



American Heart Association
National Hypertension
Control Initiative



AHA NATIONAL HYPERTENSION CONTROL INITIATIVE



A person-centered, federally funded initiative whose mission is to improve hypertension control in communities across the US with a particular focus on populations disproportionately impacted by hypertension through broad-scale, multi-sector, culturally sensitive, and diverse evidence-based interventions, including Self Measured Blood Pressure Monitoring

Purpose of the Initiative: Increase public awareness and understanding of hypertension because

1 in 3 adults has high blood pressure. Fewer than half of these adults have their blood pressure under control.

Blood pressure control is the number one modifiable risk factor to prevent major adverse cardiac events like heart attacks and strokes.

Black, Hispanic, American Indian, and Alaska Native persons have lower blood pressure control rates than their white counterparts.



Why Your Chapter Should Participate

BNRF is one of 6 organizations partnering with AHA to launch this initiative! Your chapter will be an innovator in healthcare, create positive community impact, and facilitate more equity in preventative healthcare.

HOW TO PARTICIPATE

1. Complete onboarding training
2. Plan and implement BP monitoring outreach events
3. Plan and implement virtual and/or in-person community events to present AHA provided ETS Health Lessons
4. Evaluate and measure event outcomes



FOR MORE INFORMATION, CONTACT NAME AT EMAIL



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AHA NATIONAL HYPERTENSION CONTROL INITIATIVE IMPLEMENTATION

How to Implement ETS Health Lessons:

AHA has provided the lessons as videos as well as the individual presentation materials, including the presentation slides, presenter notes, lesson plan, and resource list.

Chapter leaders can utilize OnDemand, Live Virtual, or Live In-Person settings to share health lessons.

How to Implement Outreach Events:

The purpose of these events is to encourage people to come out and have their blood pressure checked. Then, encourage anyone with high readings or family history of hypertension to enroll in AHA's Self-Measured Blood Pressure Monitoring Program.

Consider partnering with a local church or community center to host these events separate from or in tandem with the educational events.

Marketing Your Event

AHA and BNR National have created many resources for you to use to market your event.

Download printable resources from AHA by clicking here.

Access BNR National resources by clicking here. Also included are Canva links you can use to customize these resources with your chapter's graphics/info, QR codes for your event, and more!

Consider offering one of your chapter t-shirts as an incentive for participants!

Live Virtual Learning

Get the conversation going on Zoom, Teams, or FB/IG Live! Show the videos then lead a discussion or present the information using the presentation materials provided. Consider hosting a Watch Party and provide healthy recipes to attendees!

In-Person Events

Gather participants to an agreed upon location or a community event and share the videos or present the sessions using provided materials. Consider providing a healthy meal for participants!

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OnDemand Learning

Participants go to the website, complete health lessons via video, and complete pre- and post-surveys. Chapter leaders are responsible for monitoring progress and survey completion.