

Check. Change. Control.

**Satellite Conference and Live Webcast
Wednesday, February 19, 2014
10:00 a.m. – 12:00 p.m. Central Time**

**Produced by the Alabama Department of Public Health
Video Communications and Distance Learning Division**

Faculty

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American Stroke Association**

Our Mission, Our Goal



Why It Works: Key Evidence-Based Scientific Principles

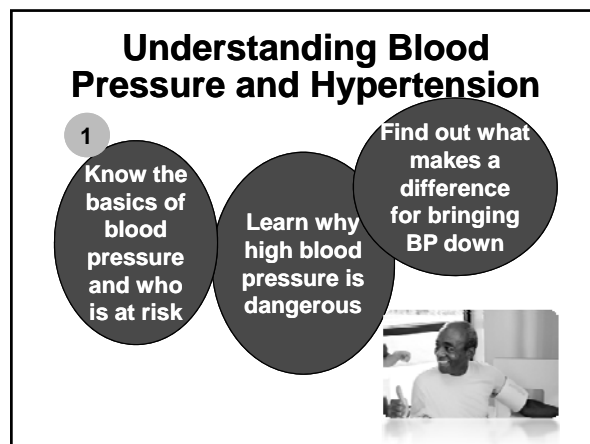
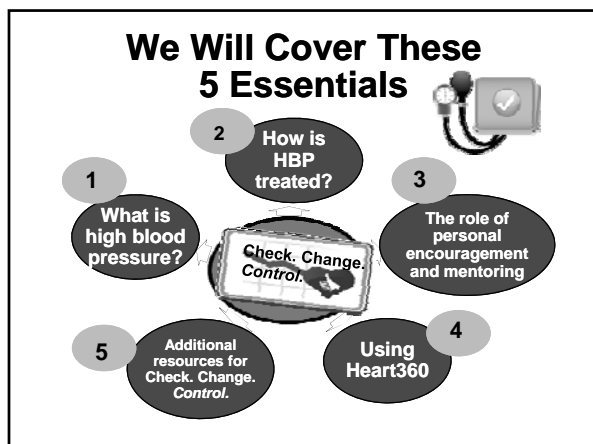
- Self-monitoring makes a difference
 - Proven track record for taking blood pressure readings at home or outside of the healthcare provider office setting
 - Use of digital self-monitoring and communication tool
- Heart360

Why It Works: Key Evidence-Based Scientific Principles

- Charting and tracking improves self-management skills related to blood pressure management
- Personal interaction makes a difference
- Health mentors can motivate and encourage participants

Why It Works: Key Evidence-Based Scientific Principles

- Multicultural program investments make a difference
- Hypertension creates a health disparity for African-Americans



Why Educate People About Blood Pressure?

- More than 76 million Americans have high blood pressure (or Hypertension)
- One out of three American adults have HBP, and many people lack understanding of blood pressure numbers and what they mean
- Many are unaware of their increased risk for heart attack and stroke

Why Educate People About Blood Pressure?

- Even those diagnosed often do not realize that it is a chronic condition that requires persistent management

Why The Focus On African-Americans?

Greater Risks = Shorter Lifespan
A person's race or ethnicity should not put them at higher risk for developing heart diseases and stroke

- Blacks lose 1/3 of their potential life-years compared to Whites due to CVD
- High Blood Pressure in African-Americans is the highest in the world, 43% for men and almost 46% for women
- ALL people should have the opportunity to reach their full health potential and no one should be at a disadvantage from achieving this potential because of any socially determined circumstance

Unique Ways High Blood Pressure Affects African-Americans

- Tend to have higher blood pressure and younger ages
- Tend to have more organ damage that is commonly related to HBP
 - More enlargement of the heart
 - Can lead to heart failure

Unique Ways High Blood Pressure Affects African-Americans

– More people with damaged kidneys and more kidney failure

- Average blood pressures that are much higher than other demographic groups
- Individual lifestyle factors like obesity, inactivity, and poorer nutrition lead to more HBP

Understand What The Numbers Mean

- Blood pressure ranges and goals

Blood Pressure Category	Systolic mm Hg (upper #)		Diastolic mm Hg (lower #)
Normal	Less than 120	and	Less than 80
Pre-hypertension	120 – 139	or	80 – 89
High Blood Pressure (Hypertension) Stage 1	140 – 159	or	90 – 99
High Blood Pressure (Hypertension) Stage 2	160 or higher	or	100 or higher
Hypertensive Crisis (Emergency Care Needed)	Higher than 180	or	Higher than 110

HBP is the single most significant risk factor for heart disease!
 – 1 out of every 3 American adults has HBP, and many are unaware
 * Your doctor should evaluate unusually low blood pressure readings

Understand What The Numbers Mean

117
76 mm Hg

Read as “117 over 76 millimeters of mercury”

Know The Treatments For HBP

- Blood pressure medications
- Healthy eating
- Physical activity
- Stress management

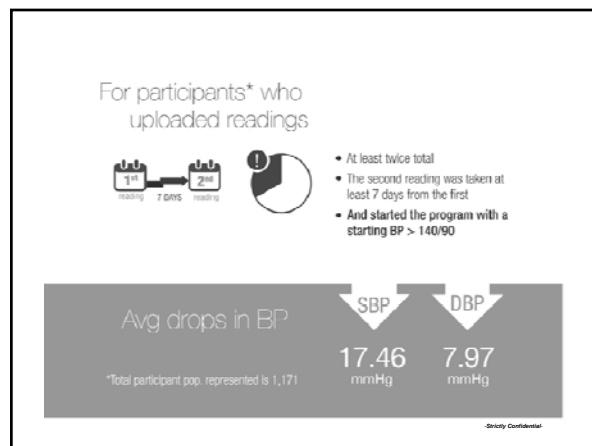
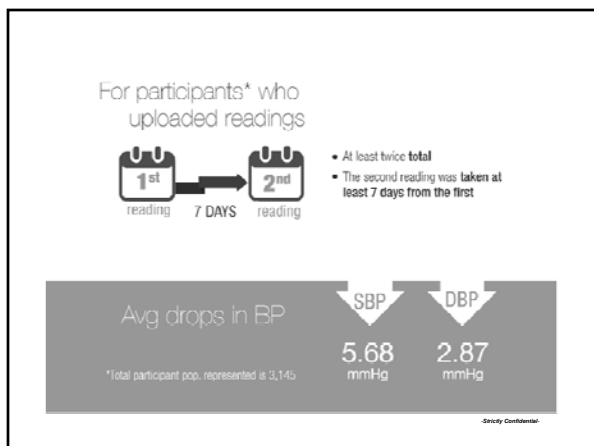
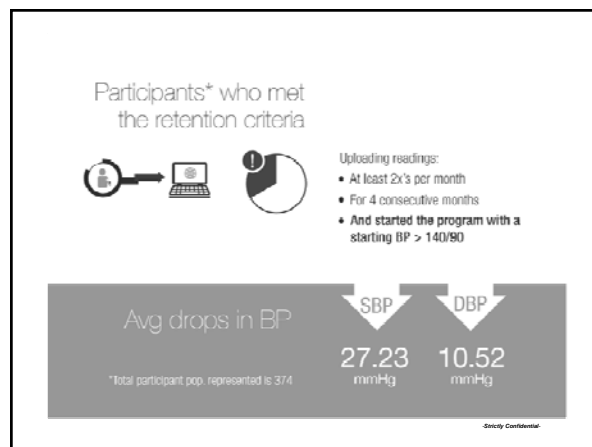
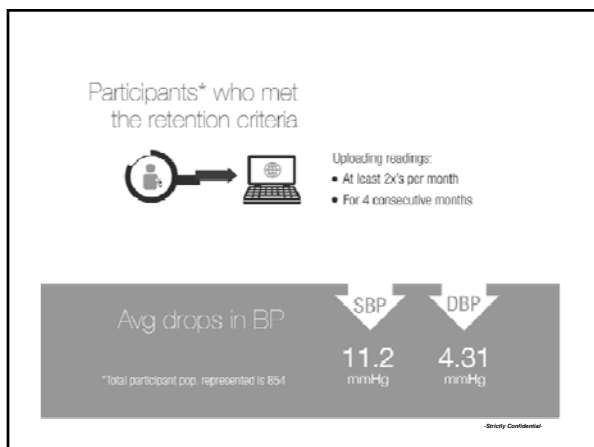
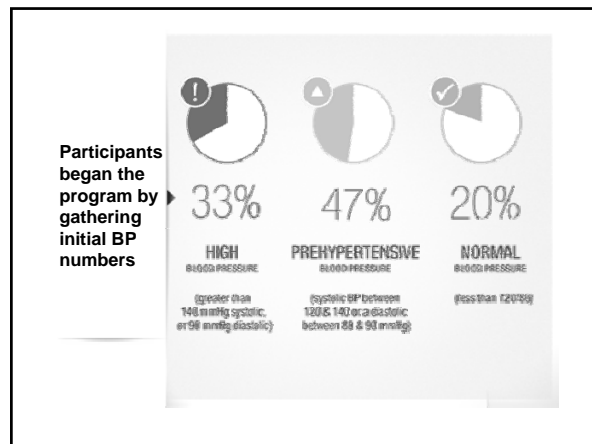
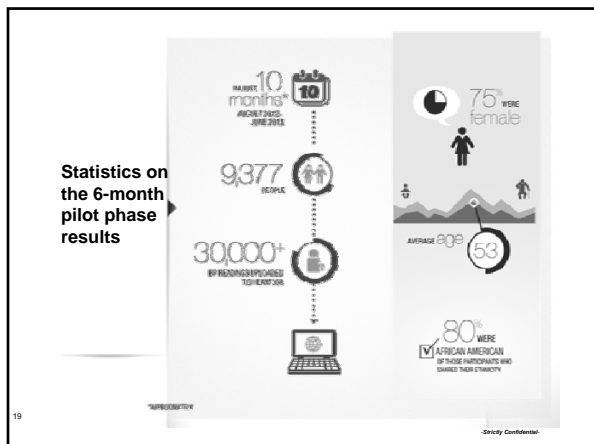


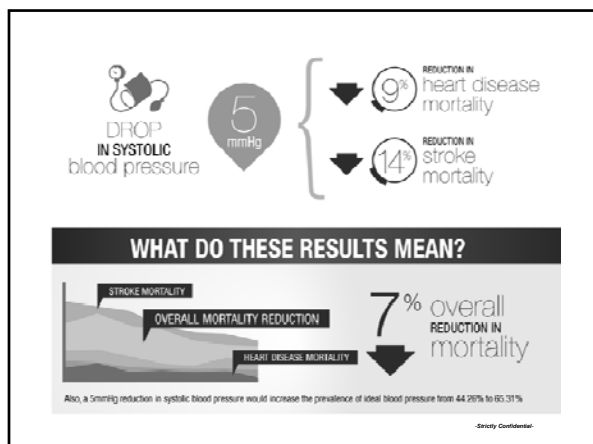
What Can I Do To Improve My Blood Pressure?

Modification	Recommendation	Approximate SBP Reduction Range
Weight reduction	Maintain normal body weight (BMI= 18.5-25)	5-20 mm Hg 10 kg weight lost
DASH eating plan	Diet rich in fruits, vegetables, low fat dairy and reduced in fat	8-14 mmHg
Restrict sodium intake	<2.4 grams of sodium per day	2-8 mmHg
Physical activity	Regular aerobic exercise for at least 30 minutes most days of the week	4-10 mmHg
Moderate alcohol	2 drinks/day for men and 1 drink/day for women	2-4 mmHg

Program Components







Points for Further Consideration

- We are encouraged by the decreasing trends in blood pressure we have seen through the first 6-month phase of our pilot project and similarities in these trends to other population health studies, including AHA's first more controlled and focused pilot that was run in Durham County in the 2011-2012 fiscal year

Points for Further Consideration

- While these decreasing trends are exciting and promising, we must acknowledge that:
 - The pilot was purposefully uncontrolled
 - Controlled studies have already been conducted

Points for Further Consideration

- Goals here were to test innovative models that could lead to further scale and implementation methods varied greatly
- The majority of blood pressure data comes from readings that were self-monitored outside of the healthcare provider's office

Points for Further Consideration

- In some cases participants were assisted by volunteer health mentors in data entry
- We also saw quite a bit of variability in data from market to market

Points for Further Consideration

- In some cases more systematic trends in frequency of uploads and in others much less systematic approaches that makes it difficult to hone in on program factors driving the most success in terms of recruitment, retention and decreases in blood pressure

Points for Further Consideration

– Our overall retention rate for the 4-month program was low and we will be working with an increased focus on getting participants through the four-month program with at least 2 BP uploads per month

- A total of 8 BP readings per participant



Your Role As A Volunteer Health Mentor

- What do Volunteer Health Mentors do?
 - Communicate with each participant on a weekly or bi-weekly basis for a minimum of 4 consecutive months
 - Communicate with the AHA program staff on a weekly/bi-weekly basis for the duration of the program

Additional Opportunities for Volunteer Health Mentors

- Attend outreach functions, recruit new participants, and describe the goals and process of the program
- Participate in conference calls or meetings with other Volunteer Health Mentors and be willing to share successes as well as challenges

Additional Opportunities for Volunteer Health Mentors

- Complete any documentation of hours and interaction with participants if they choose to do so for personal accountability

Skills and Traits of Great Volunteer Mentors

- Is this you?
 - Successful volunteer health mentors have special qualities
 - They know their communities well
 - They are dedicated to improving the health of their community

Skills and Traits of Great Volunteer Mentors

- They enjoy teaching others, feel comfortable in front of a group, and know how to engage people
- **Additional skills and traits**
 - Good listeners
 - Not judgmental
 - Caring, without needing to “fix”

Skills and Traits of Great Volunteer Mentors


- Pleasant, supportive
- Patient
- Approachable, warm
- Fair
- Open-minded
- Helpful

Skills and Traits of Great Volunteer Mentors

- Confident
- Works to improve their own health
- Strong leadership
- Organizational skills

Special Notes for Check. Change. Control.:
Volunteers should either be comfortable using web applications to set-up personal accounts and enter data or be willing to learn

The Role of A Volunteer Health Mentor

- When discussing blood pressure, here are the Do's:
 - Feel free to provide monitoring and feedback such as:
 - Remind the participant to take their own blood pressure readings each week for a minimum of four months 

The Role of A Volunteer Health Mentor

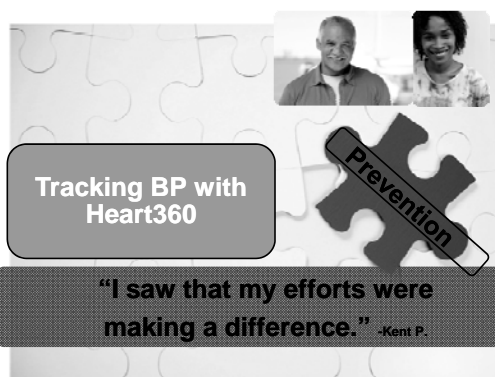
- Identify and note to the participant which of the standard blood pressure measurement categories that the participant's weekly readings fall into

The Role of A Volunteer Health Mentor

- Identify and note to the participant whether the participant's blood pressure readings have increased, decreased, or remained stable

The Role of A Volunteer Health Mentor

- Here are the Don'ts:
 - Volunteers are not to make any medical diagnoses about, or prescribe treatment for, the participant



Tracking BP with Heart360

Prevention

"I saw that my efforts were making a difference." -Kent P.

Tracking Can Be The Start of A Lifesaving Journey



Our Tool to Help You Mentor *Check. Change. Control.* Participants



Mentoring With Heart360: You Manage What You Measure

- Use Heart360 to enroll as a mentor
- Capture blood pressure readings
- Set a plan for weekly BP readings and expectations for follow-up
- Connect participants to your volunteer portal
- Set goals and action plans

Mentoring With Heart360: You Manage What You Measure

- Keep participants engaged and monitoring participation via the Heart360 Volunteer Portal

Capturing the Data and Staying Connected

- **Data capture:**
 - It only takes 5 minutes per week
 - We will walk you through Heart360, how to log onto Heart360
- **We have created easy ways to upload data:**

Capturing the Data and Staying Connected

- Upload by text, set-up text reminders
- Call your reading into our toll-free number: 866-263-1100
- **Note:**
 - If participants are considering using a wi-fi blood pressure cuff that uploads directly into Heart 360, carefully test the device to make sure it is uploading correctly

Capturing the Data and Staying Connected

- **Blend the online experience with the in-person connection:**
 - Consider announcing weekly meet-up events for participants to check in with volunteers and upload their readings

Capturing the Data and Staying Connected

- **Consider providing simple certificates or other incentives:**
 - Drawing for local gift cards
 - Other AHA premiums or cookbooks

Enrolling As A Volunteer Mentor

- **Be sure to enroll using the special web address for your market**
 - Your AHA Staff Partner will have this for you



Connecting with Participants

- **Or provide participants with your code so they can select you to serve as their mentor when they enroll**



About Local Resources

The screenshot shows the Heart360 website interface. A section titled 'About Local Resources' is highlighted. Two callout boxes are present: one pointing to a 'Local Health Resources' section and another pointing to a 'Local Resources' section. The page includes navigation tabs like 'Home', 'About', 'Contact Us', and 'Help'.

Connecting with Participants

- Use the “Connection Center” to invite participants to choose you as their health mentor

The screenshot displays the 'Connection Center' on the Heart360 website. It features a table with columns for 'Name', 'DOB', 'Last Active', 'Blood Pressure', 'Blood Sugar', 'Cholesterol', and 'Status'. A 'Send' button is visible at the bottom of the interface.

Communicating, Monitoring, and Mentoring Participants

- As you practice with the system, determine how you might like to use the functions to help you monitor and communicate with your participants

Communicating, Monitoring, and Mentoring Participants

The screenshot shows a message composition screen for a participant. The recipient's name is 'Way to go, Crawford...'. The message body contains text about goal tracking and blood pressure. A 'Send' button is at the bottom. A callout box highlights the 'Participant Connection Center' link in the top right corner.

Data Privacy Obligations

As a volunteer health mentor you will be given access to the AHA's Heart360 tool and your participants will be able to share the health data they enter into the system with you through the Heart360 volunteer portal

As a volunteer you are obligated to protect the privacy of the participant's data and you may not disclose any data to anyone other than the participant

Your AHA staff partners will not have access to the individual participant's health data. The reporting they will see will be limited to aggregate, de-identified reports for your market

If your participant's data is accidentally disclosed to a third party, you must let the participant know as soon as possible

Data Privacy Obligations

The role of the volunteer health mentor is limited to the following monitoring and feedback elements:

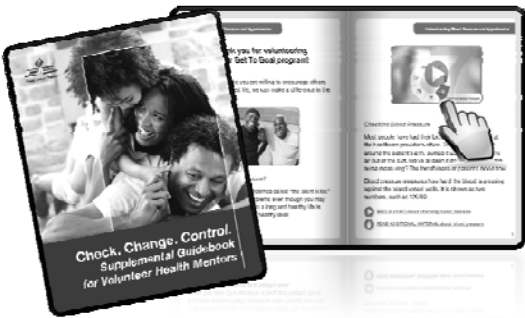
- Remind the participant to take and record the participant's weekly blood pressure readings for a minimum of four months
- Identify and note to the participant which of the standard blood pressure measurement categories that the participant's weekly readings fall into
- Identify and note to the participant 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

Online Resources for Volunteer Health Mentors

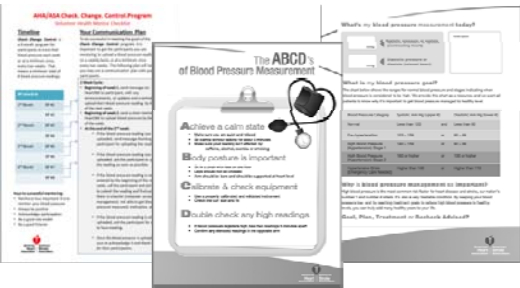


“Life’s most persistent and urgent question is: What are you doing for others?”
—Martin Luther King, Jr.

Resources: Check. Change. Control. Guidebook



Resources: Communication Support



Additional Tips for Success

- Start using Heart360 now, first as a participant and then set-up your volunteer portal and begin practicing with the system
 - Consider weekly best practice conference calls, blogs or a closed Facebook group to share best practices and build community among your fellow volunteer health mentors

Additional Tips for Success

- Provide meaningful ways to share successes among your staff partners and fellow volunteers
- Find ways to recognize outstanding volunteer leaders and participants each week
- What makes a success...

Additional Tips for Success

- Over-recruit for your program in the early months
- Engage participants to upload readings weekly
 - To ensure we hit the goal of 2 times per month / 4 months

Additional Tips for Success

- Show participants their progress using reporting tools built into Heart360
 - People need to feel the rewards to stay motivated to keep going.
 - Schedule brief moments with your participant each week to touch base

Additional Tips for Success

- Each month spend a little more time reviewing your participants' progress using the Heart360 reporting features

Contact Information

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