans with hypertension.

- Nearly half of adult Americans have high blood pressure based on Hypertension Guideline released by AHA on 11/13/17.
- The prevalence of high blood pressure is expected to triple among men under age 45 and double among women under 45 according to the report.
- High blood pressure, or hypertension, is an independent risk factor for heart disease and stroke, but even a 5 mm Hg decrease in blood pressure can reduce mortality due to heart disease and stroke by 9% and 14% respectively (INTERSALT, *Hypertension*, 1991).
- Hypertension disproportionately affects the African-American community with over 59% of African-American males and 56% of African-American females affected by high blood pressure compared to a national rate of 46%.



The purpose of this program is to eliminate high blood pressure as a health disparity among Americans and help achieve the goal of improving cardiovascular health by 20%, while reducing cardiovascular mortality by 20% by 2020 (AHA 2020 Impact Goal).

The AHA/ASA launched the first phase of the HBP program in August 2012 with a focus on top 18 markets nationwide. As of June 2017, the program expanded to over 150 markets, 389,000+ participants enrolled, with an average drop in systolic BP of 11 mm Hg.

The Check. Change. *Control.* Program is

- An **evidence-based** program, based on the success of the program over the past 4 years,
- Designed to establish **community partnerships and meaningful volunteer roles**, and is
- Focused on **innovation** using online trackers and **sustainability**.

FOUNDATIONAL PRINCIPLES AND BEST PRACTICES GUIDING CHECK. CHANGE. *CONTROL.*

The Check. Change. *Control.* Program is based on best practices learned from the AHA's Check It, Change It pilot, principles for volunteer engagement through the successes of AHA's Multicultural work, as well as other successful community-based programs identified through recent science literature reviews.

Key evidence-based scientific principles foundational to the program include:

1. The practice of self-monitoring and tracking of blood pressure readings at home or outside of the healthcare provider office setting.
2. Use of a digital self-monitoring tool to track blood pressure readings.
3. The practice of self-management skills and lifestyle changes related to blood pressure improvement.
4. Use of health mentors to motivate and encourage participants.
5. Attention to multicultural issues that result in hypertension being a health disparity for African-Americans.

To begin taking positive steps towards blood pressure control, sign up for the Check. Change. *Control.*® Tracker at www.ccctracker.com/aha. Find the campaign code on the map for your state to create an account.