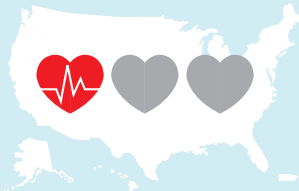


Check.Change.Control.™ Connecting Communities and Care: Improving High Blood Pressure Control in African-Americans

One of every three American adults has high blood pressure⁽¹⁾



- » Less than half of the people treated for high blood pressure have it under control.⁽²⁾
- » High blood pressure is a risk factor for heart disease and stroke. But even a 5 mmHg decrease in blood pressure can reduce mortality due to heart disease by 14 percent and stroke by 9 percent.⁽³⁾
- » The prevalence of high blood pressure in African-Americans in the U.S. is among the highest in the world, and it is increasing. From 1988 to 1994 through 1999 to 2002, the prevalence of HBP in adults increased from 35.8% to 41.4% among African-Americans.⁽⁴⁾



Check. Change. Control. *Connecting Communities and Care* is a collaborative effort between clinics, health care providers, community organizations, volunteer health mentors and technological platforms.

Our goal is to help people reduce their blood pressure by partnering with clinics and community-based organizations. As part of the effort, the AHA will encourage patients to track BP readings, share them with their caregivers and physicians and monitor their progress.

Through a grant from the Kaiser Permanente National Community Benefit Fund at the East Bay Community Foundation, the AHA will launch **Check. Change. Control.** *Connecting Communities and Care* in Atlanta, Georgia and San Diego, California in 2015.

The program is based on AHA evidence-based programs and tools and resources for clinics and community organizations to improve the health of their members.

The initiative is guided by several programs:

The Guideline Advantage™ quality improvement program utilizes data from electronic health records (EHRs) or health technology platforms to measure adherence to evidence-based guidelines and support population health management.

The **Check. Change. Control. Community Blood Pressure Program** involves continual self-monitoring and tracking blood pressure readings at home or in settings outside healthcare offices, with social support and accountability from a volunteer health mentor.

EmPowered To Serve™ (ETS) is a national, strategic initiative in which the AHA partners with faith-based organizations, urban/affordable housing and strategic alliances to improve health outcomes in multicultural communities. More than 700,000 people have participated in ETS programs and more than 40,000 Power Ambassadors are raising awareness of cardiovascular disease and stroke warning signs and blood pressure management in their communities.

1. Egan B, et al. [Closing the Gap in Hypertension Between Younger and Older Adults: National Health and Nutrition Examination Survey \(NHANES\) 1988 to 2010](#). *Circulation*. 2014; 129: 2052-2061.
2. Centers for Disease Control and Prevention. [Vital signs: awareness and treatment of uncontrolled hypertension among adults—United States, 2003–2010](#). *MMWR*. 2012;61(35):703–9.
3. Stamler R. Implications of the INTERSALT study. *Hypertension*. 1991; 17(1 Suppl):16–20.
4. Go AS, Mozaffarian D, Roger VL, et al. [Heart disease and stroke statistics—2014 update: a report from the American Heart Association](#). *Circulation*. 2014;129:e28–e292.



**Check.
Change.
Control.™**

Kaiser Permanente is a proud supporter of the American Heart Association's Connecting Communities and Care initiative to reduce hypertension in America's African-American communities.



Connecting Communities and Care