

# Know Your Blood Pressure

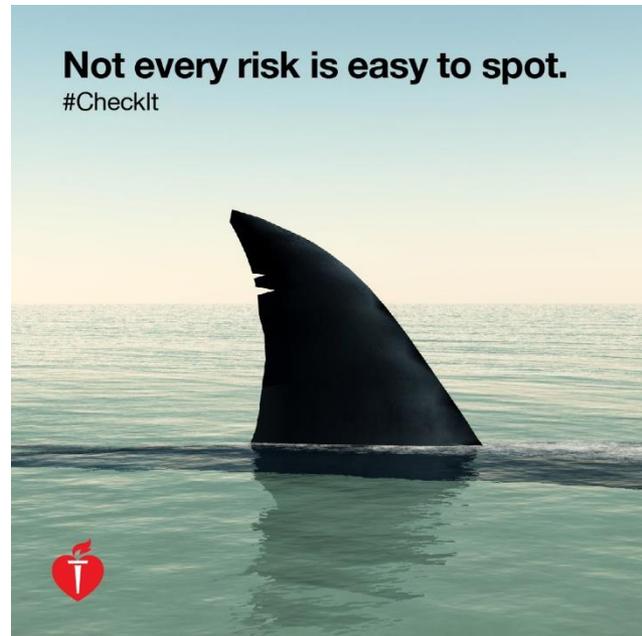
How to incorporate blood pressure awareness  
into existing programs and services

## Mike Gonzalez

Senior Director of Community Health  
American Heart Association Silicon Valley  
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# Objectives

- Increase knowledge about heart disease and stroke
  - Mission of the AHA and ASA
- Understanding the tools and resources from the AHA around blood pressure control
- Exploring opportunities for Blood Pressure integration



# Mission of the AHA and ASA



Building healthier lives, free of cardiovascular disease and stroke

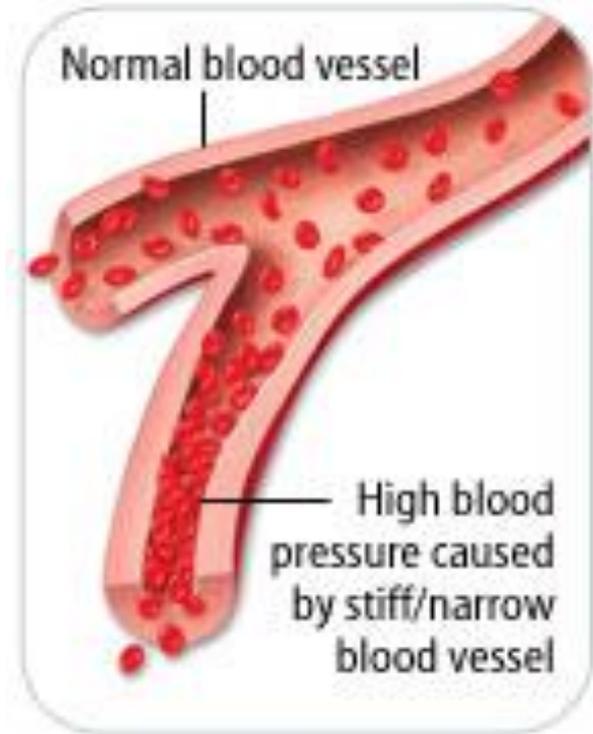
**Heart Disease is the #1 cause of death in the U.S.** 2300 Americans die of cardiovascular disease, an average of 1 death every 38 seconds

**Stroke is the #5 cause of death and a leading cause of disability**  
About 795,000 people have a stroke every year

# What is high blood pressure (Hypertension)?



- **Blood pressure is measured by taking the systolic pressure over the diastolic pressure**
- **It is a condition when blood flows through the blood vessels with a force greater than normal**
- **High blood pressure for short amounts of time is normal.**
- **When your blood pressure stays high for most of the time, it can cause serious health problems**



# Consequences if BP is left uncontrolled

## CONSEQUENCES of High Blood Pressure



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



**STROKE**  
HBP can cause blood vessels in the brain to burst or clog more easily.



**VISION LOSS**  
HBP can strain the vessels in the eyes.



**HEART FAILURE**  
HBP can cause the heart to enlarge and fail to supply blood to the body.



**HEART ATTACK**  
HBP damages arteries that can become blocked.



**SEXUAL DYSFUNCTION**  
This can be erectile dysfunction in men or lower libido in women.



**KIDNEY DISEASE/ FAILURE**  
HBP can damage the arteries around the kidneys and interfere with their ability to effectively filter blood.

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

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

# What can cause high blood pressure

- (THE MOST COMMON ONE)
  - Unhealthy Lifestyle Habits
    - Life Simple 7
      - Medicines
  - Genetic Causes

# Defining Ideal Cardiovascular Health



## Life's Simple 7™

### Health Factors:



**Manage  
Blood Pressure**

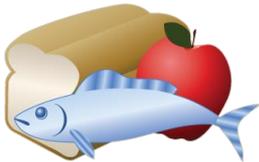


**Reduce  
Blood Sugar**



**Control  
Cholesterol**

### Behavior Factors:



**Eat  
Better**



**Lose  
Weight**

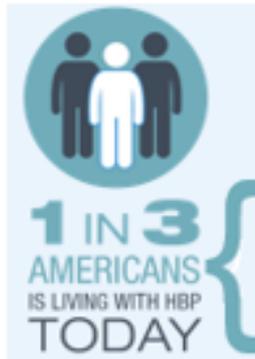


**Get  
Active**



**Stop  
Smoking**

# 80 Million Adults have High Blood Pressure



Blood Pressure Category	Systolic (mmHg)		Diastolic (mmHg)
Normal / Ideal	less than 120	and	less than 80
Prehypertension	120-139	or	80-89
Hypertension stage 1	140-159	or	90-99
Hypertension stage 2	160 or higher	or	100 or higher
Hypertensive crisis	higher than 180	or	higher than 110

Prevalence of HPB varies by race and ethnicity:

**Whites**  
roughly  
1 in 3



**Blacks**  
roughly  
2 in 5



**Latinos**  
roughly  
1 in 4

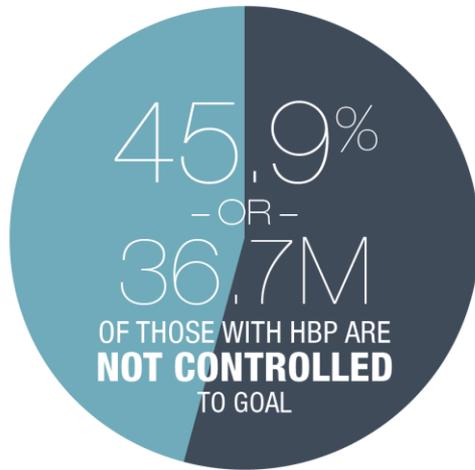


**Asians**  
roughly 1  
in 5



AHA 2015 Statistical Update

# Our Goal for Better Control



**GOAL**  
- MOVE -  
**13.6M**  
**PEOPLE**  
**TO CONTROL**  
- BY 2020 -



From **2009** to **2012** among US adults with HBP



**54.1%**  
HBP is  
controlled



**76.5%**  
currently  
treated



**82.7%**  
are aware  
they have HBP



**17.3%**  
remain  
undiagnosed

# New ACC/AHA Blood Pressure Guidelines

## Know Your Numbers

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>

- Using the 2017 ACC/AHA Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults, 45.6 % of US adults have hypertension
- High Blood Pressure leads to increased risk of cardiovascular disease and stroke, but can be managed effectively through lifestyle change and in some cases, medication.

# HBP, Heart Disease, and Stroke



## WHAT DO THESE RESULTS MEAN?



Also, a 5mmHg reduction in systolic blood pressure would increase the prevalence of ideal blood pressure from 44.26% to 65.31%

# What are some of the barriers to your clients' health?



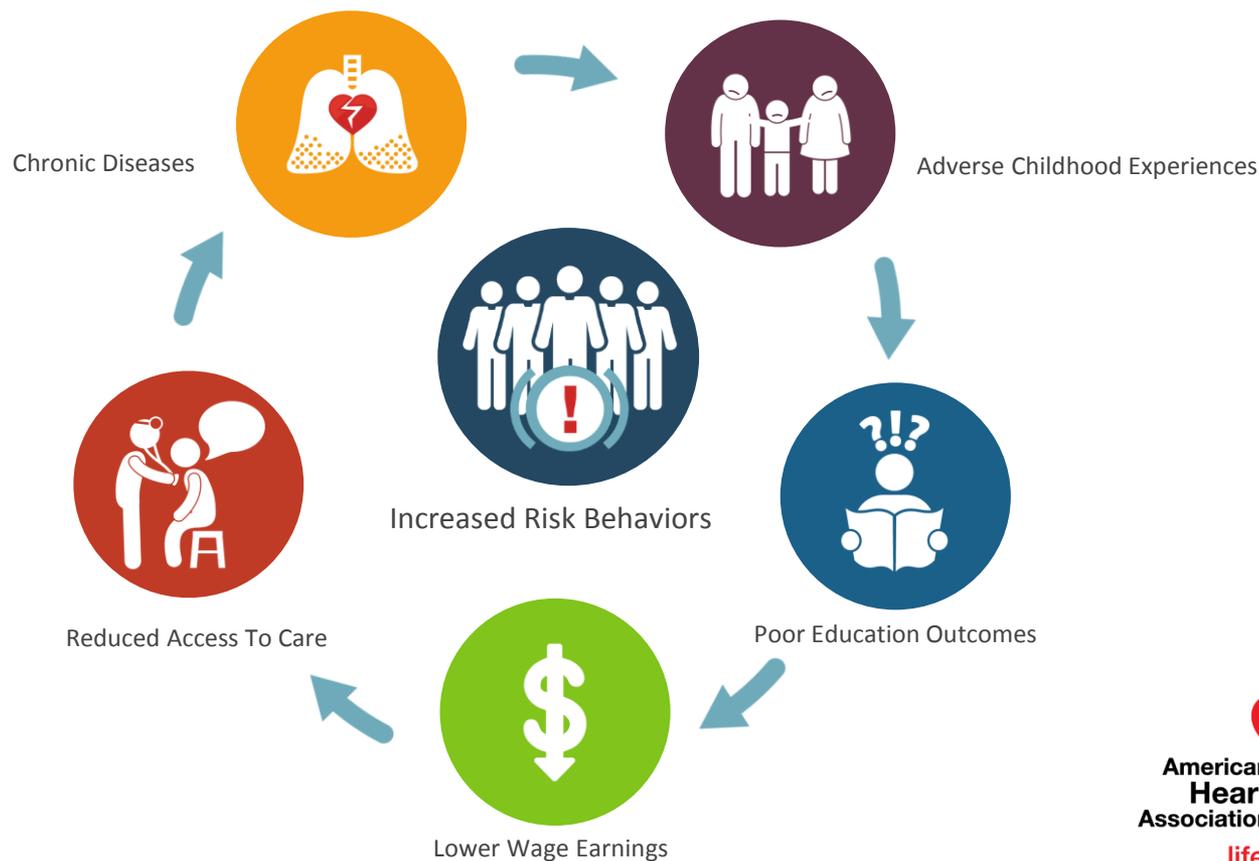
- People who have long commutes
- Under a lot of stress at work with limited breaks
- Sole financial supporters of their households
- Limited access to healthcare
- Limited English Proficiency or don't understand their doctors
- No time
- Simply not a priority



# Your Unique Position



- You have a unique opportunity to remind your clients to pay attention to their health and prevent a medical emergency so that they can be there for what matters most to them.



# Check. Change. Control.

## Incorporating Blood Pressure Checks into Your Work



Increasing Awareness &  
Public Education



Providing clients with health literature from reputable sources or get involved in BP Campaign

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Screening, Identification  
and Stratification



Know your BP: Promote local health screenings to clients and going to regular medical appointments to know BP status

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Blood Pressure  
Treatment and  
Control



Integrate or implement a Blood Pressure management with existing health education resources

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Data,  
Follow-Up Management,  
Evaluation



Submit data to be part of a county-wide effort to control BP control efforts

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Providing clients with health literature from reputable sources or get involved in BP Campaign

# Tools and Resources from the AHA

Health Literature: available online for free



**ANSWERS by heart** | **Cardiovascular Conditions**

**American Heart Association**  
Life is why™

## What is Heart Failure?

If you have heart failure, you're not alone. About 5.7 million Americans are living with it today. In fact, it's one of the most common reasons people age 65 and older go into the hospital. It can take years for heart failure to develop. Heart failure is called congestive heart failure when fluid builds up in various parts of the body. So if you don't yet have it but are at risk for it, you should make lifestyle changes now to prevent it!

Heart failure symptoms usually develop over time as your heart becomes weaker and less able to pump the blood that your body needs. Heart failure usually results in an enlarged heart (left ventricle).

**The Normal Heart**  
Has strong muscular walls which contract to pump blood out to all parts of the body.

Heart muscle pumps blood out of the left ventricle.

**Heart Failure**  
is a condition that causes the muscles in the heart wall to slowly weaken and enlarge, preventing the heart from pumping enough blood.

Weakened muscle prevents left ventricle from pumping enough blood.

### Does your heart stop?

When you have heart failure, it doesn't mean that your heart has stopped beating. It means that your heart isn't pumping blood as it should. The heart keeps working, but the body's need for blood and oxygen isn't being met.

Heart failure can get worse if it's not treated. It's very important to do what your doctor tells you to do. When you make healthy changes, you can feel a lot better and enjoy life much more!

### What can happen?

- Your heart does not pump enough blood.
- Blood backs up in your veins.
- Fluid builds up in your body, causing swelling in your feet, ankles and legs. This is called "edema."
- Fluid builds up in your lungs. This is called "pulmonary edema."
- Your body does not get enough blood, food and oxygen.

### What are the signs of heart failure?

- Shortness of breath, especially when lying down
- Tired, run-down feeling
- Coughing or wheezing, especially when you exercise or lie down
- Swelling in feet, ankles and legs
- Weight gain from fluid buildup
- Confusion or can't think clearly

### What are the causes?

The most common cause of heart failure is coronary artery disease (CAD). CAD occurs when arteries that supply blood to the heart muscle become narrowed by buildups of fatty deposits called plaque.

Other common risk factors that lead to heart failure are:

- Past heart attack has done some damage to the heart muscle
- Heart defects present since birth

*(continued)*

**Google: Answers By Heart Series Available in Spanish and English**

**American Heart Association** | Healthy For Good™

# CUT OUT ~~ADDED~~ SUGARS

Added sugars are sugars added to foods and beverages when they're processed or prepared. Consuming too much may make you sick and may even shorten your life.

**THE AMERICAN HEART ASSOCIATION RECOMMENDED DAILY LIMIT FOR ADDED SUGARS:**

WOMEN	MEN
6 TEASPOONS	9 TEASPOONS
25 GRAMS	36 GRAMS
100 CALORIES	150 CALORIES
OR LESS	OR LESS

### WHERE DO ADDED SUGARS COME FROM?

DECEPTIVE DRINKS	UNBALANCED BREAKFASTS	SWEET, SWEET SYRUPS	ICE-COLD CANDY	BEWITCHING BAKED GOODS
Flavored Milk Sports & Energy Drinks Sugary Soda & Tea Sweetened Juice	Breakfast & Energy Bars Granola Sugary Hot & Cold Cereals Sweetened Yogurt	Coffee Flavors Drink Mixes Jellies & Jams Pancake Syrup	Ice Cream & Gelato Frozen Yogurt Fruit-Flavored Popicles Sherbet & Sorbet	Bread & Pastries Cookies, Confections & Pies Desserts Flavored Bagels

### HOW TO AVOID THEM:

- Check nutrition facts label and ingredients
- Choose simple foods over heavily processed ones
- Limit events and sugary drinks
- Rinse canned fruits if they are canned in syrup

**EAT SMART ADD COLOR MOVE MORE BE WELL**

LEARN MORE AT [HEART.ORG/HEALTHYFORGOOD](http://HEART.ORG/HEALTHYFORGOOD)

**Healthy For Good Infographic Series Available in English and Selected Spanish**

# Tools and Resources from the AHA

## National Blood Pressure Toolkit



- **May 17 is World Hypertension Day**
- How to start a BP awareness campaign in your workplace?
- Encouraging BP Checks
- Sample Social Media Messages
- Tools for Promotion and Outreach

**130 is too high.  
Do you know  
where you stand?**

Join our Blood Pressure Check Challenge!

#CheckIt

heart.org/bplevels

American Heart Association | American Stroke Association

### Online support networks:

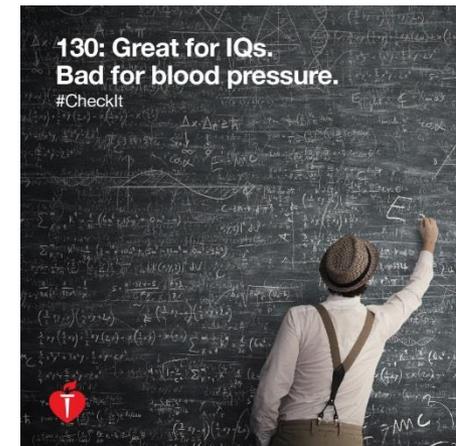
<https://supportnetwork.heart.org/>

# Increasing Awareness and Public Education on Blood Pressure

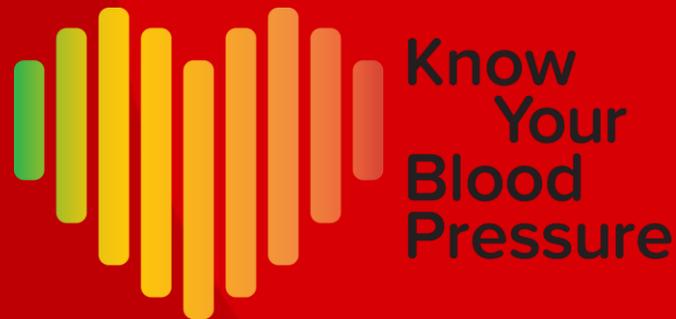


- **Providing clients with BP Awareness via:**
  - Health Fairs
  - Food Distributions/ brown bags
  - During Intakes
  - Engagement Meetings
  - Heart Month/Themed Health Months
- **How else can we increase awareness?**

## Know Your Blood Pressure Campaign El Camino Healthcare District

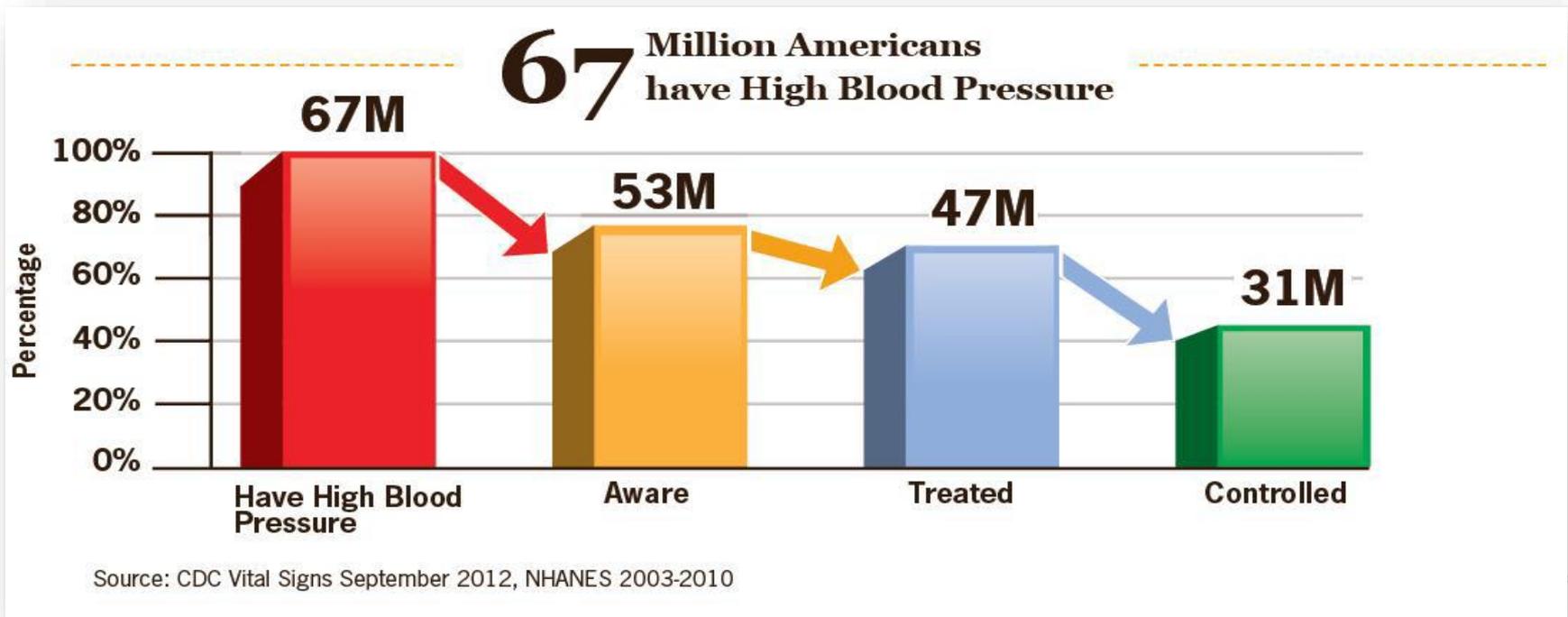


# Know your BP: Promote & host health screenings to clients





- **Patients lack understanding of blood pressure numbers**
- **Many are unaware of increased risk for heart attack, stroke**
- **Chronic condition that requires persistent management**



# Get people to KNOW their blood pressure



## Screening, Identification, and Stratification

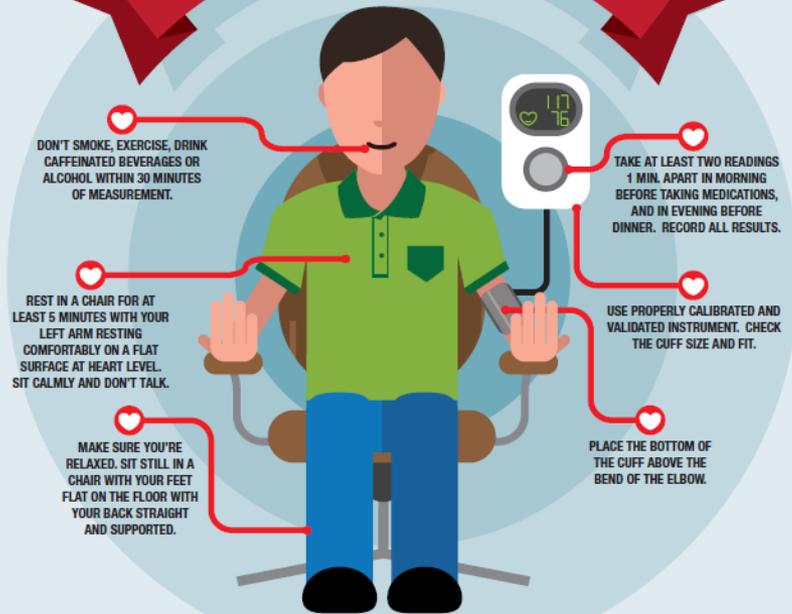
- Integrate the promotion of Blood Pressure screenings to clients
- Invite RN's or local community clinics to provide BP Screenings
- AHA to provide tools and resources to educate on:
  - Best practices to set up for proper blood pressure screening
  - Health literature to give to clients during screenings
  - Triage options for high blood pressure reading



# How do properly measure BP?



## BLOOD PRESSURE MEASUREMENT INSTRUCTIONS



1. **Don't smoke, exercise, drink caffeinated beverages or alcohol within 30 minutes of measurement**
2. **Take at least two readings 1 min. apart in morning before taking medications and in evening before dinner. Record all results.**
3. **Rest in chair for at least 5 minutes** with your left arm resting comfortably on a flat surface at heart level, sit calmly and don't talk
4. **Use properly calibrated and validated instrument.** Check the cuff size and fit.
5. Make sure you are relaxed. **Sit still in a chair with you feet flat on the floor with your back straight and supported.**
6. **Place the bottom of the cuff above the bend of the elbow.**

### American Heart Association recommended blood pressure levels

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



\*With a low systolic and also blood pressure again, it is a high, critical for blood pressure.

LEARN MORE AT [HEART.ORG/HBP](http://HEART.ORG/HBP)

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Implement or integrate a  
Blood Pressure management  
program with existing health  
education program



American Heart Association | American Stroke Association®

life is why™

# Check. Change. Control.

What role can you play?



## Check.Change.Control.®

Free Hypertension Management Program

Presented by the American Heart Association and El Camino Healthcare District  
Heart disease and stroke are the #1 and #4 killers of Americans. Join our program to learn how to reduce your risk today!



4-month Series of Hypertension and Lifestyle Management Classes

- Egg Blood Pressure Checks
- Egg Farmers Market Cash
- Refreshments Provided
- Egg Daycare during Workshops
- Egg Blood Pressure Machine Upon Program Completion

For more information, please contact Yvonne Fung:  
Yvonne.fung@heart.org  
(408)-606-5952

**English & Spanish Workshop Location**  
Columbia Neighborhood Center  
785 Morse Ave., Sunnyvale, CA

Time: 10 am-12pm

**English**

Sat, March 10  
Sat, April 7  
Sat, May 12  
Sat, June 9

**Spanish**

Sat, March 24  
Sat, April 21  
Sat, May 19  
Sat, June 16



**Mandarin Workshop Location**  
MayView Community Health Center  
900 Miramarite Ave., Mountain View, CA

Time: 10 am-12pm

**Mandarin**

Sat, March 10  
Sat, April 14  
Sat, May 19  
Sat, June 9

Developed to support hypertension management among the adult population, Check. Change. Control.® engages participants, emphasizing 3 important aspects of managing hypertension:

- 1. Checking** for high blood pressure and symptoms;
- 2. Changing** lifestyle and seeking treatment;
- 3. Controlling** hypertension by taking preventative measures.

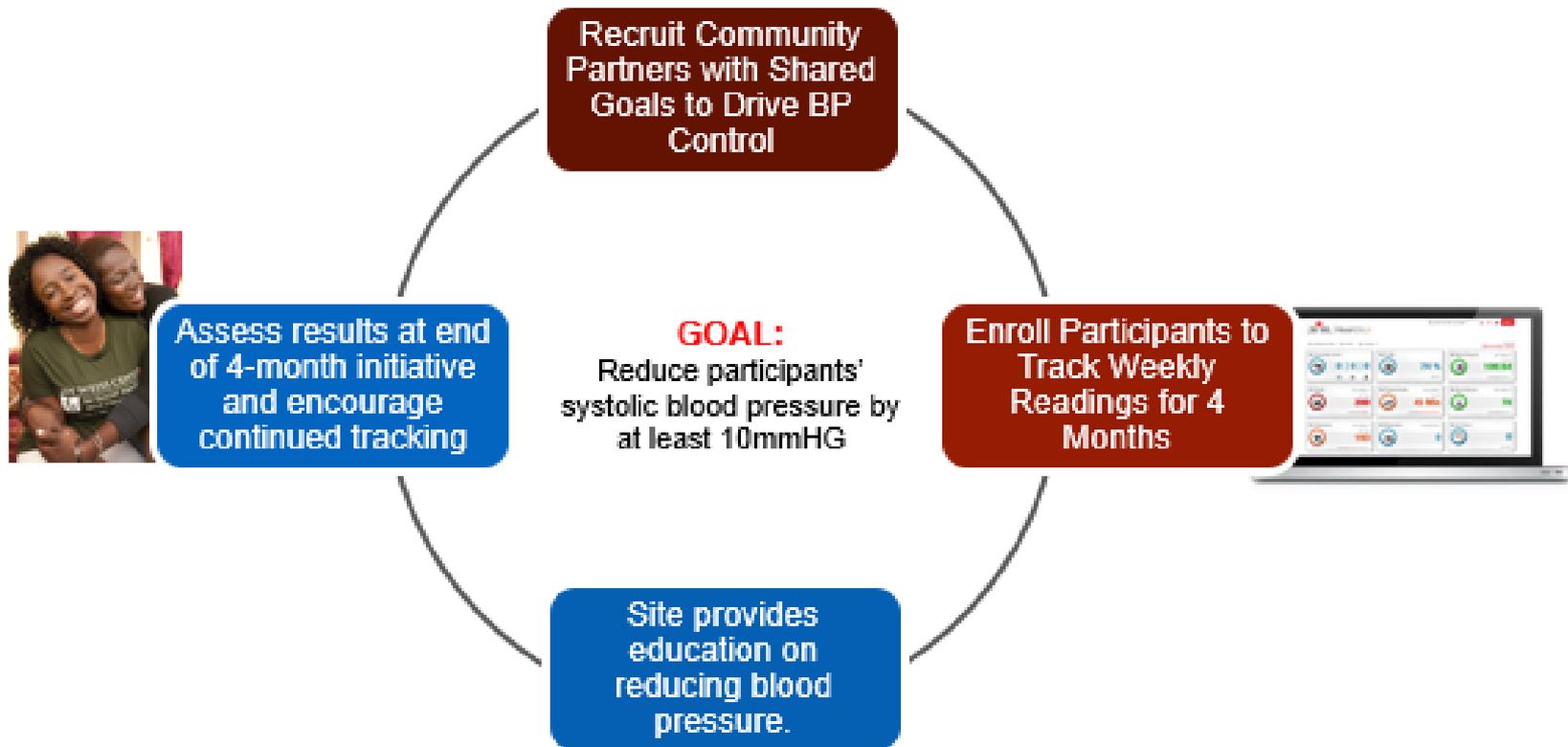


Check.  
Change.  
Control.®

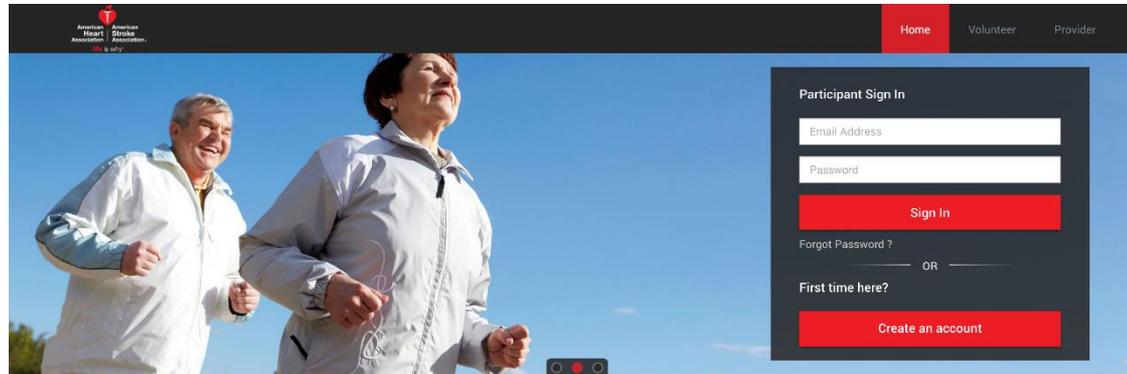
# Check, Change. Control Engages Participants



- Integrate CCC with other health education resources that your agency provides by encouraging self-monitoring and use of CCC Tracker



# 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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[Privacy Policy](#) | [Terms of Service](#)



Appropriate treatment requires blood pressure data to be measured over time. CCC Tracker allows participants a secure way to keep track of their blood pressure readings over time that will be available on their mobile device.

[Resources](#) on how to use the CCC Tracker



# Increasing Blood Pressure Control



- How do you think you can support BP Control?
- What are you currently doing to support BP and or chronic disease?
- Can BP awareness, screening or education be integrating with an existing program or event?
- Do you see unique collective impact opportunities?
- What are the current challenges?
- How can the AHA help you bring BP programming?

# Next Steps



- Next steps:
  - Contact the AHA to discuss collaboration opportunities:

Santa Clara County:

Mike Gonzalez

[Mike.Gonzalez@heart.org](mailto:Mike.Gonzalez@heart.org)

Or

SF, San Mateo, Contra Costa, Alameda Counties:

Vicki Williams

510-903-4015

[vicki.williams@heart.org](mailto:vicki.williams@heart.org)

# Other offerings from the AHA



- You AND your clients are both important.



**Healthy Workplace  
Food and Beverage Toolkit**



**Workplace Health Solutions  
Employee Wellness Program**

# Question & Answer



Thank you for your time!

life is why™

es por la vida™

全為生命™