



Every Heart: Hypertension Best Practices for Adult & Maternal Health

April 30, 2025

8:30 AM – 12:00 PM

Friendship Baptist Church
80 Walnut St SW, Atlanta, GA 30314

In partnership with:



**ATLANTA
HYPERTENSION
INITIATIVE**



Welcome!

Jeff Smythe, ARCHI



Invert the Burden



Change the Mechanics



Spark Change
to the System



Expand Resources
to Scale

- ✓ Leveraging collaboration to drive more person-centered data sharing solutions
- ✓ Re-imagining the health and care workforce
- ✓ Understanding how social determinants can be integrated and coordinated in care
- ✓ Making space for innovating, resourcing, belonging

We still have work to do

The latest data tells us that we need to do better. These are the key indicators that ARCHI will be tracking. We will also prioritize collaborations with partners who are demonstrating positive results in these areas.

Years of life lost before age 75		Improved slightly since 2021
Preventable ER visits		Slight increase since 2021
Hospital discharges for major CV diseases		Steady increases since 2020
ER visit rate for diabetes related causes		Increased since last year

Agenda

Welcome and Overview

Overview of the Atlanta Hypertension Initiative (AHI) Panel Discussion

Panel Discussion

Commitments and Collaboration

Closing Remarks and Call to Action

Organization Showcase



WHY HYPERTENSION CONTROL MATTERS FOR ATLANTA

LIVE TO THE BEAT | LIVING A LEGACY OF HEART HEALTH

Stephen Jordan

[Stephen Jordan's video](#)



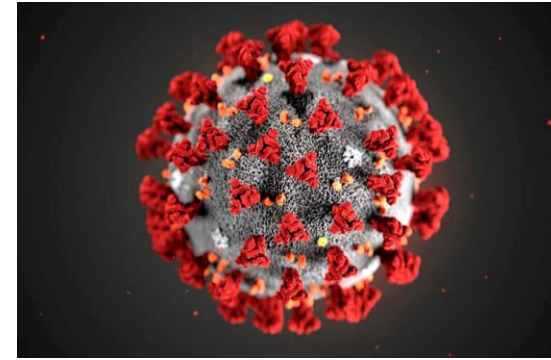
Alarming Reality of High Blood Pressure



Almost half of U.S. adults suffer from high blood pressure



Black and Hispanic people are twice as likely to develop high blood pressure



The greater risk for hypertension results in more heart attacks and heart disease, including strokes, which contribute to disproportionate negative outcomes for those infected with COVID-19

CITY OF ATLANTA AND METRO ATLANTA MODELED HYPERTENSION PREVALENCE

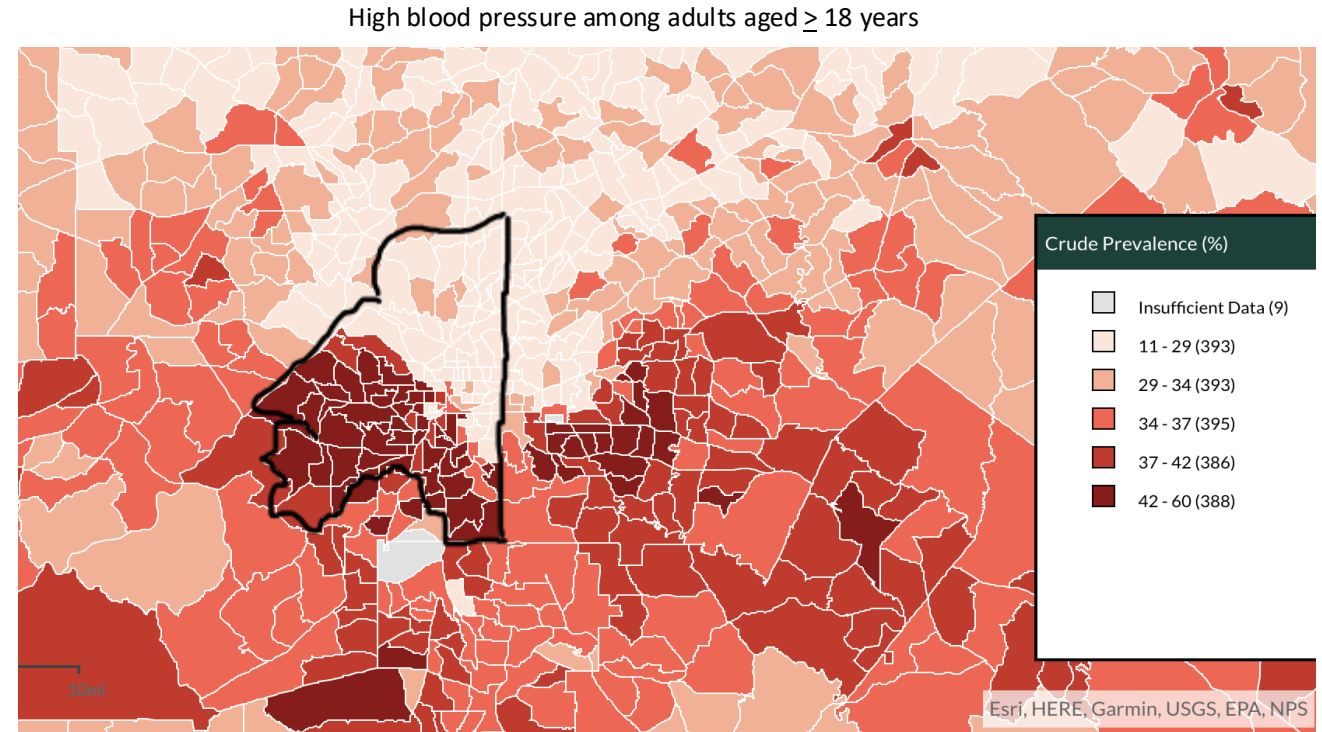
City of Atlanta

Hypertension prevalence: 37.1%¹

Metro Atlanta

Hypertension prevalence:¹

- Fulton – 33.7 %
- Dekalb – 35.5%
- Clayton – 40.3%
- Gwinnett – 32.4%



1. CDC. PLACES: Local Data for Better Health. 2021. Accessed February 26, 2024. <https://experience.arcgis.com/experience/22c7182a162d45788dd52a2362f8ed65>

AHI OVERVIEW

Aisha Williams, ARCHI

Shana Scott, AHA

THE ATLANTA HYPERTENSION INITIATIVE (AHI)



- A **collaborative group** (government, health care, community organizations, and professional associations)
- To **harness the power of collaboration**
- To identify and implement **solutions that advance equitable hypertension control** (grassroots activation and support to help health care organizations improve their effectiveness in controlling HTN).

Backbone Organizations

- Atlanta Regional Collaborative for Health Improvement (ARCHI)
- Centers for Disease Control and Prevention (CDC)
- American Medical Association (AMA)
- Atlanta-area American Heart Association (AHA)
- CDC Foundation

80+
+ **Metro Atlanta Organizations...**
ALL OF YOU!

AHI STRATEGIC GOALS: NORTH STAR

NORTH STAR (5+Years):

Through the collective action of organizations in health care and community settings, the AHI will reduce heart attacks and strokes* in metro Atlanta by improving HTN control among more than half a million adults in our region.

AHI CHANGE AGENTS



MAP Hypertension

- 6 month program provided at no cost to health systems that incorporates evidence-based strategies, practice facilitation, peer-to-peer learning and performance metrics and reports

Target: BP

- National initiative to reduce heart attacks and strokes by urging medical practices, health service organizations and patients to prioritize blood pressure control
- Provides cost-free access to the latest clinical tools and support on BP improvement, SMBP, and BP guidelines

Live to the Beat

- National campaign that aims to reduce CVD risk among Black adults ages 35–54 with a focus on moving more, eating better, quitting smoking and addressing key risk factors like hypertension, high cholesterol and high blood sugar

CDC Hypertension Control Change Packages

- Present a listing of process improvements that clinical settings can implement as they seek optimal HTN control, and improved identification and management of hypertension in pregnancy
- Composed of change concepts, change ideas, and evidence- or practice based-tools and resources

CURRENT ASSETS IN ATLANTA

- Metro Atlanta American Heart Association
- Georgia Healthy Heart Ambassador Program
- YMCA Healthy Heart Ambassador Program
- Walk with a Doc
- Community Health Worker Programs

AHI MILESTONES



Held AHI Inaugural
convening

October 2023



Launched AHI Mini
Grant Program

February 2024



Hosted AHI Spring
and Fall Convenings

February 2024
October 2024



Built Capacity

- MAA Gala
- [Alicia's story](#)
- AHI Article
- LTTB in ATL



Developed AHI
Framework

- Goals
- Logic Model
- AHI website
- Community Advisory Group



Increased knowledge
and awareness

- 20 Atlanta-area LTTB ambassadors recruited
- Evaluations developed

AHI RESULTS: MINI GRANT IMPACT

Lucky Shoals Community
Association

Whitefoord Community Clinic

Diabetes You Can Win, Inc.

Hight Health, Inc,

Update results if final eval completed:
awarded four grants to local
organizations who are currently
implementing projects to improve HTN
control in Atlanta. At mid-year awardees
had completed 49 Hypertension Related
Trainings, distributed 72 blood pressure
devices and conducted 3,719 blood
pressure screenings, reaching a total of
2,145 adults in Metro Atlanta, 82%
(1750) of whom are Black



LIVE TO THE BEAT

Powered by **Wellstar**



With High Risk....

Comes High **Reward!**



....A 12- Month Journey to Sustainable Heart Health

The Risk....

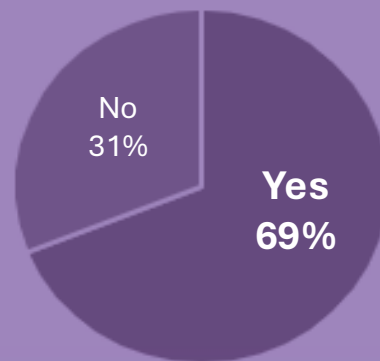


The Reward....

Engagement & Positive Behavior Change

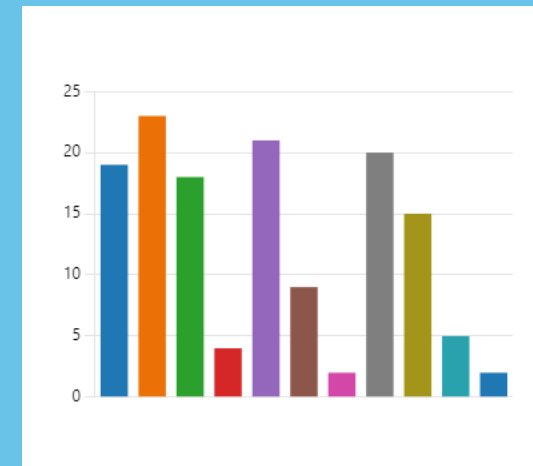
73 %
Attendance

Over the last month, were you successful in achieving or making progress towards your goal?



Were there any other goals you chose to tackle last month that you were **also SUCCESSFUL**?

Get Active	19
Cut Back on Salt	23
Eat Balanced Meals	18
Limit Alcohol	4
Take My Medication	21
Decrease Stress	9
Smoke Less/ Reduce Tobacco Use	2
Monitor BP at Home	20
Sleep Well (7-9 hrs)	15
Improve Emotional Health	5
Other	2



PANEL:

Moderator – Elise Lockamy-Kassim, AVP Center for Health Equity



Elise Lockamy-Kasim (Moderator)
AVP, Community Health, Wellstar



Dr. Alicia Shelly, MD FACP DABOM
Lead Physician, Wellstar Primary Care Douglasville



Dr. Byron Hunter, PhD
VP, Health Impact, Emory Healthcare



Teresa Byrd, MD, MSCI, FACOG
Residency Program Director, Obstetrics and Gynecology, Wellstar Kennestone
Regional Medical Center



Lisa Graham MS-IHW, BSN, CDCES, CHW
Certified Diabetes Care & Education Specialist, Diabetes You Can Win
Foundation, Inc.



Karen Bennett
Class Graduate, *Live To Beat*- Powered by Wellstar







COMMITMENTS AND COLLABORATION

Committing to Change...Together!

- Hypertension is a major health challenge in metro Atlanta—but together, we can drive change.
- The Atlanta Hypertension Initiative (AHI) unites local leaders and organizations to improve blood pressure control across our communities.
- Guided by local feedback and proven strategies, AHI offers commitments your organization can take to create real impact.



**CHANGE IS
POSSIBLE**

AHI Champion Commitments

Commitments that support a complementary, two-pronged strategy:

Commitments include actions to empower individuals and communities with knowledge, resources and information to **take steps that may be within their control to manage their HTN.**

Commitment categories include:

- Disseminate Clear Health Information
- Provide Health Education
- Link Patients To Resources
- Promote Self-Blood Pressure Monitoring
- Participate in HTN Control Training

**EMPOWER
INDIVIDUALS &
COMMUNITY**

**EQUIP
HEALTH CARE
PROVIDERS**

Commitments include actions to equip health care professionals to **effectively screen and partner with individuals help them achieve HTN control.**

Commitment categories include:

- Develop a Clinical QI Plan
- Implement Measurement Improvements
- Strengthen Clinical Practices for HTN Management
- Use Data to Promote Improvements
- Link Patients To Resources
- Implement Self-Blood Pressure Monitoring
- Promote HTN Control Training

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- Promote HTN Control Training

AHI will provide evaluation support via a quarterly survey to help Champions share and track their commitments.

Atlanta Hypertension Initiative (AHI) Champion Commitments

Uncontrolled high blood pressure, also called hypertension (HTN), is one of metro Atlanta's most urgent health challenges—but progress is possible when we work together. Through the AHI, local leaders and organizations can unite around a shared goal of improving HTN control across our communities. Review the list below and select the commitments your organization can take to make a difference.

As an AHI Champion, I commit to: (select all that apply).

EMPOWER INDIVIDUALS & COMMUNITY

DISSEMINATE CLEAR HEALTH COMMUNICATION

- ☐ Use *Live to the Beat* HTN control messages in your materials.
- ☐ Share *Live to the Beat* campaign materials in your social, digital or in-person channels.
- ☐ Recruit *Live to the Beat* community ambassadors who can disseminate health information through their channels.

PROVIDE HEALTH EDUCATION

- ☐ Hold a community event or health fair that includes a HTN education component.
- ☐ Host programs that provide information, promote healthy lifestyle changes, and help people manage their blood pressure.

LINK PATIENTS TO RESOURCES

- ☐ Refer individuals with HTN to resources that can help them manage non-medical stressors (i.e., assistance with finances, transportation, education, childcare, elder care, etc.).
- ☐ Refer individuals with HTN to resources that can help them with medication adherence and healthy lifestyle support resources (e.g., dietitians, community-based programs, etc.).
- ☐ Refer individuals with HTN to avenues for getting affordable health care.
- ☐ Hold a community health screening that includes blood pressure screening and a connection to care for persons with elevated or high blood pressure.

PROMOTE SELF-BLOOD PRESSURE MONITORING

- ☐ Distribute validated blood pressure monitors, educate patients on how to use them, and provide connection to care for those with HTN.
- ☐ Participate in or host a self-blood pressure monitoring program.

PARTICIPATE IN HYPERTENSION CONTROL TRAINING

- ☐ Attend AHI-supported learning events.

EQUIP HEALTH CARE PROVIDERS

DEVELOP A CLINICAL QUALITY IMPROVEMENT PLAN

- ☐ Request a discovery call to implement the American Medical Association (AMA) MAP HTN QI program or other AMA MAP solutions at your organization.
- ☐ Request a discovery call to implement the AMA/American Heart Association Target BP QI program at your organization.
- ☐ Form a team to create a plan for implementing the Million Hearts Hypertension Control or Hypertension in Pregnancy Change Package at your organization.
- ☐ Attend an AHI-sponsored clinical peer learning session to hear what other health care organizations are doing to address HTN.

IMPLEMENT MEASUREMENT IMPROVEMENTS

- ☐ Regularly train all patient care staff on accurate blood pressure measurement and documentation and ensure appropriate follow up for those with HTN.

STRENGTHEN CLINICAL PRACTICES FOR HTN MANAGEMENT

- ☐ Use effective treatment with a standardized protocol to get to control.

USE DATA TO PROMOTE COLLECTIVE IMPROVEMENTS

- ☐ Collect and track BP control rate data for all adult patients.
- ☐ Share aggregate-level BP control rate data as part of AHI collective impact measurement.

LINK PATIENTS TO RESOURCES

- ☐ Refer patients with HTN to resources to help manage non-medical stressors (i.e., assistance with finances, transportation, education, childcare, elder care, etc.).
- ☐ Refer patients with HTN to resources that can help them with medication adherence and healthy lifestyle support resources (e.g., dietitians, community-based programs, etc.).

IMPLEMENT SELF-MEASURED BLOOD PRESSURE MONITORING

- ☐ Collect and track BP control rate data for all adult patients.
- ☐ Share aggregate-level BP control rate data as part of AHI collective impact measurement.
- ☐ Offer self-measured blood pressure monitoring program with validated devices and clinical support for HTN diagnosis and management.

PROMOTE HYPERTENSION CONTROL TRAINING

- ☐ Promote AHI-supported learning events to health care professionals in your organization.
- ☐ Host a learning event on HTN control for clinicians.

Name & Date

Organization

Job Title

Signature



AHI Support: 6-Month Calendar

2025 Q2

2025 Q3

AHI Stipends

AHI Newsletters

LinkedIn group
launched

LTTB Campaign
in Atlanta

AHI Office
Hours

**ACTION PLANNING:
COMMITMENTS FOR HYPERTENSION CONTROL
IN METRO ATLANTA**

CLOSING THOUGHTS AND CALL TO ACTION

Dr. Crooks

ORGANIZATION SHOWCASE

ORGANIZATION SHOWCASE

1) Wellstar

2) WellMiss

3) Diabetes You Can Win

4) Hight Health

5) Lucky Shoals Community Association

6) Open Hand

7) Live to the Beat

8) AHA/AMA

9) Dr. Flava

10) Culvita Consulting



CLOSING

Jeff Smythe, Executive Director, ARCHI



NEW PARTNERS WELCOME!

PARTNERS

ARCHI was founded by individuals and organizations committed to upstream, cross-sector work.

A long vision propelled by iterative action. We are connecting a broad range of players to plug into our framework and catalyze change. We are beginning to move to scale.



Alliant GMCF
American Cancer Society
American Diabetes Association
Arthur M. Blank Family Foundation
Atlanta Bicycle Coalition
Atlanta Civic Site
Atlanta Community Food Bank

DeKalb County Government
Emory Fuqua Center for Late Life Depression
Emory Healthcare
Emory University – Partners for Equity in Child and Adolescent
Health Enterprise Community Partners
Emory University – Urban Health Initiative
Enterprise Community Partners

National Church Residences
Neighborhood Nexus
Marcus Autism Center
Mental Health America of Georgia
Metro Atlanta Urban Farm
Metropolitan Counseling
Midtown Assistance Center

How do healthcare costs impact your future?

We want to hear from you *and* the communities you serve.



www.AtlantaPOV.org

THANK YOU!

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