
ATLANTA HYPERTENSION INITIATIVE CONVENING

Hypertension Control is viTAL to ATL

February 29th , 2024
9:30am-3:00pm



WELCOME

AISHA WILLIAMS, ARCHITECT





- Acting Director of Science and Policy of in the Office of the Surgeon General from 2019-2021
- Executive Director of Million Hearts from 2011-2019
- Senior Vice President for Science and Quality at the American College of Cardiology from 2008 to 2011
- Received the Surgeon General's Award for Exemplary Service in 2023
- Board-certified cardiologist

DR. JANET WRIGHT

**DIRECTOR, DIVISION FOR HEART DISEASE AND STROKE PREVENTION
CENTERS FOR DISEASE CONTROL AND PREVENTION**

ATLANTA HYPERTENSION INITIATIVE

The Atlanta Hypertension Initiative (AHI) is an initiative focused on improving equitable hypertension control across metro Atlanta.

Together, we will engage metro Atlanta leaders across multiple sectors in a collective impact approach, harnessing the power of willing collaborators to improve hypertension control and advance health equity in Atlanta by strengthening community-based interventions and catalyzing health care system quality improvement.

Why Atlanta?

- Atlanta was selected due to its high prevalence of hypertension, large health disparities, and abundance of health care and community-based organizations well-positioned to effect change.



- Director of the National Center for Injury Prevention and Control at the CDC from 2014-2021
- Former Emory University School of Medicine vice chair in the Department of Emergency Medicine and associate professor at the Rollins School of Public Health
- Served as attending physician at Grady Memorial Hospital in the emergency department and in the medication assisted treatment clinic for opioid use disorder
- Recipient of AMA's Award for Outstanding Government Service in 2023
- Board-certified emergency physician

DR. DEB HOURY

CHIEF MEDICAL OFFICER AND DEPUTY DIRECTOR FOR PROGRAM AND SCIENCE
CENTERS FOR DISEASE CONTROL AND PREVENTION



COMMITMENTS AND STRATEGIES FOR HYPERTENSION CONTROL IN METRO ATLANTA

AGENDA

- Welcome
- New Connections
- Workshops: Deep Dive into Quality Improvement Strategies and Live to the Beat Implementation
- Networking Lunch
- Afternoon Welcome
- AHI Overview and Collaborative Mechanism
- Mini Grant Awardee Announcements
- Co-design session
 - AHI goals, measurement strategies and outcomes
 - Thinking about the future of the AHI: Communication and Engagement
- Report Back and Discussion
- Next Steps
- Closing



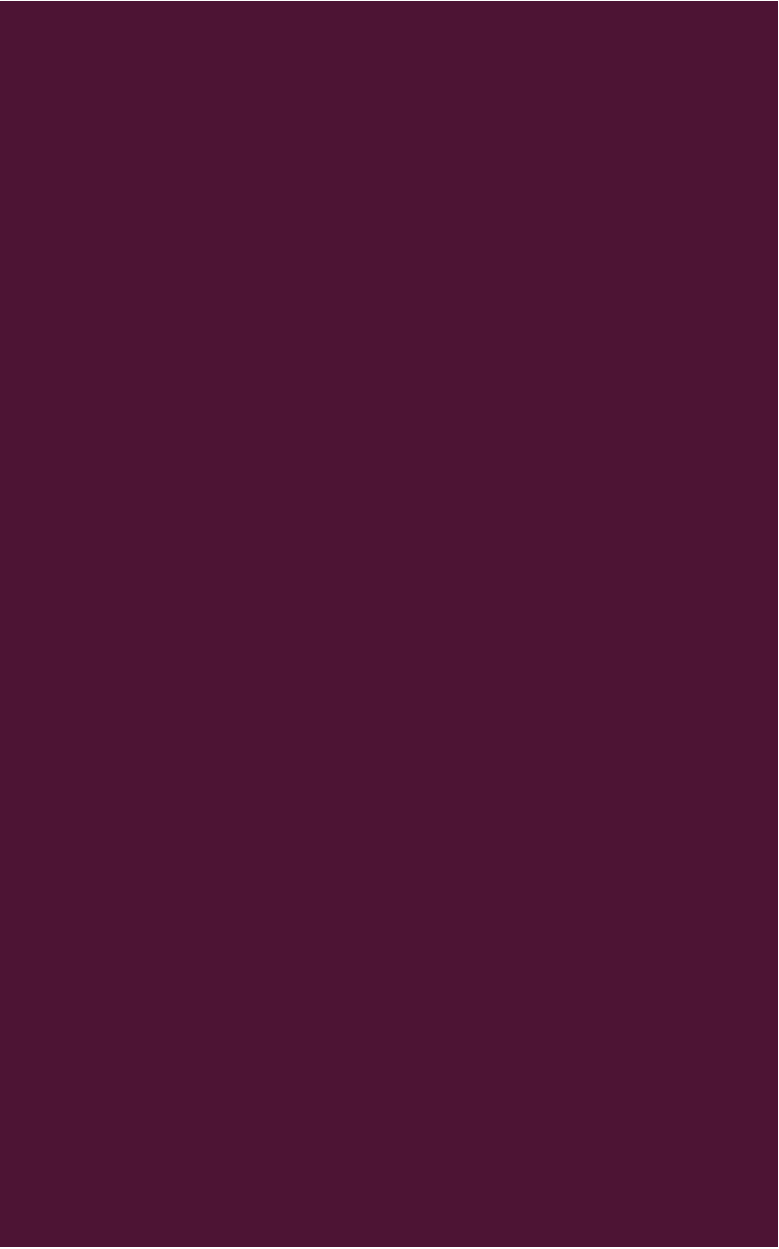
NEW CONNECTIONS

AT YOUR TABLE:

- RAPID INTRODUCTIONS
- NAME
- ORGANIZATION
- SECTOR

DISCUSS THE FOLLOWING QUESTION:

WHAT DO YOU HOPE TO GET OUT OF TODAY'S MEETING?

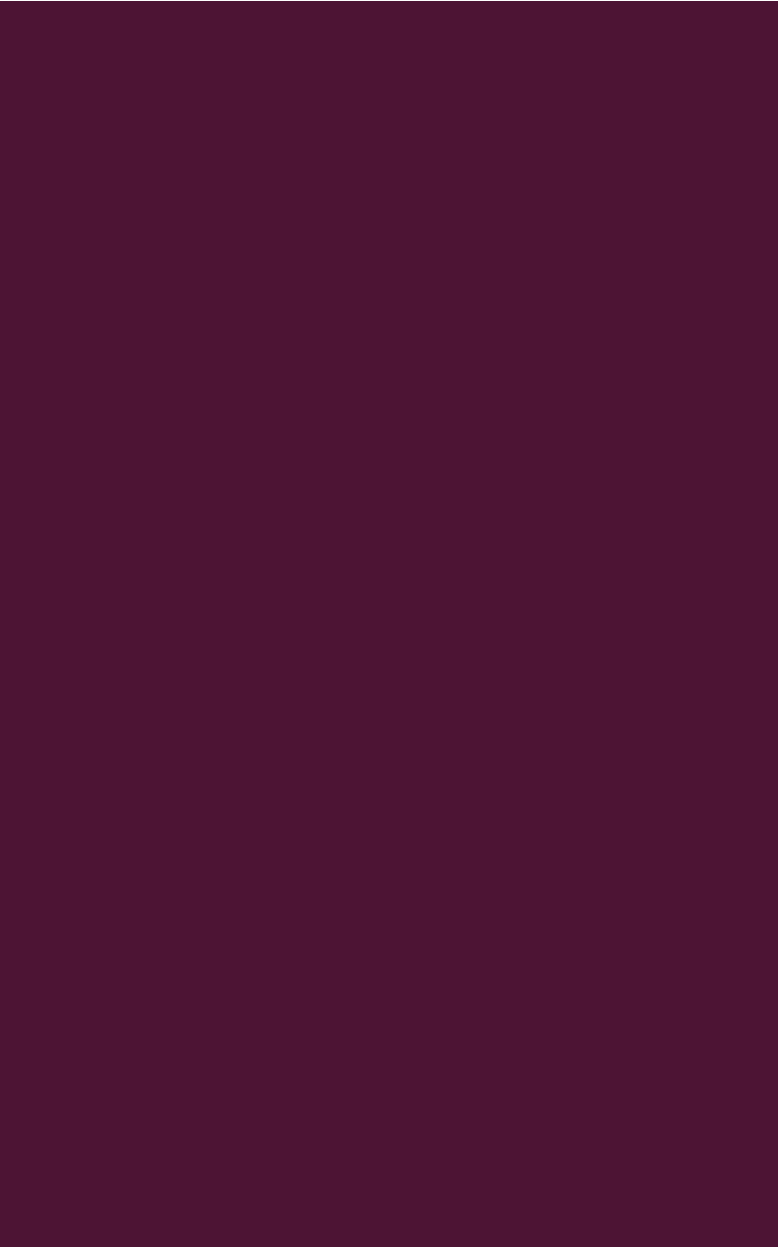


HOUSEKEEPING

WORKSHOP OVERVIEW

Workshop 1: Defining the Path for your Health Care Organization to Improved Blood Pressure Control: Key Clinical Quality Improvement Strategies that Lead to Improved Blood Pressure Control

Workshop 2: Learn How to Deploy Field Tested Messages and Available Tools to Educate and Motivate Individuals to Take Small Steps to Improve Their Cardiovascular Health



LUNCH



WHY HYPERTENSION CONTROL MATTERS FOR ATLANTA: A PERSONAL STORY

ALICIA SAUNDERS



WELCOME BACK

AGENDA

- AHI Overview and Collaborative Mechanism
- Mini Grant Awardee Announcements
- Co-design session
 - AHI goals, measurement strategies and outcomes
 - Thinking about the future of the AHI: Communication and Engagement
- Break
- Report Back and Discussion
- Next Steps
- Closing



AHI OVERVIEW

AISHA WILLIAMS, ARCHI
SHANA SCOTT, AHA



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PROPOSED: AHI SLOGAN, VISION, MISSION, GOALS

Slogan: Controlling blood pressure is viTAL to ATL

- T: Tackle the disparities and inequities that exist with hypertension in Atlanta
- A: Awareness: Raise awareness about steps to prevent and control hypertension in the Black community
- L: Lower the prevalence of hypertension in Atlanta

Vision: Improved health of Atlantans through equitable hypertension control

Mission: Advancing cardiovascular health for all and reduce related health inequities through building a lasting collaborative for Atlanta.

PROPOSED GOALS

- Action-oriented partnerships
- Purposeful collaborations
- Bi-directional communication
- Measurable success



AHI PROGRESS TO DATE

- Held successful inaugural convening – October 24, 2023
- Community Advisory Group formed and activated
- AHI Mini-Grant RFA launched and awardees selected
- Drafted governance structure and shared evaluation metrics
- Held a second convening – Today!

LIVE TO THE BEAT COMMUNITY AMBASSADORS NETWORK



- **148 ambassadors** from **34 states**
- More than **18,000 materials requested**
- More than **10,000 people** reached through ambassadors
- **Spotlight ambassadors** featured on website & social media

bit.ly/communityambassadorsnetwork

Backbone organization & Co-Design Team

Community Advisory Group

AHI Partners

- Health care organizations/systems
- Community based organizations
- Faith-based organizations
- Foundations
- Local government
- National government
- Payers
- Pharmacies
- Professional associations
- Academic institutions
- Employers?
- FQHCs

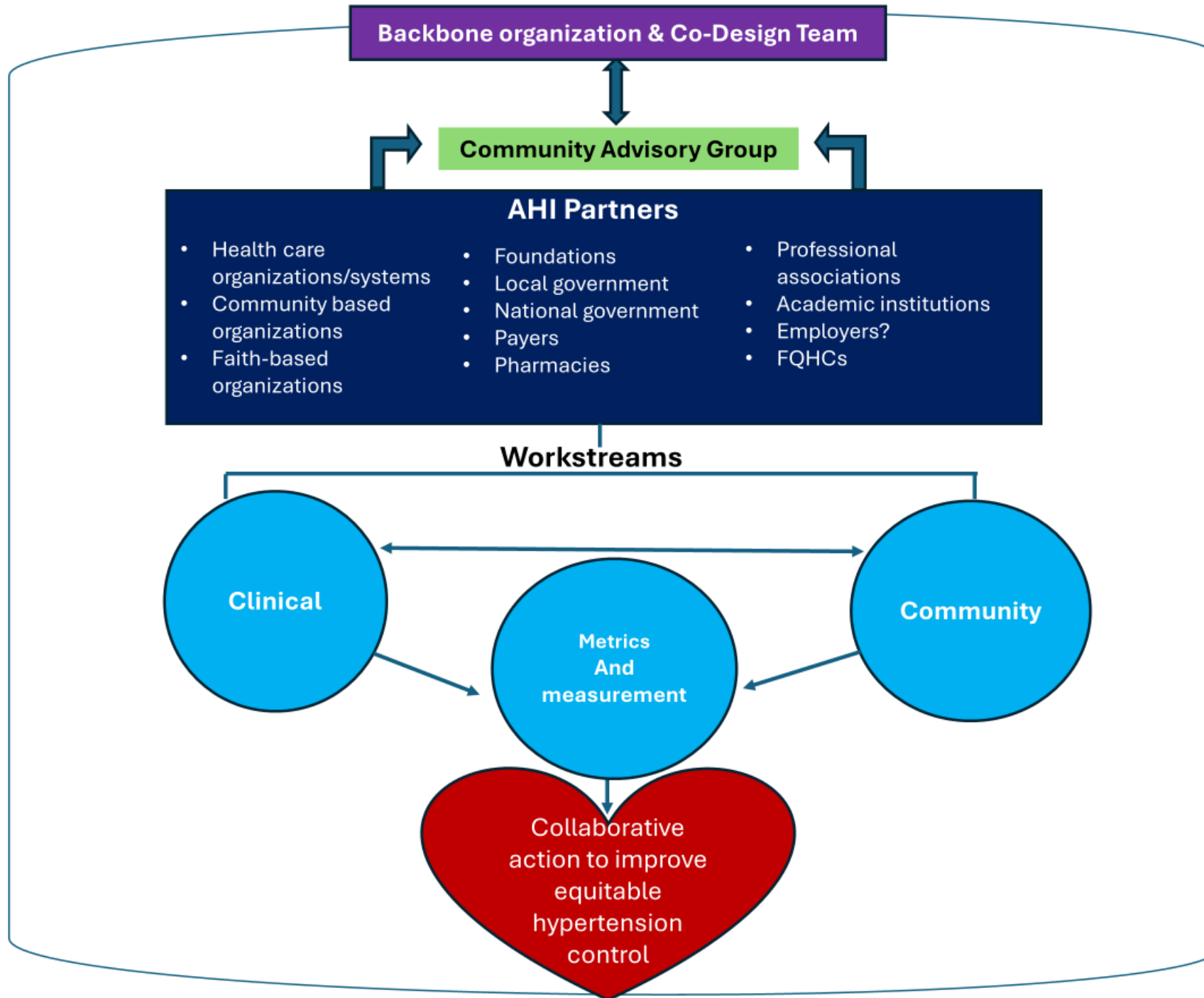
Workstreams

Clinical

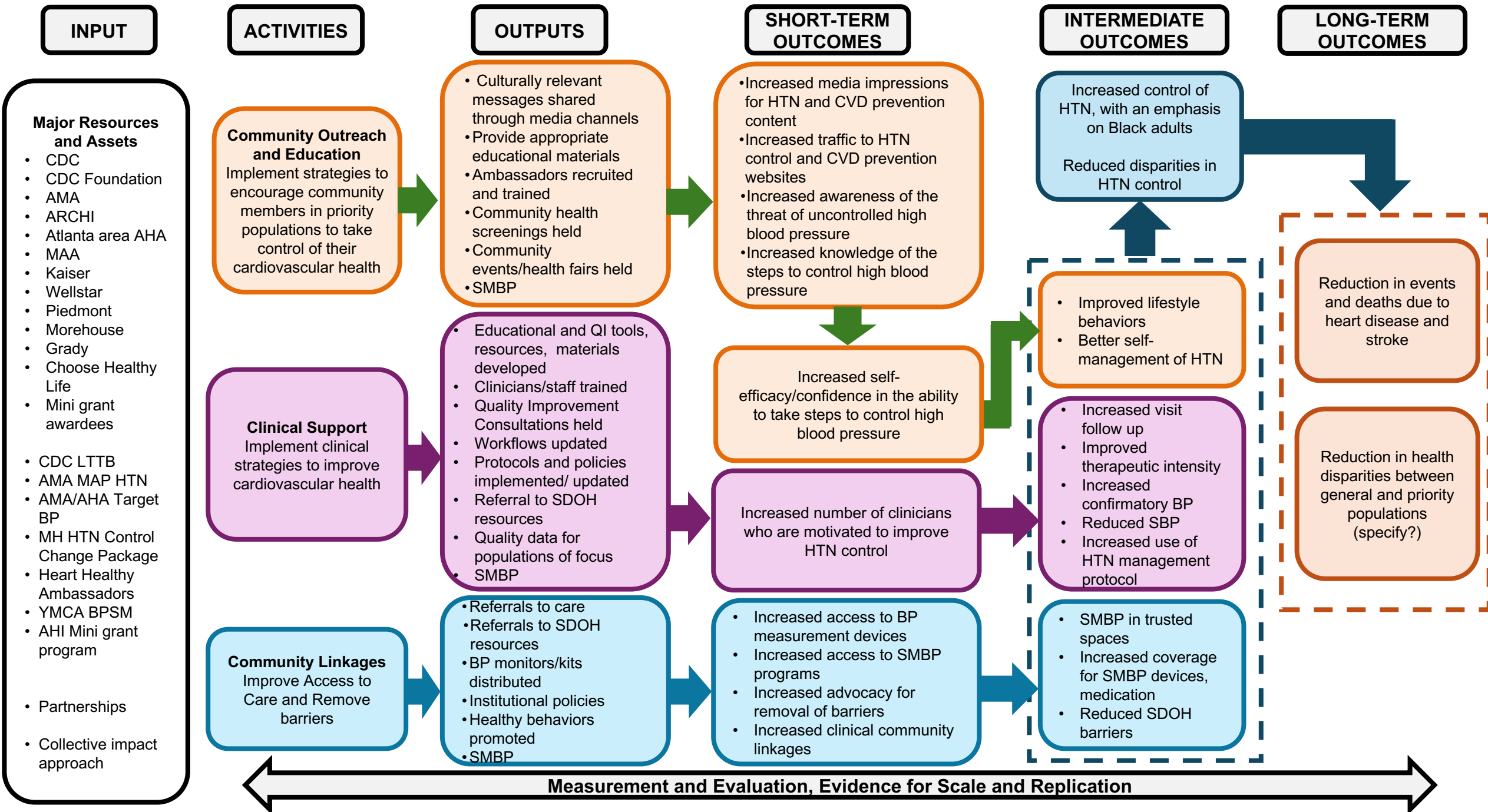
Community

**Metrics
And
measurement**

**Collaborative
action to improve
equitable
hypertension
control**



DRAFT Atlanta Hypertension Initiative (AHI): Hypertension Control in Atlanta Logic Model



MINI GRANT WINNERS

Lucky Shoals Community Association

Whitefoord Community Clinic

Diabetes You Can Win, Inc.

Hight Health, Inc,

BREAKOUT GROUP DISCUSSION: RECOMMENDATIONS FOR THE AHI

- AHI goals, measurement strategies, and outcomes
- Thinking about the future of the AHI: communication and engagement

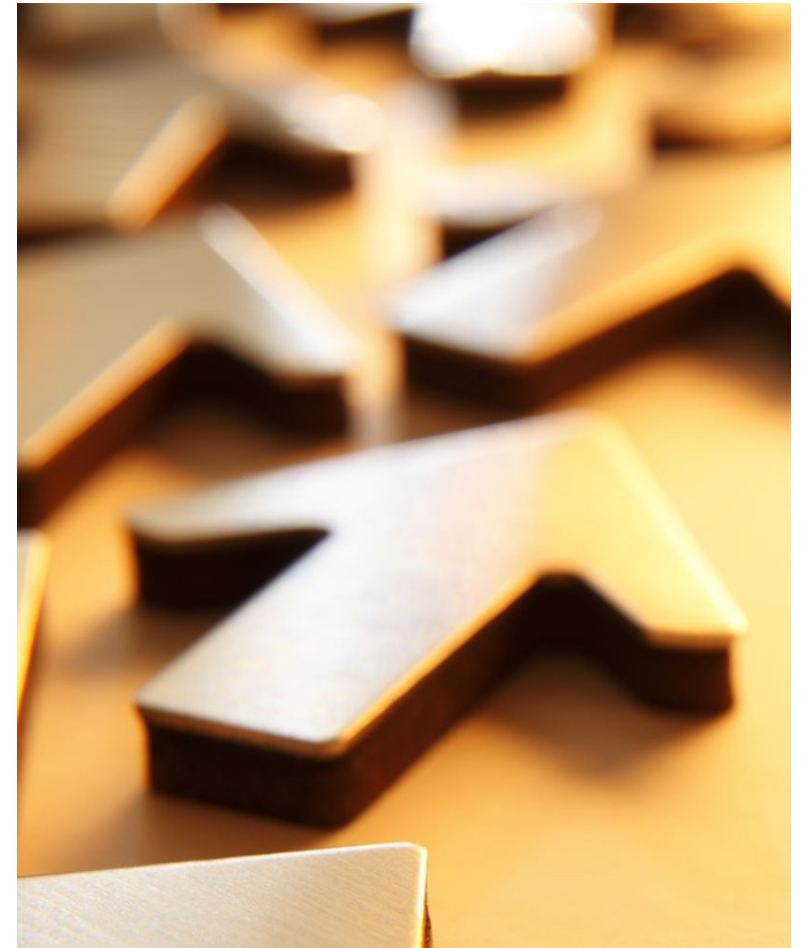
EVALUATION SURVEY



<https://forms.office.com/r/DUYUMVTWYV>

REPORT BACK AND VISIONING

- What did your table come up with regarding evaluation and metrics?
- What did your table come up with regarding communication and engagement?
- **Visioning:** Share your biggest wish for this initiative related to hypertension in Atlanta





NEXT STEPS

JUDY HANNAN, CDC



STAYING INVOLVED

- Implementing Key Assets
- Measuring and sharing impact and stories
- Community Advisory Group
- Next steps
- Other



CLOSING THOUGHTS

DR. LARRY SPERLING, CDC

JEFF SMYTHE, ARCHI





THANK YOU!