



# **Check. Change. *Control.*®**

**AHA's Blood Pressure Self-Monitoring Program**

## **Implementation Guide**

Last Updated: 12/20/2017



**Check.  
Change.  
*Control.*®**

# *My Organization's Plan:*



My organization's campaign code:

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My organization's champion:

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Our enrollment goal:

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Our Kick-off Date:

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Materials I need:

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Point of Contact with the American Heart Association:

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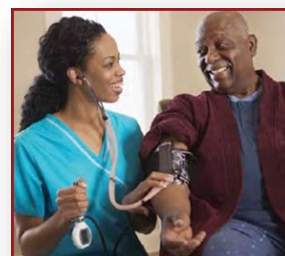
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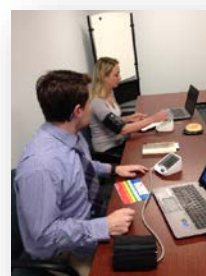
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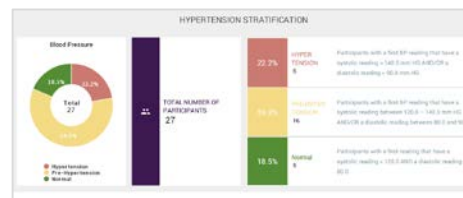
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# Hypertension: What's the problem?

High blood pressure (HBP or hypertension) is when your blood pressure, the force of the blood flowing through your blood vessels, is consistently too high. Having elevated hypertension puts your health and quality of life in danger

Left uncontrolled or undetected, high blood pressure can lead to:

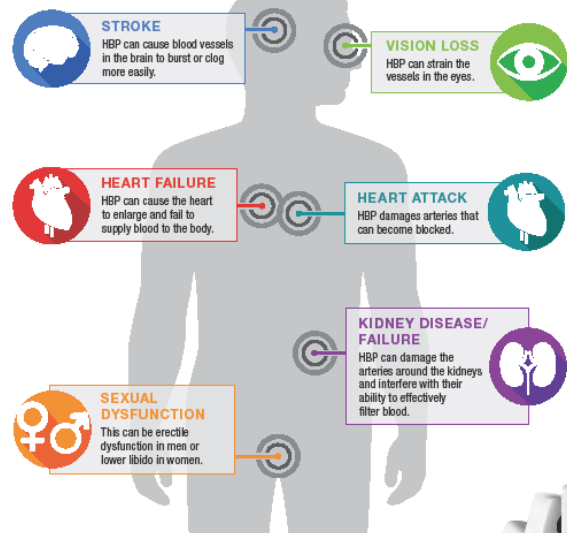
- Heart attack
- Stroke
- Heart failure
- Kidney disease or failure
- Vision loss
- Sexual dysfunction
- Angina
- Peripheral artery disease (PAD)

Nearly half of American adults have high blood pressure. (Many don't even know they have it.) The best way to know if you have high blood pressure it is to have your blood pressure checked.

## CONSEQUENCES of High Blood Pressure



High blood pressure is often the first domino in a chain or “domino effect” leading to devastating consequences, like:



A simple **blood pressure check** is the first step to preventing the “domino effect.”

Learn more at [heart.org/hbp](http://heart.org/hbp).

In the United States, high blood pressure accounts for the second-most heart disease and stroke deaths among preventable causes.

It's second only to smoking.

Healthy behaviors, like healthy eating and physical activity help prevent high blood pressure, and it makes a big difference.



# Hypertension: What's the problem?

## New Guidelines



High blood pressure should be treated earlier with lifestyle changes and in some patients with medication – at 130/80 mm Hg rather than 140/90 – according to the first comprehensive new high blood pressure guidelines in more than a decade. The guidelines were published by the American Heart Association (AHA) and the American College of Cardiology (ACC) for detection, prevention, management and treatment of high blood pressure. The call to action is even greater than before!

### Definition Highlights:

- High blood pressure now defined as 130+ systolic OR 80+ diastolic
- “Prehypertension” category is eliminated

### Implications:

- Nearly half (46%) of all Americans are hypertensive. This is a 14% increase–
- Most of the newly diagnosed do not need medication but do benefit from lifestyle changes.
- Disparities continue to widen

## Blood Pressure Categories



BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
<b>NORMAL</b>	<b>LESS THAN 120</b>	<b>and</b>	<b>LESS THAN 80</b>
<b>ELEVATED</b>	<b>120 – 129</b>	<b>and</b>	<b>LESS THAN 80</b>
<b>HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1</b>	<b>130 – 139</b>	<b>or</b>	<b>80 – 89</b>
<b>HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2</b>	<b>140 OR HIGHER</b>	<b>or</b>	<b>90 OR HIGHER</b>
<b>HYPERTENSIVE CRISIS (consult your doctor immediately)</b>	<b>HIGHER THAN 180</b>	<b>and/or</b>	<b>HIGHER THAN 120</b>

# Hypertension: What's the problem?

## State of Hypertension – In North Carolina

According to state health statistics, 29.7% of North Carolina adults have been diagnosed with hypertension and this does not include the many individuals who have not been diagnosed. Several factors contribute to this rate of hypertension in the state: 65.7% of adult North Carolinians are either overweight or obese and approximately 30% of hypertension may be attributed to obesity. 23.4% of North Carolina adults report no physical activity in an average week and 78.4% consume less than the recommended 5 servings of fruits and vegetables every day.

In addition, 30% of deaths in North Carolina can be attributed to cardiovascular diseases. We know that uncontrolled high blood pressure raises the risk of stroke, heart attack or heart failure and it is often referred to as the “silent killer” because there are no obvious symptoms.



There is hope:

While there is no cure for high blood pressure, with proper treatment and management, and healthy life. An ounce of prevention is worth a pound of cure and where Check.Ch: be a resource for an individual to learn more about how to manage high blood pressure

# American Heart Association Resources

## Overview



**The Check. Change. Control. Program** is based on best practices learned from the AHA's Check It, Change It pilot, principles for volunteer engagement, as well as other successful community-based programs identified through recent science literature reviews. The program uses self-monitoring and tracking of blood pressure readings at home to help individuals achieve and maintain a healthy heart.

Check.Change.*Control* is an encouraging and empowering resource that is meant to provide flexibility in an individual's busy lifestyle. The web-based portal is user-friendly and incorporates the concepts of remote monitoring/ tracking and regular wellness messaging / encouragement. The program is beneficial with employers, community organizations, clinics, etc.

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

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

Thousands nationwide have benefitted from implementing Check.Change.*Control* in their communities. Thank you for your commitment in yours!



# American Heart Association Resources

## Key Features of Check.Change.Control



Check.Change.*Control* is built on evidence-based principles, with flexibility to meet your needs. Below are key features of the program that we recommend applying for the most success:

- 1) Educational materials and resources to conduct a multi-month high blood pressure self-monitoring program (available printed, printer-ready, or online for distribution)
- 2) Check. Change. *Control*. Champion – On-site team lead to recruit and encourage participants to track and manage blood pressure and provide monthly educational sessions and emails
- 3) Goal setting tracking and resources to manage blood pressure via the online tracking tool [www.ccctracker.com](http://www.ccctracker.com)
- 4) Bi-weekly automated reminder messaging
- 5) Access to Blood Pressure check stations
- 6) Reporting and evaluation metrics
- 7) Support from American Heart Association staff – via email, phone or in-person





# American Heart Association Resources

## Types of Messaging

The American Heart Association is committed to providing your organization & your community members the best resources to manage Blood Pressure. We provide messaging through the Check.Change.*Control* online tracker, educational materials for your distribution, and template messages for you to tailor & use directly.



We send educational messages every two weeks and we also send a special alerts to those with blood pressure readings 180/110 or higher. Examples can be found on the follow 3 pages.

There are three ways to communicate with participants via the Check.Change.*Control* tracker. You can send messages to participants:

**Text:** Participants OPT IN via the online tracker to receive these messages from the American Heart Association and if they linked to a Champion. We recommend messages not exceed 200 characters total.



**Email messages:** Participants OPT IN via the online tracker to receive these messages from the American Heart Association and if they linked to a Champion. We recommend messages not exceed 600 characters total.



**Direct messages:** Participants AUTOMATICALLY receive messages via the online tracker. They must log in to view these messages.

**Reminders:** Participants can OPT IN and set up their own reminders to check blood pressure as often as they like and via any of the channels identified above.



# American Heart Association Resources

## Calendar of AHA Messaging



### **HBP Reading (weekly message to those whose last BP reading is 180/110 or higher):**

- *Message to be sent via text, email, and direct message.*
- *Thank you for your participation in the Check. Change. Control. program. Your last blood pressure reading recorded is over 180/110. Please check your blood pressure again this week and, if it is still high, contact your healthcare provider. Visit this website to make sure you're taking your blood pressure correctly: <http://bit.ly/1GhXBsT>*

### **BP Reading Reminder (sent once a month to all participants):**

- **\*\*On weeks that a BP Education Message is sent, the BP Reading Reminder will be included within that message. This is for BP Reading Reminder weeks only.**
- *Message to be sent via text, email, and direct message:*
- *Thank you for participating in Check. Change. Control. Regularly monitoring your blood pressure is a critical step in managing your health. Check your blood pressure this week and log your numbers in the tracker. Here's a resource on taking your blood pressure: <http://bit.ly/1GhXBsT>.*

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### **Rotating Health Messages (sent on the 1<sup>st</sup> and 3<sup>rd</sup> Monday each month)**

#### **Schedule A Doctor's Appointment!**

*Message to be sent via text:*

- Congratulations! You've taken the first step to controlling your blood pressure by knowing your numbers. Now, take a moment to schedule an appointment with your healthcare provider if your numbers fell in the pre-hypertension stage or higher. Learn more about partnering with your doctor to control your blood pressure here: <http://bit.ly/2uuVjCE>.
- Don't forget to log your latest blood pressure reading in the tracker ([www.ccctracker.com](http://www.ccctracker.com)), and check the resource center and your message box for more tips on controlling your blood pressure.

*Message to be sent via email and direct message:*

- The first step in controlling blood pressure is knowing your numbers. By now, you've checked your blood pressure and know what your numbers mean. Now it's time to make a plan!
- If your blood pressure numbers fall in the pre-hypertension stage or above, make an appointment to see your doctor and discuss a plan of action! You can learn more about partnering with your doctor to control your blood pressure here: <http://bit.ly/2uuVjCE>.
- To get started lowering your blood pressure RIGHT NOW, refer to the 5 Simple Steps to Control Your Blood Pressure Infographic (<http://bit.ly/1e8KQ0P>) for some simple lifestyle changes you can start making today!
- Don't forget to upload your latest blood pressure reading to the online tracker: [www.ccctracker.com](http://www.ccctracker.com).



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# American Heart Association Resources

## Calendar of AHA Messaging (con't)



### **Learn Your Family History**

*Message to be sent via text:*

- Use the Family Health Tree to track your family health history & take a step to lower your risk of heart disease: <http://bit.ly/1iwtiR2>. Learn more in your direct message center in the CCC Tracker.
- Remember to log your latest blood pressure reading this week ([www.ccctracker.com](http://www.ccctracker.com)).

*Message to be sent via email and direct message:*

- Along with regularly monitoring and controlling your blood pressure numbers, your family health history also plays an important role in reducing your risk for heart disease and stroke. Having a blood relative with certain health conditions or diseases can increase your risk for getting those conditions, too. Even though some diseases can be passed down, you can decrease your chances of having some of these conditions by making healthy food and lifestyle choices.
- Use the Family Health Tree diagram (<http://bit.ly/1iwtiR2>) to make a map of your blood relatives and their health history. Learn more about how your family health history can impact your risk for heart disease and stroke: <http://bit.ly/2wwLDv9>.
- Read how one trainer has used his knowledge of his family history to reduce his risk of high blood pressure and that of his clients: <http://bit.ly/2rGohSc>
- Don't forget to log your latest blood pressure in the CCC tracker ([www.ccctracker.com](http://www.ccctracker.com)) this week.

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### **Reduce Your Sodium Intake**

*Message to be sent via text:*

- Shake your salt habit! Cut back on salt to help lower your blood pressure: <http://bit.ly/2pfK3bj> Learn more in your CCC Tracker direct message center.
- Remember: Log your latest blood pressure reading this week ([www.ccctracker.com](http://www.ccctracker.com)).

*Message to be sent via email and direct message:*

- By signing up to track your blood pressure in the CCC Tracker we know that controlling your blood pressure is important to you. While you are working hard to track your blood pressure numbers, don't let hidden sodium in your diet sidetrack your hard work.
- One way to cut back your sodium intake is to skip the salt shaker, however, most of the sodium in our diets comes from packaged, processed foods. Eating these foods less often can help reduce your sodium intake, and help lower your blood pressure or prevent high blood pressure. Here is a list of six popular foods that can add high levels of sodium to your diet: <http://bit.ly/2ynWExd>
- After you learn the salty six, use this fun infographic to learn some simple tips to help reduce the amount of sodium in your diet: <http://bit.ly/2pfK3bj>
- Learn more about reducing the amount of sodium in your diet: <http://bit.ly/2f87grl>
- Don't forget to log your latest blood pressure in the CCC tracker ([www.ccctracker.com](http://www.ccctracker.com))

# American Heart Association Resources

## Calendar of AHA Messaging (con't)



### **Lose Weight/Maintain a Healthy Weight**

*Message to be sent via text:*

- Move more, eat less, and make smart food choices! Manage your weight to help manage your blood pressure: <http://bit.ly/2yyACZf>. Visit your direct message center at [www.ccctracker.com](http://www.ccctracker.com) for more information. While there, log your latest blood pressure reading.

*Message to be sent via email and direct message:*

- Maintaining a healthy weight provides many health benefits. If you are overweight, losing as little as 5 to 10 pounds may help lower your blood pressure. Losing weight is one of the best ways to reduce your risk of heart problems and other diseases.
- Two keys to losing weight or maintaining a healthy weight are moving more (getting more exercise) and eating well. Try taking a walk on your lunch break, or replacing a snack with fresh fruit. This factsheet has more tips on how to maintain a healthy weight: <http://bit.ly/2iku1xf>
- There are many resources on [www.heart.org](http://www.heart.org) for tips on how to eat healthy and be more physically active. Just search “healthy weight” in the search bar for more information! You can also talk with your doctor or a nutritionist for more information.
- Don't Forget: Log your latest blood pressure in the CCC Tracker ([www.ccctracker.com](http://www.ccctracker.com)) this week!

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### **Eat Smart Month**

*Message to be sent via text:*

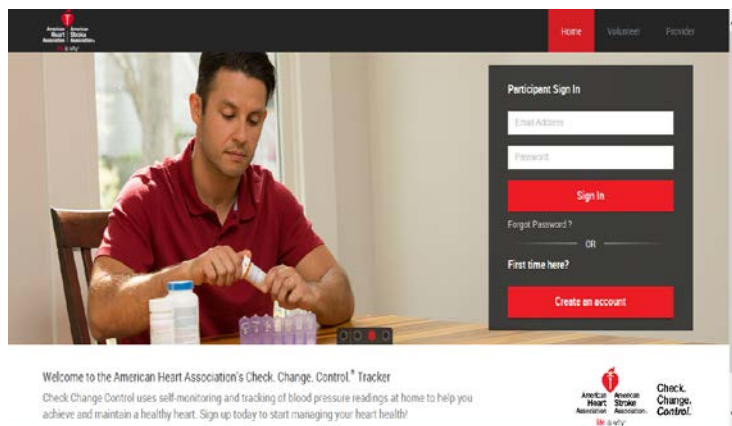
- Celebrate Eat Smart Month by trying these healthy eating tips: <http://bit.ly/2zrYm3C>. Learn more about healthy eating and your blood pressure in the direct message center: [www.ccctracker.com](http://www.ccctracker.com). While there, log your latest blood pressure reading.

*Message to be sent via email and direct message:*

- Eating a heart-healthy diet can help you maintain your blood pressure. Learn some healthy eating tips and learn more about how healthy eating can help you maintain a healthy blood pressure: <http://bit.ly/2zrYm3C>
- In November, we are celebrating Eat Smart Month to encourage ourselves, our families, friends, co-workers, and neighbors to eat well every day, especially as we move into the holiday season. You can learn more about Eat Smart Month here: <http://bit.ly/2iGMwsz>
- Don't Forget: Log your latest blood pressure in the CCC Tracker ([www.ccctracker.com](http://www.ccctracker.com)) this week!

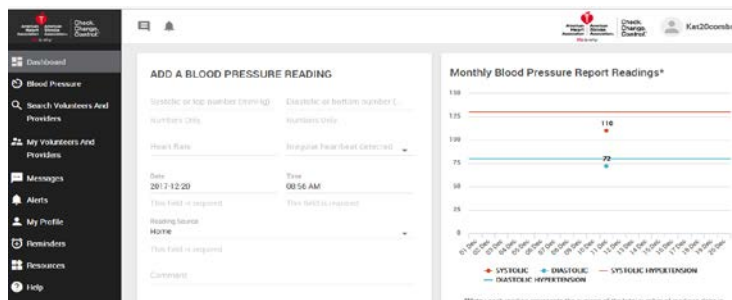
# Planning & Preparing

## Check.Change.Control. Tracker



### Individual (Participant) View:

- Enroll through an event or communication
- Take a BP reading
- Create a Participant account using a campaign code
- Enter BP reading
- Sign up for email and text messaging
- Link to Volunteer
- Get exposed to educational materials & receive educational messaging
- Make healthy changes, continue to check BP, see improvements!



SET UP REMINDERS

You can set up reminders through Check Change Control alerts, emails, and texts (SMS) on the day/times you choose. Once you have activated your mobile number, you can add your BP readings to CCC Tracker by sending a text (sms) with the following format: tp systolic diastolic. Example: tp 120/80

FUNCTIONALITY	ENABLED	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
In-Platform Alerts	Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emails	Yes	<input checked="" type="checkbox"/> 1:41 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Text (SMS)	Yes	<input checked="" type="checkbox"/> 4:06 PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Planning & Preparing

## Check.Change.Control. Tracker



Welcome to the American Heart Association's Check. Change. Control.® Tracker

Check Change Control uses self-monitoring and tracking of blood pressure readings at home to help you achieve and maintain a healthy heart. Sign up today to start managing your heart health!

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### Champion (Volunteer) View:

- Support goals & strategy
- Create a separate Ambassador account
- Link to your participants with your special code or via invitation
- View readings
- Send custom messages
- Receive reports from AHA team to track overall progress

### CREATE A NEW VOLUNTEER ACCOUNT

[← GO BACK](#)

Salutation: Mr

Email: fosterkeithley56@outlook.com

Confirm Password: \*\*\*\*\*

Birth Year: 1971

Fax Number: 2147061576

State: Texas

UserName: FosterKeithley

Password: \*\*\*\*\*

Full Name: Foster Keithley

Country C...: +1

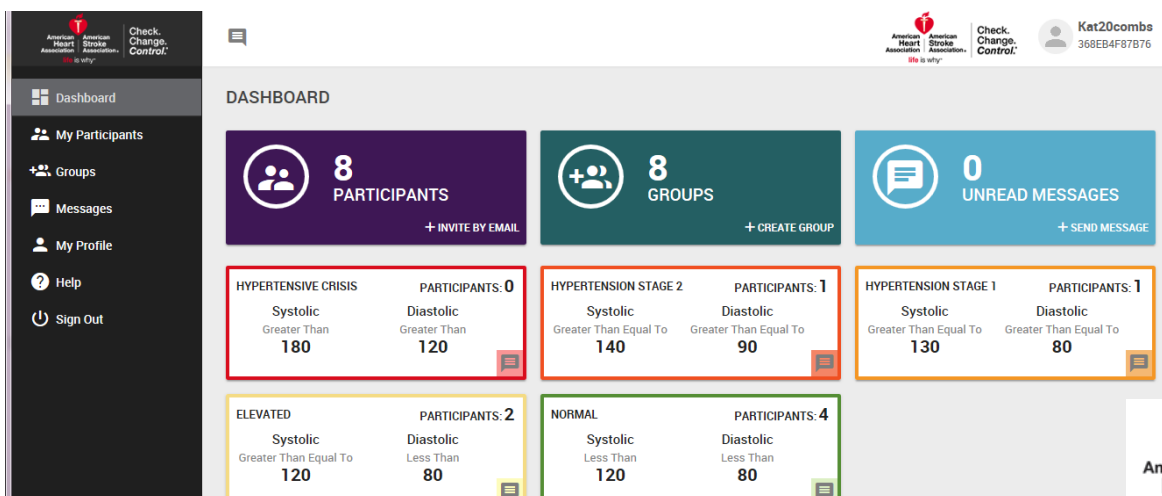
Mobile Number: (XXX) XXX-XXXX

Enter Zip Code: 75231

City: Dallas

☒ By checking this box I acknowledge that I have reviewed and I agree to the terms and conditions outlined in the [subscription agreement](#), [terms of service](#), and [privacy policy](#).

[Register](#)





# Planning & Preparing:

## Roles and Responsibilities



Everyone will play a crucial role in making the program a success. It's important to remembering our roles and responsibilities in that success.

### Organizations:

- **MUST** designate an internal program lead (Ambassador) that will serve as the liaison for the AHA.
- **MUST** allow participants to utilize internet access to register and maintain their online tracker account.
- **MAY** incorporate AHA designed wellness activities into existing schedule.



### Participants:

- **MUST** commit to entering blood pressure readings into their online tracker at least twice a month for four consecutive months.
- **MAY** agree to have a volunteer mentor or champion throughout the four-month period.
- **MAY** attend wellness activities





# Planning & Preparing

## Champion Do's and Don'ts



Champions (volunteers) are responsible for engaging and monitoring individual participant's behavior, not for being healthcare experts! Below are some Do's and Don'ts for Champions.

### “Do”s:

- **Monitor participant progress** by logging in, accepting invites to connect, and viewing new data
- **Remind the participant** to take their own blood pressure readings each week for a minimum of four months.
- Identify and note to the participant **which of the standard blood pressure measurement categories that the participant's weekly readings fall into.**
- Identify and note to the participant whether the participant's **blood pressure readings have increased, decreased, or remained stable.**

### “Don’t”s:

- **Volunteers are not to make any medical diagnoses about, or prescribe treatment** for, the participant.
- Volunteers may be given access to the tracking tool and **participants will be able to share the health data** they enter into the system with you through the tool.
- Volunteers **are obligated to protect the privacy** of the participant's data and may not disclose any data to anyone other than the participant.
- **If participant's data is accidentally disclosed** to a third party, volunteers must let the participant know as soon as possible.

# *Planning & Preparing*

## *My Organization's Plan:*



My organization's campaign code:

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My organization's champion:

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Our enrollment goal:

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Our Kick-off Date:

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Materials I need:

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Point of Contact with the American Heart Association:

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# Planning & Preparing

## Blood Pressure Check Station Guide

Blood Pressure Check Stations allow individuals access to a monitor and educational materials to help them understand their numbers and stay engaged in the program.

### Stations Should Include:

- 1 – Blood Pressure cuff
- 1 – Small table and chair
- Promotional material
  - How to take your blood pressure instruction poster
  - Blood Pressure postcards & wallet cards for participants to write down their readings & enroll in the program
  - Incentives – Incentives play a key role in motivating CCC participants to track their readings consistently and reach their goals for high blood pressure management. AHA cookbooks, water bottles, and other AHA items from [www.shopheart.org](http://www.shopheart.org) are great incentives.
- Pens

*Please note: Stations can be private or with screen monitors not visible to other individuals. This is a minimum list, to-get-started list.*

If you aren't able to provide a station at your organization, consider making a list of places where people can get their blood pressure checked (grocery stores, drug stores, etc.)



# Launch & Education

## Kick-off Event Guide



No matter how you plan to roll out the program, a kick-off strategy is crucial. An in-person event would involve a chance for individuals to check their blood pressure, get educational materials about how to interpret the results, and have the opportunity to sign up for the program right away. This is also a nice place to offer incentives for participating.

### Set-up for the Event:

- ☐ Set a date for the initial kick-off
- ☐ Set all computers being used to register participants to “Google Chrome Incognito”
- ☐ Printed Blood Pressure postcards to fill out initial information / reading
- ☐ Have a separate Blood Pressure check form for enrollment
  - ☐ Helpful for organizations keeping track of individuals for incentive purposes
- ☐ Ambassador code for participants to link with (if applicable)
- ☐ Provide Incentives (if applicable)

### With Each Participant:

- ☐ Check Blood Pressure, record results on individual card
- ☐ Move to enrollment by creating a participant account on [www.ccctracker.com](http://www.ccctracker.com) ; encourage 8 readings throughout the 4-month program
- ☐ Link to the Organization / Company Champion
- ☐ Ensure participants set up their text capacity

# Launch & Education

## Month 1, General Blood Pressure Education



### Month 1 Focus: General Blood Pressure Education

#### Month 1: Message 1

**SUBJECT:** Reminder to upload your BP reading

Dear Check. Change. *Control.* Participants:

Thank you for your participation in the Check. Change. *Control.* program. High blood pressure is mostly a symptomless condition, which is why it's called the "silent killer." The first step in managing your blood pressure is monitoring your blood pressure on a regular basis. That means everybody needs to get their blood pressure checked by a healthcare professional. Call to Action: Please upload at least one blood pressure reading by using the online tracker by the end of the day. [For your convenience blood pressure cuffs are located throughout the building.] Also, attached is information on how to make sure you're taking your blood pressure correctly. If you have any questions or problems uploading your blood pressure readings, please contact me at [company wellness champion name and contact information]. For more information on blood pressure, go to: [www.heart.org/hbp](http://www.heart.org/hbp)

Attachment: [How to Measure Blood Pressure Accurately](#)

**Thank you for your participation  
Reminder to Upload BP Reading**

#### Month 1: Message 2

**SUBJECT:** Reminder to upload your BP reading

Dear Check. Change. *Control.* Participants:

The first step in controlling blood pressure is knowing your numbers. By now, you've checked your blood pressure and know what your numbers mean. (If not, refer to the chart below!) Now it's time to make a plan! Call to Action: If your blood pressure numbers fall in the pre-hypertension stage or above, make an appointment to see your doctor and discuss a plan of action! To get started lowering your blood pressure RIGHT NOW, refer to the 5 Simple Steps to Control Your Blood Pressure Infographic attached to this email for some simple lifestyle changes you can start making today!

Don't forget to upload your blood pressure reading using an online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [Contact Information Here].

**Reminder to Upload BP Reading  
5 Simple Steps to Control Your Blood Pressure  
Make an Appointment with your Doctor Challenge**

**Additional HBP Information Messaging**

**Learn how history might put some at risk for high blood pressure.** If family member has heart disease or stroke, their risk may be higher. Have participants ask family members whether they have heart disease or stroke and develop a family tree using [this chart](#). Learn about other non-modifiable risk factors: ethnicity and gender.



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# Launch & Education

## Month 2, Sodium Reduction



### Month 2 Focus: Sodium Reduction

#### Month 2: Message 1

**SUBJECT:** Reminder to upload your blood pressure reading

Dear Check. Change. *Control.* Participants:

Did you know that reducing your sodium intake can lower your systolic blood pressure (top number) by 2-8 points? Most Americans eat more than twice the American Heart Association's recommended amount of sodium. Chances are, that includes you-even if you rarely pick up the salt shaker. The worst part is, most of us don't even realize how much salt we're taking in. But sure enough, Salt is sneaking up on us-mostly when we go out to restaurants or eat packaged foods. Check out this 1-minute video to see for yourself:

[Sneaky Salt Video](#).

The excess amounts of sodium we're eating put us at risk for elevated blood pressure which means an increased risk of heart disease and stroke.

Call to Action: Learn how to cut back on [sodium](#) and take the pledge!

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [Contact Information Here].

**Reminder to Upload BP Reading  
Sodium Reduction Pledge**

#### Month 2: Message 2

**SUBJECT:** Reminder to upload your blood pressure reading

Dear Check. Change. *Control.* Participants:

Reducing your sodium intake can lower your systolic blood pressure (top number) by 2-8 points! Maybe you don't use the salt shaker, but more than likely, you're getting more sodium than your body needs. In fact, most Americans consume more than twice the American Heart Association's recommended amount of sodium and more than 75% of sodium that Americans consume is estimated to come from processed foods-not the salt shaker. Call to Action: Your challenge this week is to swap your normal snack foods for [healthy snacks](#) like fresh fruits and vegetables! Some convenient options include sliced apples, cutie oranges, carrots and celery sticks!

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [Contact Information Here].

**Reminder to Upload BP Reading  
Sodium Reduction  
Snack Swap Challenge**



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# Launch & Education

## Month 2, Sodium Reduction (con't)



Learn about [modifiable risk factors for high blood pressure](#).

- Lack of physical activity
- Poor diet
- Obesity
- Too much alcohol

**Additional Messaging  
Ideas for lunch and learn content**

**Start tracking modifiable behaviors.** It's important to have participants take an objective look at their lifestyle behaviors that might be contributing to their HBP. Do they eat a lot of [processed foods](#)? Do they fail to get regular physical activity? Are they overweight or obese? These are sensitive subjects so it's important not to point out someone's shortcomings. Help participants recognize areas where they could begin to make small, positive changes. When you ask someone to record their weight, food or blood pressure reading, they often resist. To overcome this, be a good listener and don't argue. Help them to believe that if they try to change their behavior they will succeed. To support this belief, remain positive and help them close the gap between where they are and where they want to be. Offer them resources to [prevent and treat HBP](#) or reduce their risk. Give them [recipes that are lower in sodium](#). Teach them about the [Salty Six - Common Foods Loaded with Excess Sodium](#) and introduce ways they can shake their salt habit.

**How to Keep Track of What You Eat** - Offer this printable [food diary](#) so your participants can see what they eat every day for two weeks.

- **How to Track Your Sodium** - Ask participants to [track their sodium](#) intake for two weeks out of the month.
- **Printable Blood Pressure Tracker** - Download and print this [tracker](#) to record and monitor blood pressure levels. There's even a wallet-size version that allows participants to record their readings so they can enter them later.
- **Track blood pressure** - and efforts to control it - online with the Check. Change. *Control.*® Tracker. Help participants set up reminders either by text or by phone so they can quickly and easily enter their blood pressure numbers into their online tracker. They should record their blood pressure twice per month.



# Launch & Education

## Month 3, Eating Healthy & Stroke Warning Signs

### Month 3 Focus: Eating Health & Stroke Warning Signs

#### Month 3: Message 1

**SUBJECT:** Reminder to upload your blood pressure reading

Dear Check. Change. *Control.* Participants:

How did you do with swapping out those processed snacks for healthy, fresh fruits and vegetables? I hope you did well, but every day is a new opportunity to make healthy choices! A healthy diet is one of your best weapons in the fight against heart disease. Check out the American Heart Association's recommendations for healthy eating. Call to Action: While you're there, pick out a recipe to try and bring it to work for a potluck this Friday! ([www.heart.org/nutritioncenter](http://www.heart.org/nutritioncenter))

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [Contact Information Here].

Attachment: [Seasons of Eating Infographic](#)

**Reminder to Upload BP Reading  
Healthy Potluck Friday**

#### Month 3: Message 2

**SUBJECT:** Reminder to upload your blood pressure reading

Dear Check. Change. *Control.* Participants:

We're three months into the Check. Change. *Control.* program. By now, we hope you're beginning to see a drop in your blood pressure (if you were in the pre-hypertension stage or above). Did you know that just a 5 point drop in systolic blood pressure reduces your risk of death from stroke by 14%! Knowing the warning signs of stroke increases your chances of survival and quality of life after a stroke even further! Call to Action: Learn the warning signs of stroke by remembering the word F.A.S.T. = Face Drooping, Arm Weakness, Speech Difficulty and Time to Call 911.

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions, please contact me at [Contact Information Here].

**Reminder to Upload BP Reading  
Spot a Stroke F.A.S.T.**



Additional messaging  
Lunch and Learn Content

Learn about the [possible health consequences](#) over time when high blood pressure is left untreated:  
[Damage to the heart and coronary arteries](#), including [heart attack](#), [heart disease](#), [congestive heart failure](#), [aortic dissection](#) and [atherosclerosis](#) (fatty buildups in the arteries that cause them to harden)

Stroke	Memory loss
Kidney damage	Fluid in the lungs
Vision loss	Angina
Erectile dysfunction	Peripheral artery disease

Remember, these are not symptoms of HBP. HBP is a symptomless disease except in its most extreme cases known as [hypertensive crisis](#). When BP readings rise to 180 or above for the systolic (top) number OR 110 or above for the diastolic (bottom) number, call for **emergency medical treatment immediately**. People whose blood pressure is higher than 140/90 mm Hg (140 systolic or above OR 90 diastolic or above) often are treated for serious cardiovascular problems.

Learn about [medications that can help lower and manage blood pressure](#). If your participants have been diagnosed by a healthcare provider with HBP, they may have been given a **medication to help manage and lower their blood pressure**. Studies have shown that three out of four Americans don't take their medication as prescribed. Poor [medication adherence](#) takes the lives of 125,000 Americans annually, and costs the healthcare system nearly \$300 billion a year in additional doctor visits, emergency department visits and hospitalizations.

# Launch & Education

## Month 4, Physical Activity and Stress Management

### Month 4 Focus: Physical Activity & Stress Management

#### Month 4: Message 1

**SUBJECT:** Reminder to log blood pressure

Dear Check. Change. *Control.* Participants:

**Get Up and Move!** These days, adults are spending more time at work than ever before. An unfortunate side effect is that, as a nation, we're becoming more inactive and we're packing on the pounds! This is a huge problem because physical inactivity doubles the risk of heart disease! So let's get moving at work!

Call to Action: Walk during your breaks and/or lunch this week. Also, check out the American Heart Association's [recommendations for physical activity](#).

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions, please contact me at [Contact Information Here].

Attachment: [AHA Recommendations for Physical Activity in Adults](#)

**Reminder to Upload BP Reading  
Physical Activity Recommendations**

#### Month 4: Message 2

**SUBJECT:** Reminder to upload your blood pressure reading

Dear Check. Change. *Control.* Participants:

**Did you know that stress is experienced in many different ways?** How much stress you experience and how you react to it can lead to a variety of health problems which is why it's important to know what you can do about it. Here are [4 ways to deal with stress](#).

Also, don't forget to walk during your breaks and upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [Contact Information Here].

**Reminder to Upload BP Reading  
Ways to Manage Stress**

#### Share healthy living resources with your participants:

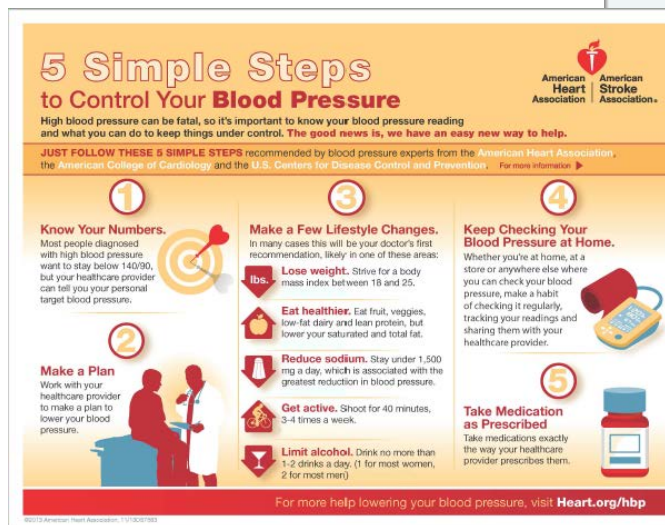
- What is [Body Mass Index](#) and why it matters
- Learn about [losing weight](#) or **maintaining a healthy weight**. Even a small weight loss can reduce and/or prevent high blood pressure in many overweight people
- Find out more about [reducing and managing stress](#).
- See the [5 Steps to Loving Exercise](#) ... Or At Least Not Hating It
- Check out tips for [Quitting Smoking](#)

**Additional Messaging on Exercise  
Losing Weight**

# Launch & Education

## Summary of Available Education Materials

Please let us know if you would like any of the resources in electronic format for your own printing purposes



- Posters
- Educational Handouts

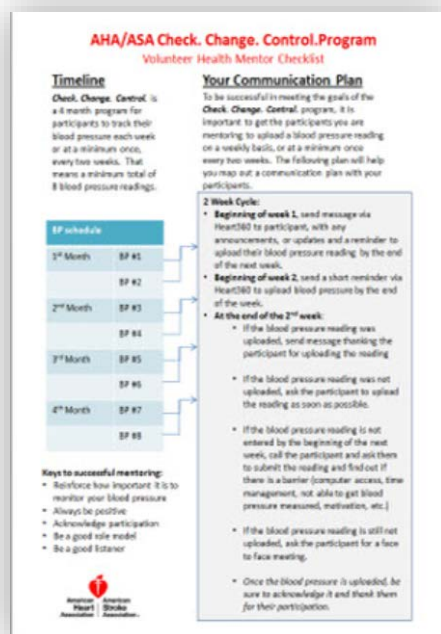


- Wallet cards
- Postcards
- Bookmarks



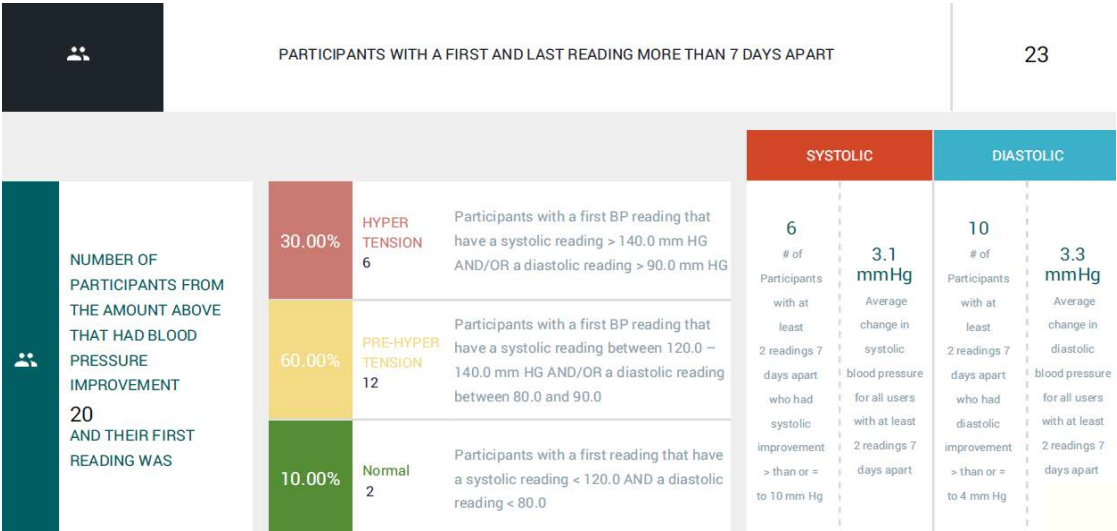
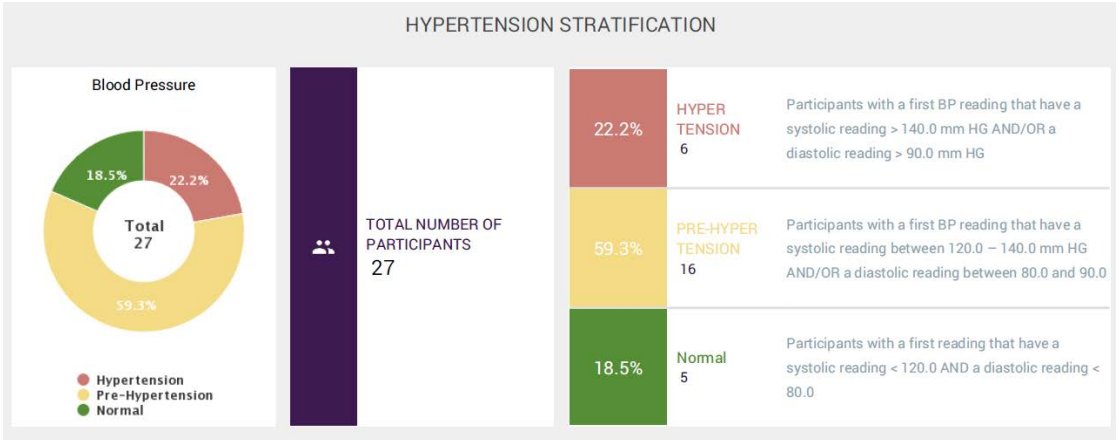
### Educational materials:

- Links
- Electronic Copies
- Printed Copies





Our goal is to assist your organization or company in empowering individuals to self-monitor their blood pressure. As a result of process you will have taken to engage participants, reporting and evaluating your success is important to us. The American Heart Association can provide reports (as seen below) as the end of 4-months OR by each month, depending on the agreed upon request between both the Champion and AHA contact. We hope you celebrate and evolve as success as it is achieved and better health is embraced.



# Frequently Asked Questions



## Can any company or organization participate in Check. Change. Control.?

- Yes, any company or organization can participate! One in three Americans has high blood pressure, which can lead to stroke, heart disease, kidney damage and more, yet many Americans do not think of high blood pressure as a major health concern. In order to help Americans check, change and control their blood pressure, we need your help. Fitness centers, churches, schools, worksites, clinics, long-term care facilities and more can use the **Check. Change. Control.** program to help participants take control of their blood pressure.

## Does my company or organization need specific resources to participate?

- No – you can adapt your **Check. Change. Control.** program to fit the needs and resources of your organization. Your participants will need an initial connection to the internet to track their blood pressure.

## Do I need to have a certain number of participants?

- We encourage you to enroll as many participants as your company or organization can recruit and mentor. Our standard recommendation of recruitment is 20% of the population you serve. However, there are no requirements or standards that you need to meet.

## Where can I learn more about high blood pressure?

- You can find resources about blood pressure measurement, readings, treatment and more at [heart.org/hbp](http://heart.org/hbp).

## What is the best way to do a high volume registration and keep enrollment time down?

- Be sure to have several volunteers available to help with enrollment. Participants can enroll using a smart phone, laptop or tablet as the online trackers' websites are built using responsive design. The site adapts to whatever device is being used.



# Frequently Asked Questions



## Are ambassadors able to input readings for participants if necessary?

- If a participant isn't comfortable using a laptop it's okay to help them enter a reading the first time to show them the process. Or have them create their online tracker account using their smart phone. The trackers are built using responsive design so the site adjusts in size to whatever device you use (laptop, iPad, etc.). Check. Change. *Control.* is based on a self-monitoring system to encourage the participant to manage their own readings which includes entering them into their own online account.

## What resources will volunteers have following the training?

- The AHA has a [Community Partner & Volunteer Resources](#) page on heart.org that includes a communication decision tree to help volunteers scale and focus their efforts in following up only with participants who need the most help staying engaged in the program. Accompanying this decision tree are pre-written message templates that volunteers can use to remind participants to take a blood pressure reading.

## How can you sign people up without an email address?

- You must have an email address to use an online tracking tool. The best way is to help your participant set up a new email address using Hotmail or Gmail.

## What is the role of the wellness ambassador limited to, to avoid risks?

- The role of the wellness ambassador is limited to the following monitoring and feedback elements:
- Remind the participant to take and record the participant's weekly blood pressure readings for a minimum of four months.
- Identify and note to the participant which of the standard blood pressure measurement categories that the participant's weekly readings fall into.
- Identify and note to the participant whether the participant's blood pressure readings have increased, decreased, or remained stable.
- Not make any medical diagnoses about, or prescribe treatment for, the participant.



# *Additional Notes / Thoughts:*

