
ATLANTA HYPERTENSION INITIATIVE KICK-OFF CONVENING

OCTOBER 24, 2023

FRIENDSHIP BAPTIST CHURCH

AGENDA

- Welcome
- New Connections
- Why are we gathering around hypertension control in Atlanta?
- Overview of the Atlanta Hypertension Initiative
- Review of major assets
 - Existing Programs in Atlanta
 - AMA: Map Hypertension Program
 - CDC: Live to the Beat Campaign
- Interactive Networking Break
- Panel: Equitable Hypertension Control in Atlanta
- Q&A and Visioning Discussion
- Commitments
- Next Steps
- Closing

NEW CONNECTIONS

At your table:

- Rapid Introductions
 - Name
 - Organization
 - Sector

Discuss the following questions:

- How are you addressing hypertension control at your organization?
- What gaps in service or challenges do you have with implementing equitable hypertension control?

CHRISTINE WIGGINS



ATLANTA HYPERTENSION INITIATIVE CONVENING FACILITATOR

VP of Community Health Systems
Fulton Dekalb Hospital Authority

WHY IS HYPERTENSION CONTROL IMPORTANT FOR ATLANTA?

SHANA SCOTT, VP COMMUNITY IMPACT - ATLANTA
METRO ATLANTA AMERICAN HEART ASSOCIATION

DR. ELIZABETH FORD

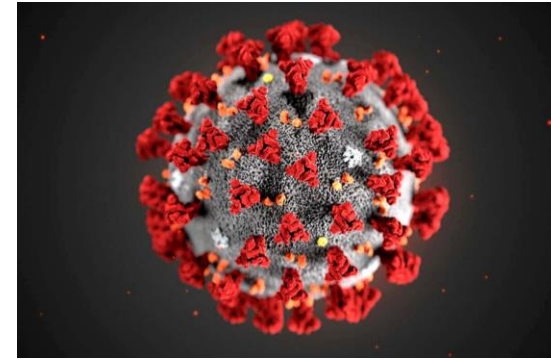
Alarming Reality of High Blood Pressure



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

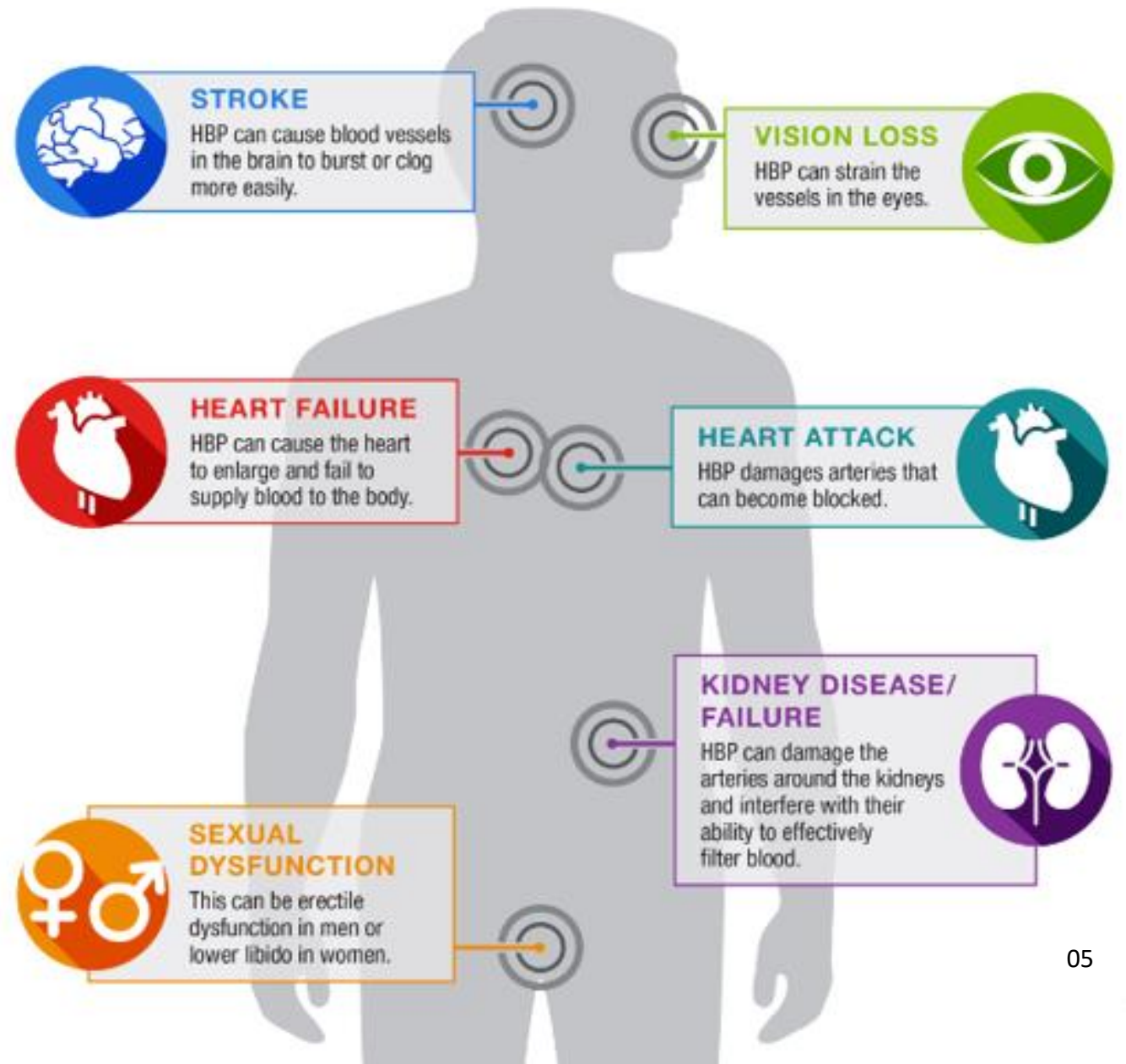


Black and Hispanic people are twice as likely to develop high blood pressure



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

High blood pressure is often the first domino in a chain leading to devastating consequences like ...





High Blood Pressure disproportionately affects racial and ethnic groups

There are significant differences in hypertension control rates among Black adults and poorer rates of control among Asian and Hispanic adults, when compared with White adults

HIGH BLOOD PRESSURE IN ATLANTA

High Blood Pressure



Atlanta had an estimated **31.6%** of adults report high blood pressure in **2019**, compared to an average of **29.6%** across the Dashboard's cities.

Description:

Percentage of adults who report high blood pressure

Source:

PLACES Project, Centers for Disease Control. Data from 2019, 1 year modeled estimate.



High Blood Pressure (Adult) - 500 Cities*

This indicator reports the percentage of adults age 18 and older who report ever having been told by a doctor, nurse, or other health professional that they have high blood pressure (HTN). Women who were told high blood pressure only during pregnancy and those who were told they had borderline hypertension were not included.

Within the report area, there were 33.40% of adults age 18+ who reported having high blood pressure of the total population age 18+.

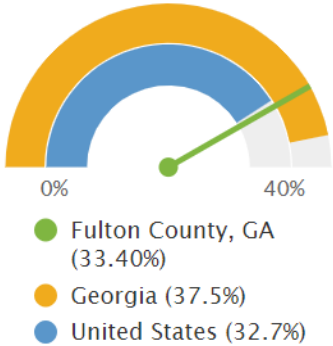
Report Area	Total Population	Adults Age 18+ with HTN (Crude)	Adults Age 18+ with HTN (Age-Adjusted)
Fulton County, GA	1,065,334	33.40%	33.70%
Georgia	10,799,566	37.5%	35.7%
United States	331,893,745	32.7%	29.6%

Note: This indicator is compared to the state average.

Data Source: Centers for Disease Control and Prevention, *Behavioral Risk Factor Surveillance System*. Accessed via the *PLACES Data Portal*. 2021. Source geography: Tr

→ [Show more details](#)

Percentage of Adults Age 18+ with High Blood Pressure



High Blood Pressure (Medicare Population)

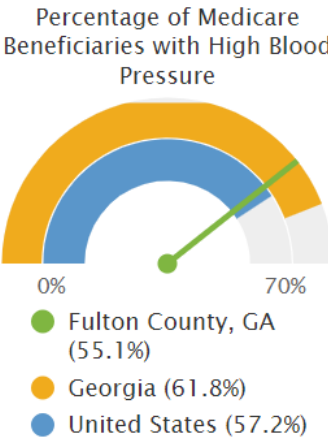
This indicator reports the number and percentage of the Medicare Fee-for-Service population with hypertension (high blood pressure). Data are based upon Medicare administrative enrollment and claims data for Medicare beneficiaries enrolled in the Fee-for-Service program.

Within the report area, there were 34,339 beneficiaries with hypertension (high blood pressure) based on administrative claims data in the latest report year. This represents 55.1% of the total Medicare Fee-for-Service beneficiaries.

Report Area	Total Medicare Fee-for-Service Beneficiaries	Beneficiaries with High Blood Pressure	Beneficiaries with High Blood Pressure, Percent
Fulton County, GA	62,373	34,339	55.1%
Georgia	922,696	570,504	61.8%
United States	33,499,472	19,162,770	57.2%

Note: This indicator is compared to the state average.

Data Source: Centers for Medicare & Medicaid Services, *Centers for Medicare & Medicaid Services - Chronic Conditions*. 2018. Source geography: County → [Show more details](#)

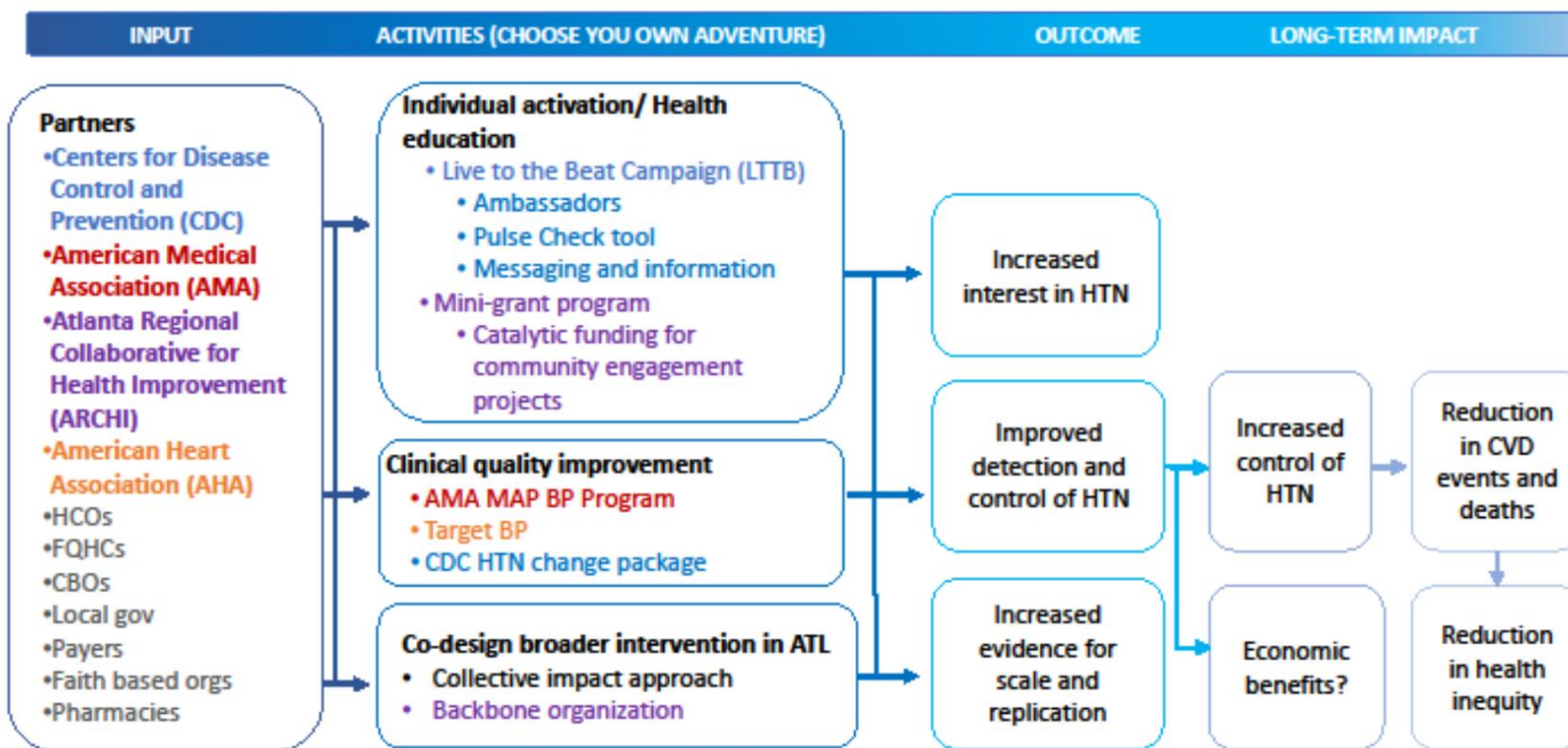


OVERVIEW OF ATLANTA HYPERTENSION INITIATIVE

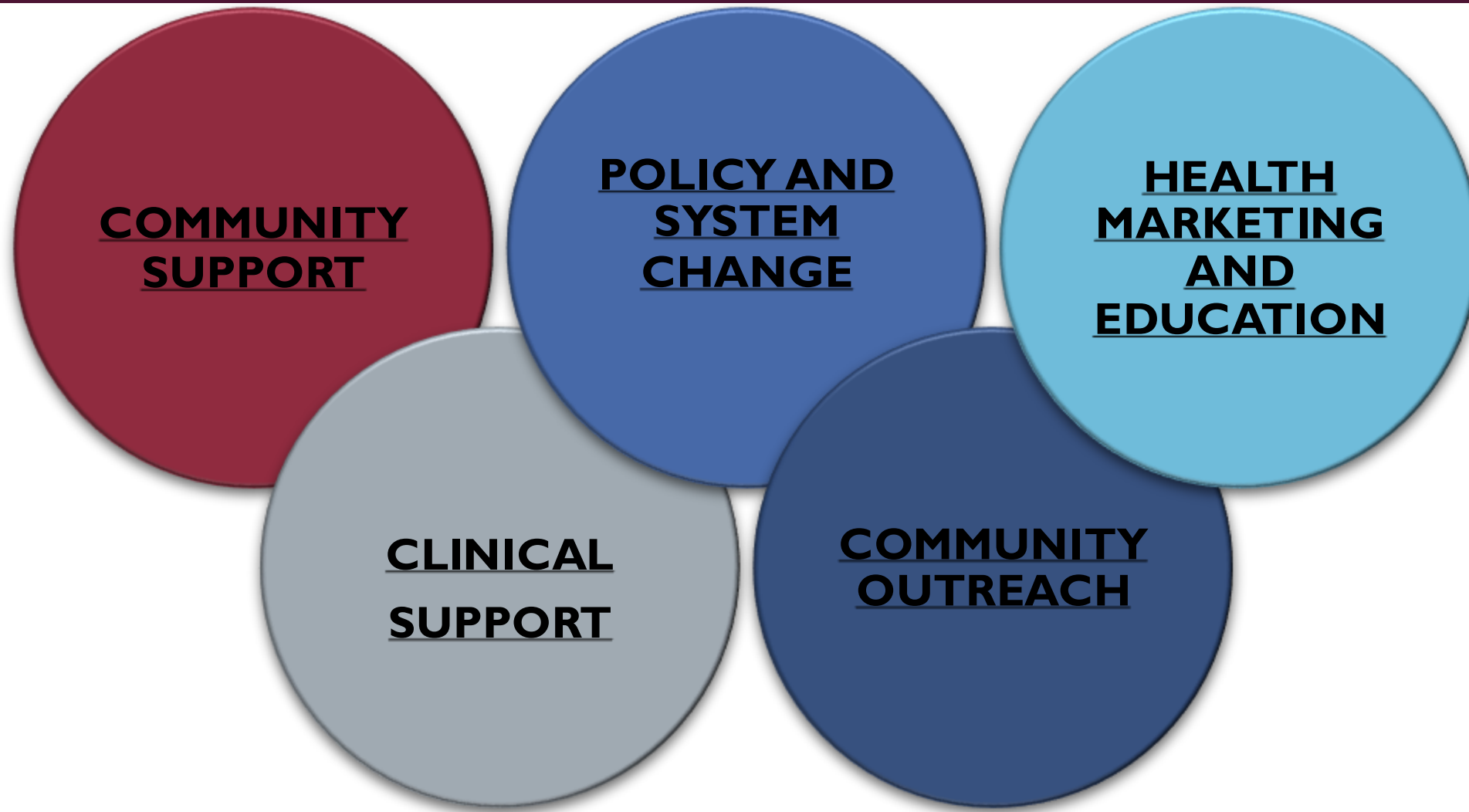
JUDY HANNAN RN MPH
MILLION HEARTS SENIOR ADVISOR
DIVISION FOR HEART DISEASE AND STROKE PREVENTION
CDC

AHI LOGIC MODEL

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



KEY STRATEGIES FOR ADVANCING HTN CONTROL





REVIEW OF MAJOR ASSETS

SHANA SCOTT, METRO ATLANTA AHA
KAREN KMETIK, AMERICAN MEDICAL ASSOCIATION
KINTERA JOSEPH, CDC-MILLION HEARTS® ALLIANCE

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



AMA MAP HYPERTENSION

KAREN KMETIK, PHD

FOUNDING GROUP VICE PRESIDENT, EXECUTIVE ADVISOR



Atlanta Hypertension Initiative

American Medical Association Contributions

Karen Kmetik, PhD
Founding Group Vice President, Executive Advisor

October 24, 2023

Improving (and sustaining) health requires addressing structural drivers and social determinants of health inequities





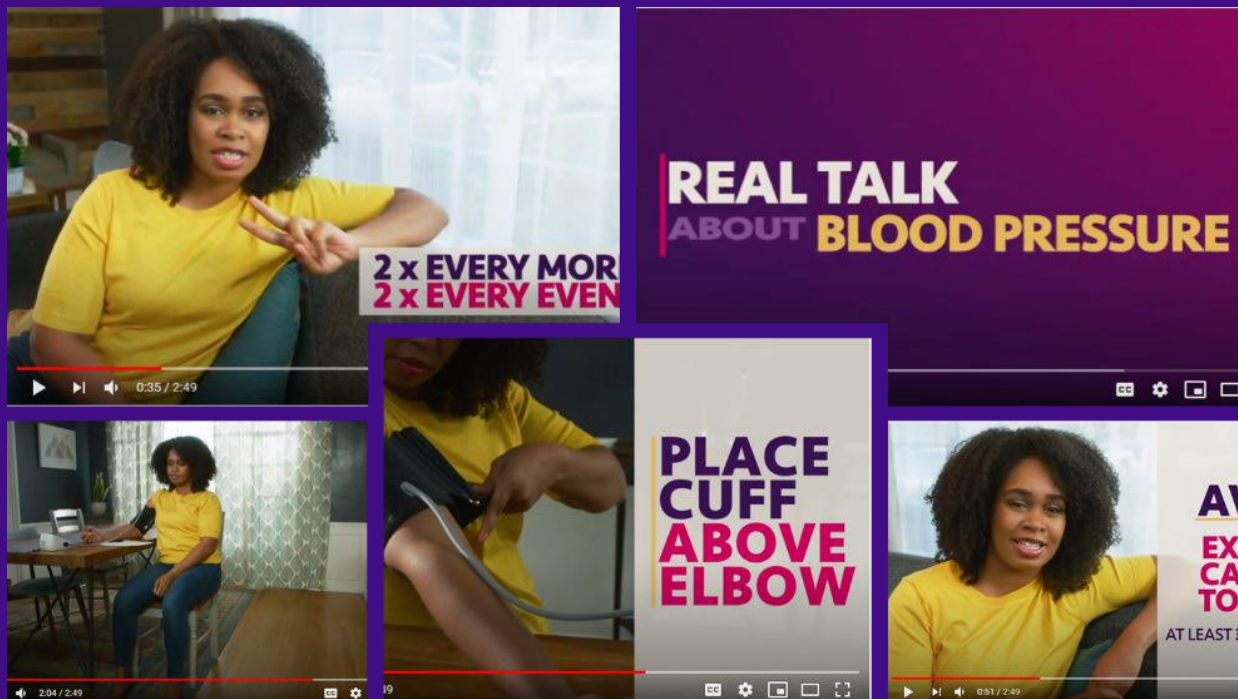
AMA MAP™
Hypertension

This resource is part of AMA MAP BP™, a quality improvement program. Using a single or subset of AMA MAP BP tools or resources does not constitute implementing this program. AMA MAP BP includes guidance from AMA hypertension experts and has been shown to improve BP control rates by 10 percentage points and sustain results.

Most patients with uncontrolled blood pressure will need 2 or more medications to reach their BP goal

BMJ. 2003 Jun

Hypertension. 2018 Jun



Less than 50% of those diagnosed with hypertension take their blood pressure at home.

Workplace Health Saf. June 2012

Ethn Dis. 2010 Winter

J Clin Hypertens (Greenwich). 2008 Apr

Am J Hypertens. 2013 Sep

Am J Hypertens. 2017 Nov

8 out of 10 home BP measurement
devices sold by Amazon were
not validated for clinical accuracy

JAMA. 2023 May

AMA MAP™ Framework

Measure Accurately

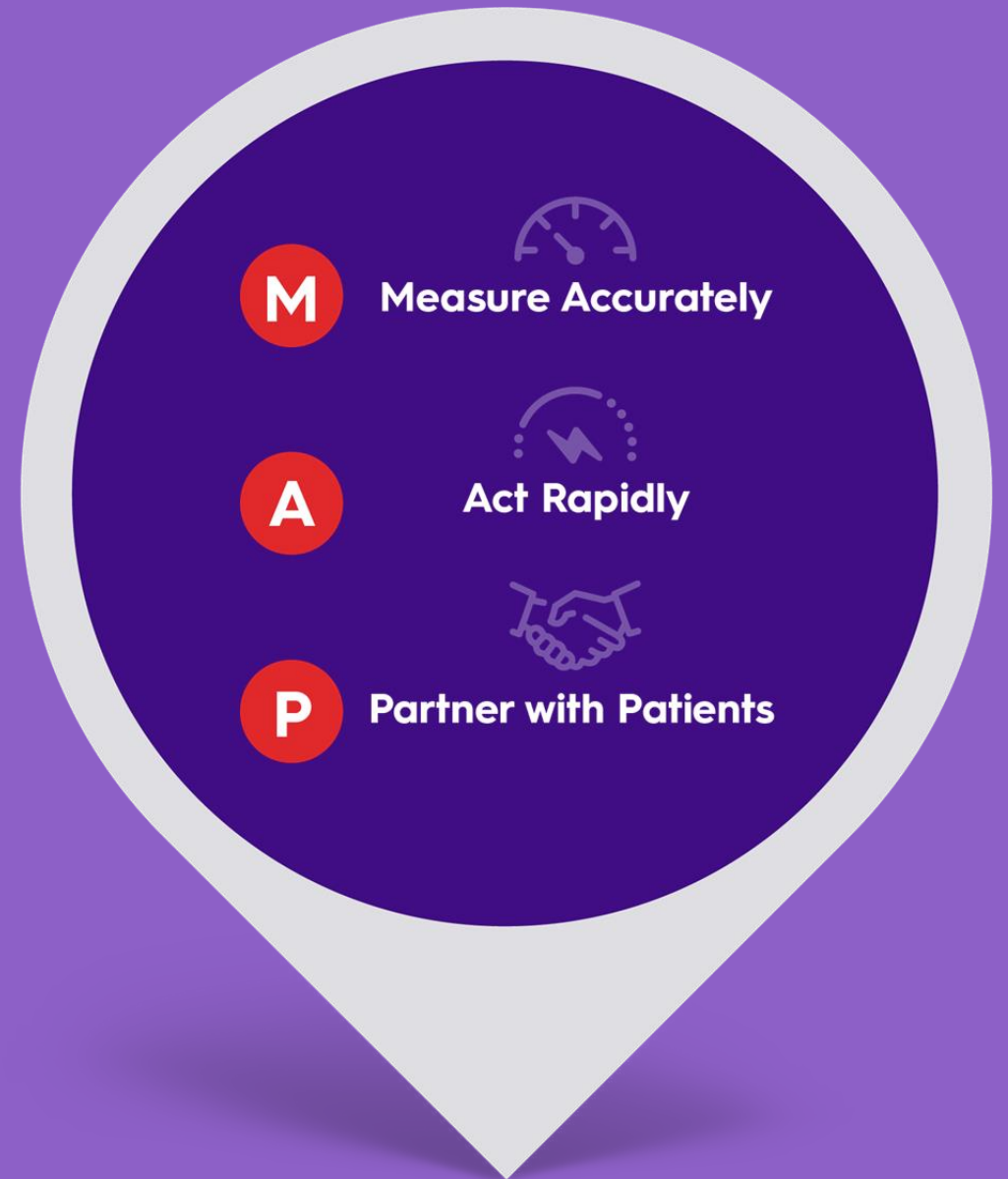
Obtain actionable blood pressure (BP) measurements to diagnose hypertension and assess BP control.

Act Rapidly

Initiate and intensify treatment when indicated.

Partner with Patients

Support patient activation for self-management, assess and improve adherence to treatment.

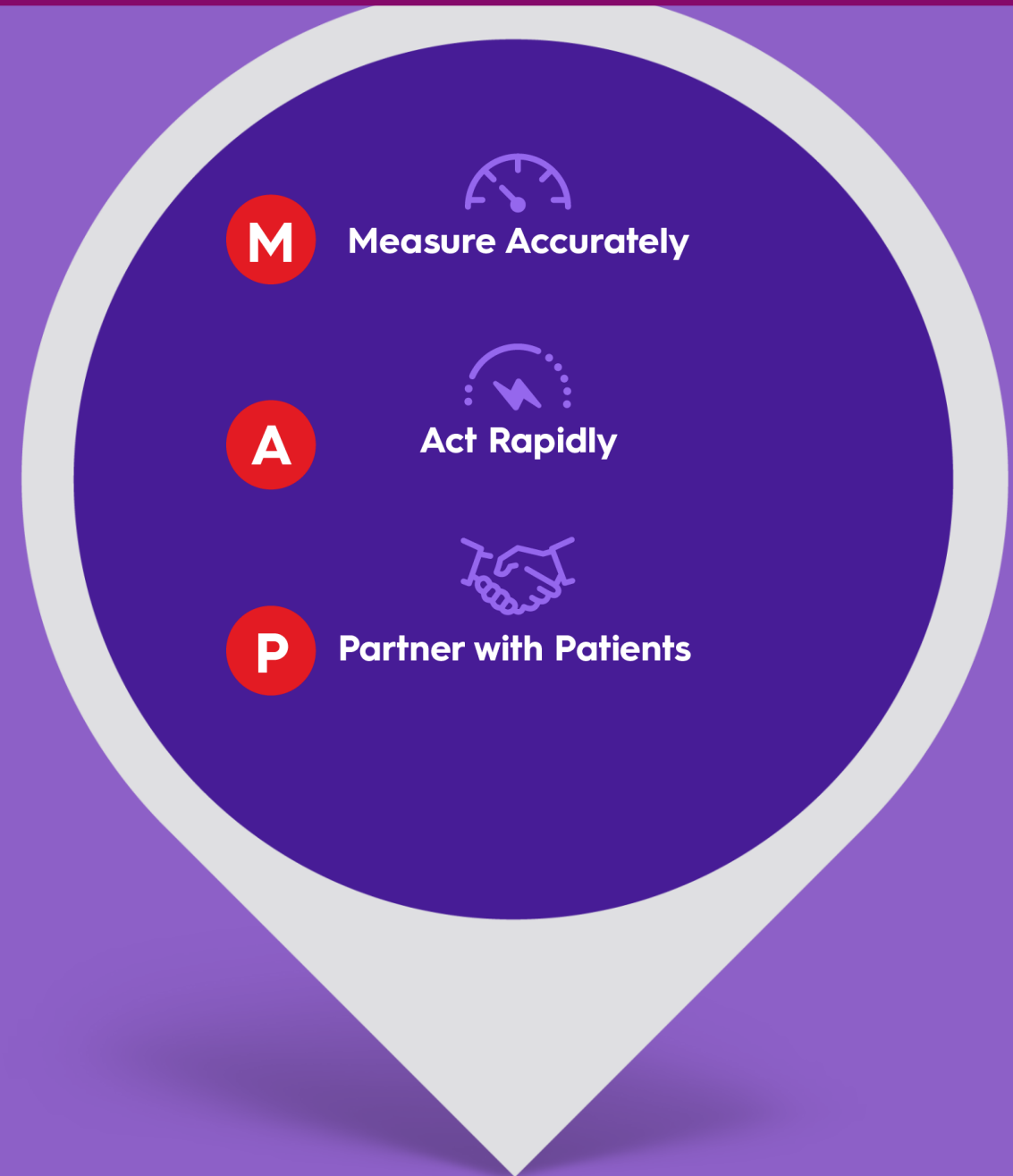


AMA MAP™ Hypertension

Performance metrics,
dashboards, and monthly
reports

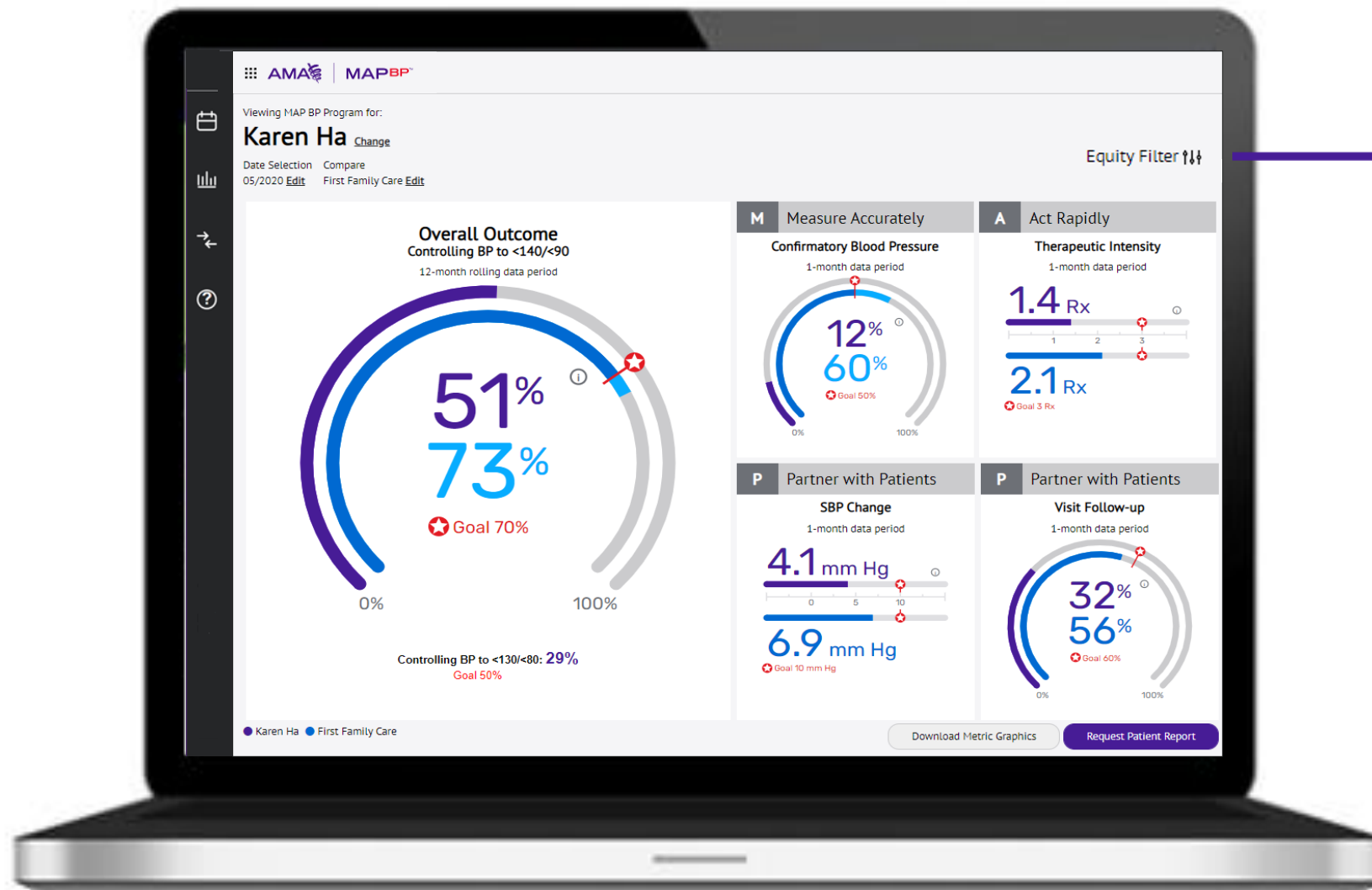
+

Peer to peer coaching and
practice facilitation



Source: Egan BM, et al., 2018; Hanlin RB, et al., 2018

Data are stratified by ethnicity, race, gender identity, age and co-morbidities



Controlling BP to <140/90

Select a metric to view data by demographic

Ethnicity

- ☐ Hispanic/Latinx 64%
- ☐ Non-Hispanic 71%
- ☐ Unknown/Not Reported 62%

Race

- ☐ American Indian/Alaska Native --
- ☐ Asian 76%
- ☐ Black/African American 62%
- ☐ Native Hawaiian/Pacific Islander --
- ☐ White 72%
- ☐ Other 84%
- ☐ Unknown/Not Reported 62%

Sex assigned at birth

- ☐ Female 64%
- ☐ Male 61%
- ☐ Unknown/Not Reported 62%

Gender identity

- ☐ Female 72%
- ☐ Male 68%
- ☐ Non-Binary --
- ☐ Transgender --
- ☐ Other --
- ☐ Unknown/Not Reported 70%

Age

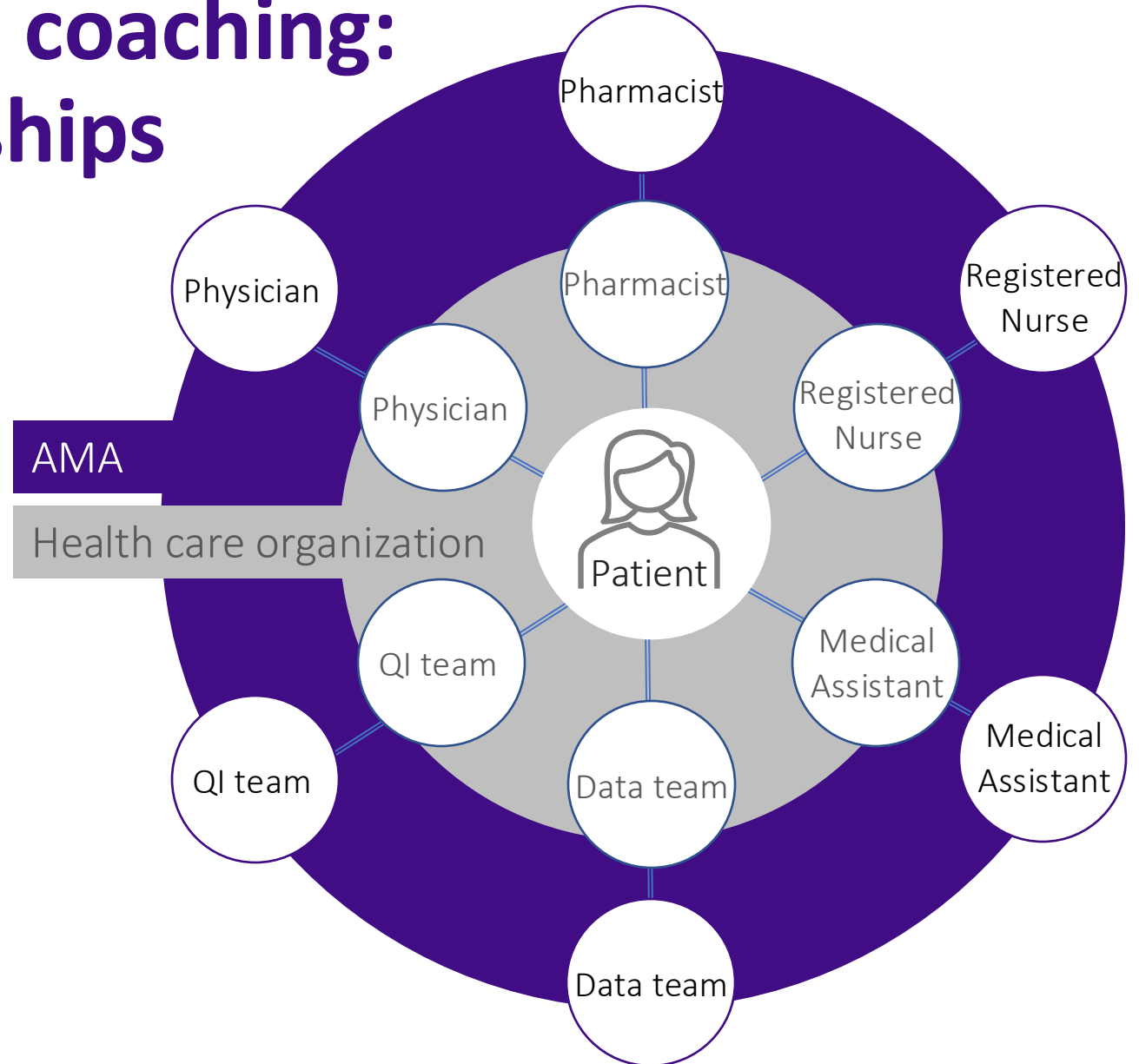
- ☐ 18-44 86%
- ☐ 45-64 68%
- ☐ 65-85 62%
- ☐ >85 62%

Conditions

- ☐ Diabetes 49%
- ☐ Hyperlipidemia 49%
- ☐ Hypertension 69%
- ☐ Prediabetes 64%

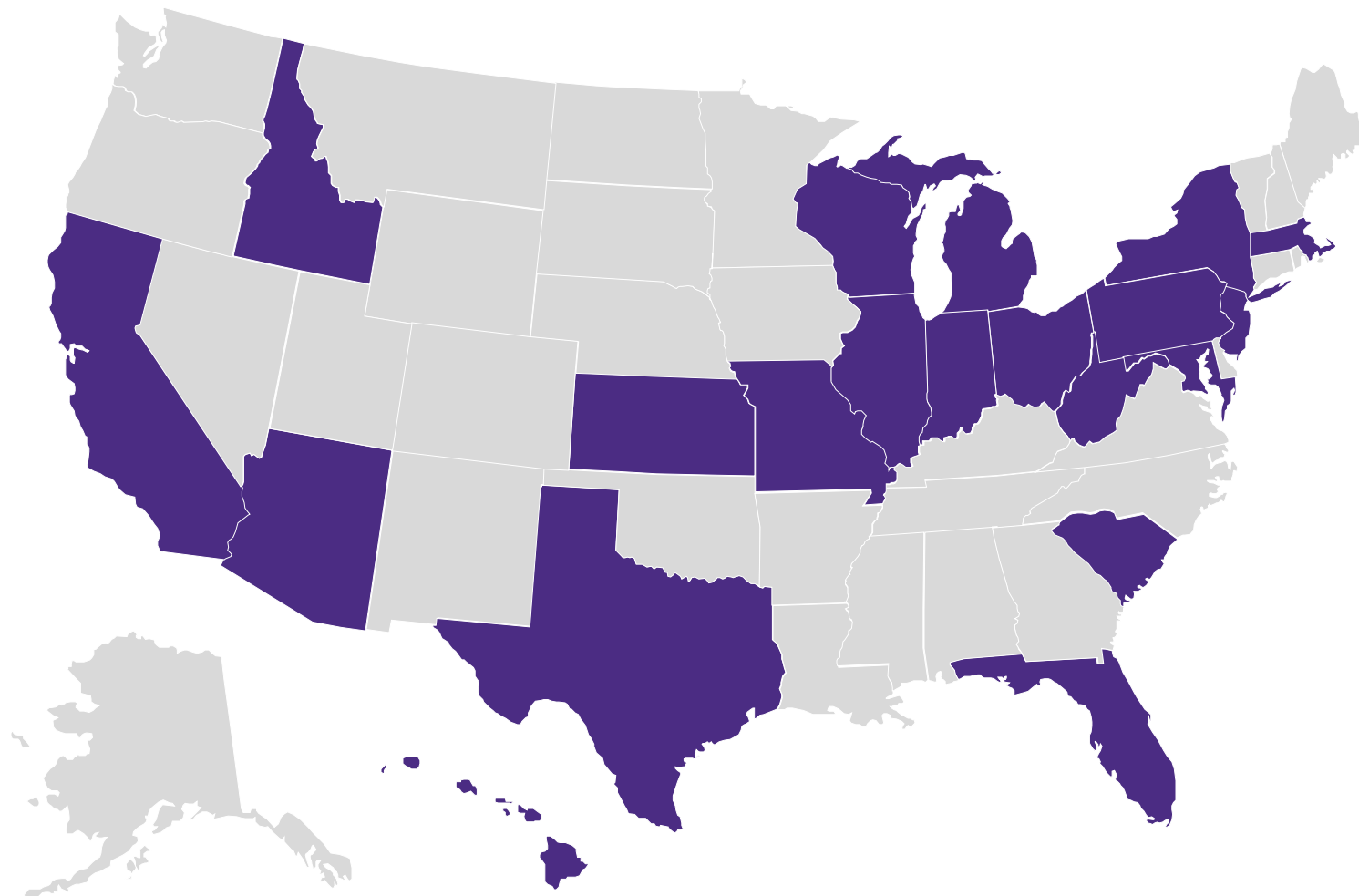
[Reset](#)

Core component of QI coaching: peer-to-peer relationships



Putting your health care organization on the MAP

Since 2019 the AMA has worked with **46** health care organizations across **20** states to implement AMA MAP™ Hypertension



Since the launch of the program, Cook County Health has seen a 13-percentage point improvement in blood-pressure control at AMA MAP™ Hypertension practice sites.

This is a significant achievement, particularly in the midst of the COVID-19 pandemic, and life-changing for our patients.

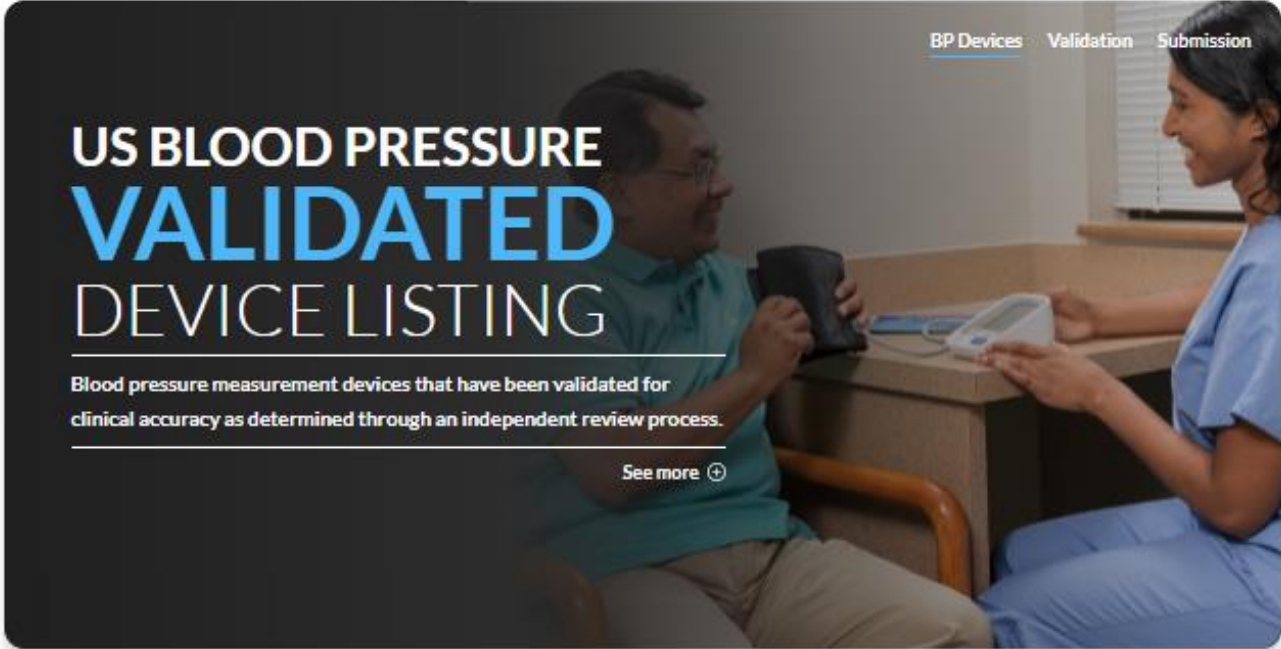
Israel Rocha
Chief Executive Officer,
Cook County Health



COOK COUNTY
HEALTH

West Side of Chicago

validateBP.org



[BP Devices](#) [Validation](#) [Submission](#)

US BLOOD PRESSURE **VALIDATED** DEVICE LISTING

Blood pressure measurement devices that have been validated for clinical accuracy as determined through an independent review process.

[See more](#) 

US Blood Pressure Validated Device Listing (VDL™)

The ultimate judgment regarding whether a BP measurement device meets the requisite VDL Criteria rests with the Independent Review Committee and is not in any way determined or influenced by the AMA. The AMA does not receive funding from any device manufacturer or other third party in relation to the development of the VDL Criteria or VDL process.*



Office



Self
Community



Home



Self
Ambulatory

[Print](#) 

Nearly 80 million households in the US ordered 775 million COVID home test-kits under new government program¹



Tens of millions of masks shipped to locations around the country



Why not?



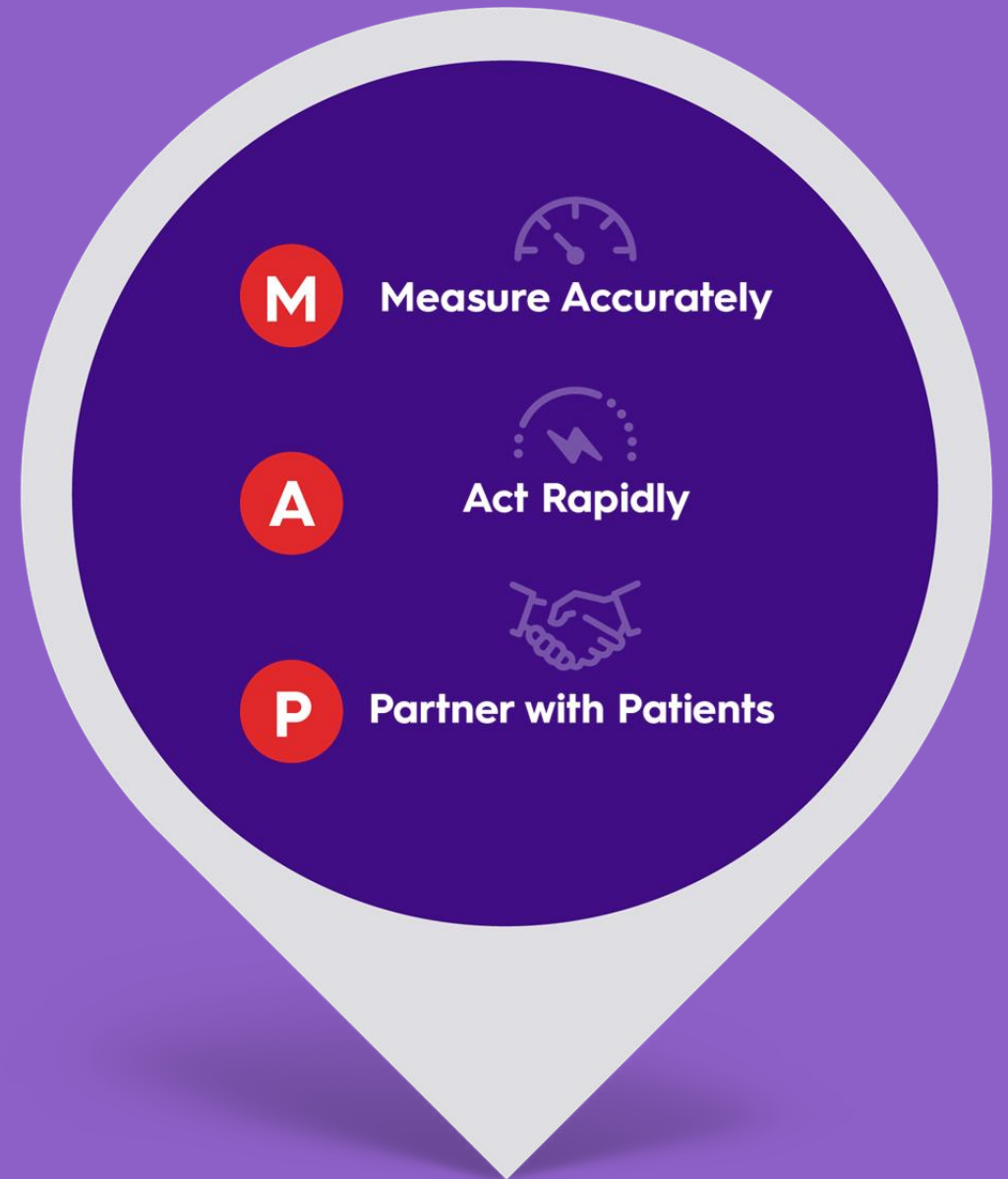
Source: ¹Department of Health & Human Services

Thank you

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Beth.Tapper@ama-assn.org

Karen.Kmetik@ama-assn.org





CDC FOUNDATION MILLION HEARTS® CAMPAIGN: “LIVE TO THE BEAT”

KINETRA JOSEPH, MMC

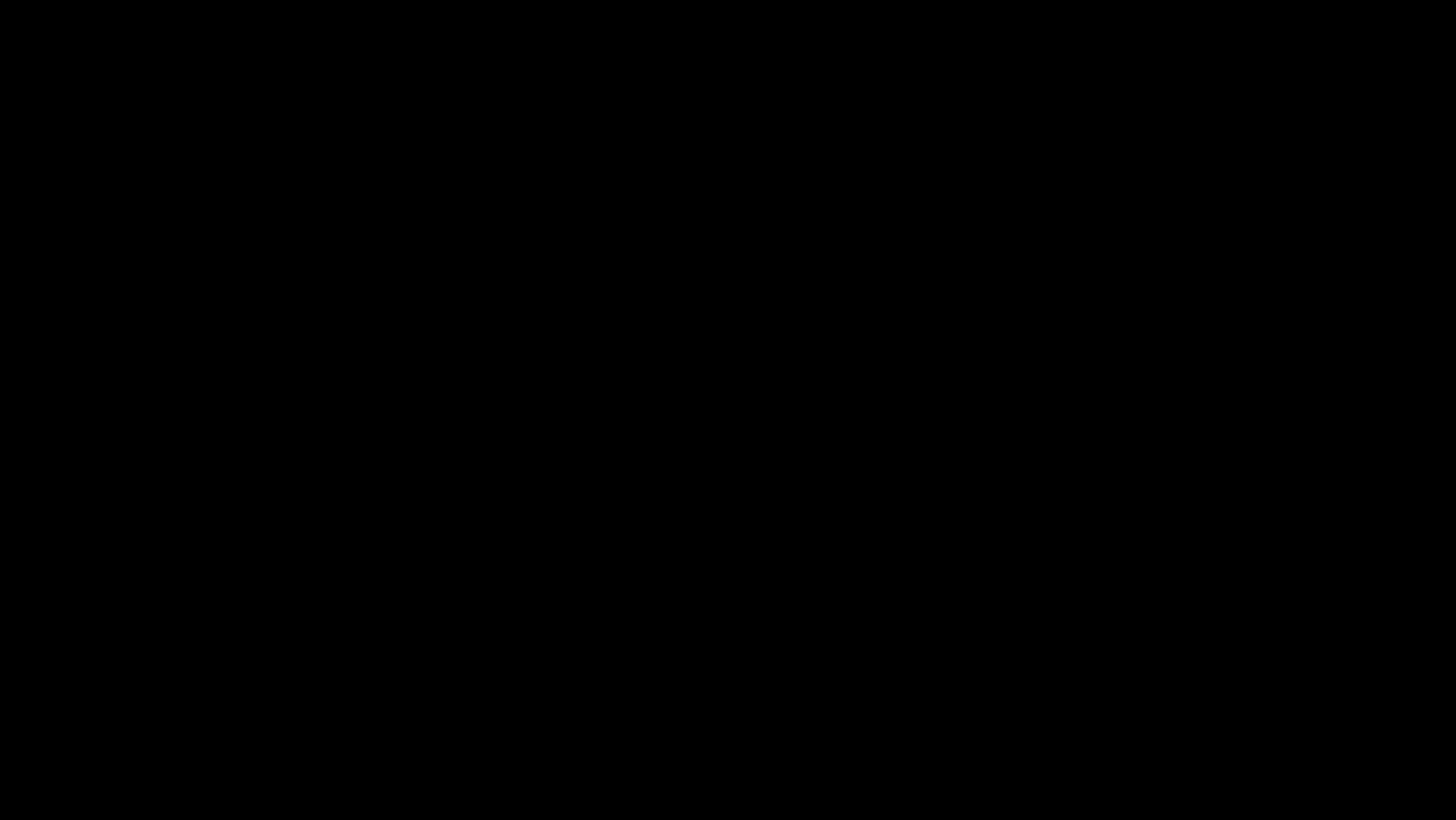
DIRECTOR – MILLION HEARTS® ALLIANCE



CDC Foundation Million Hearts® Campaign: “Live to the Beat”



Campaign Launch: Sizzle Reel





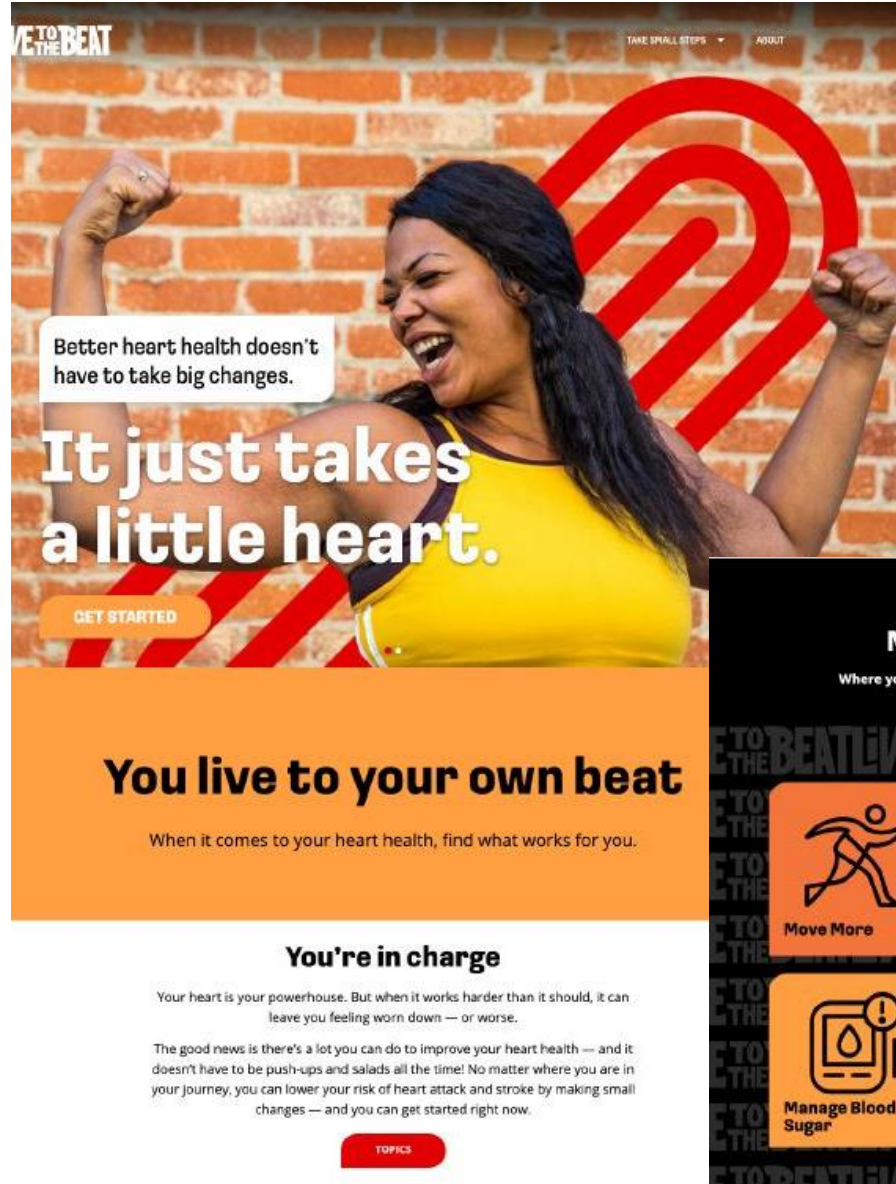
LIVE TO THE BEAT

Empowering the Black community with a steady beat of healthy habits, tips, & routines to reduce the risk of heart attack & stroke.

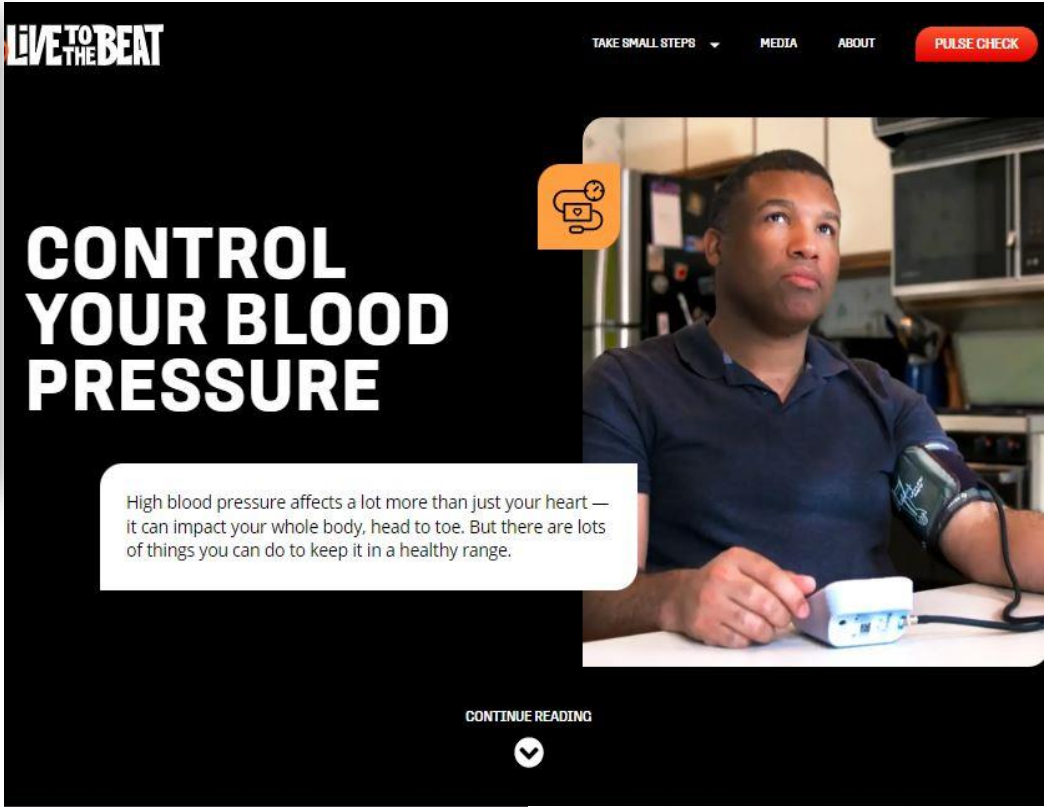
Campaign Website: LiveToTheBeat.org

Heart-Healthy Small Steps

1. Move More
2. Eat Healthy
3. Control Your Blood Pressure
4. Manage Your Cholesterol
5. Manage Your Blood Sugar
6. Work With a Doctor
7. Quit Smoking
8. Stress Less



Culturally-Relevant Content for Black Adults



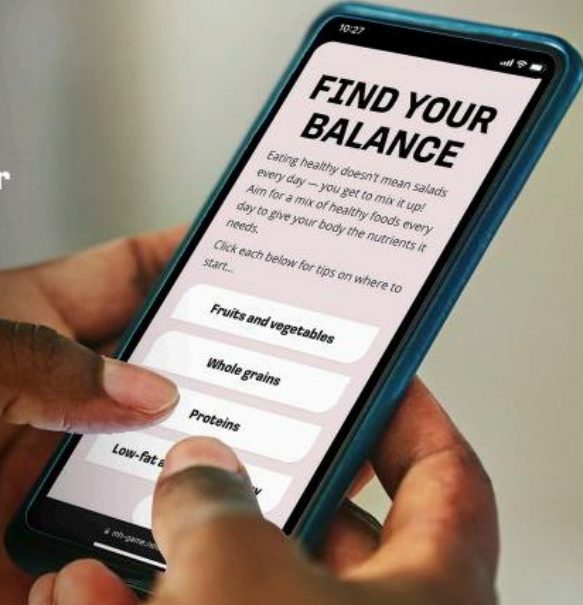
User-Friendly & Award-Winning Educational Resources

PULSE CHECK

**Your heart health,
your way.**

**Take the first step to improving your
heart health with **Pulse Check**.**

The path to heart health is different for everyone. Pulse Check is an interactive roadmap that let's you customize your own small steps for heart-healthy living. Explore helpful tips, content, and quizzes to boost your knowledge. You can even earn points and badges along the way.



 Try it today:
LivetotheBeat.org/PulseCheck



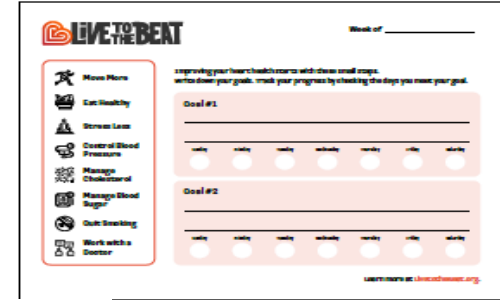
**Center for Plain Language
ClearMark Award-Winner for “Best App”**

LTTB WITH KEVONSTAGE



Heart-Healthy Lifestyle Giveaways

- Small Steps Tracker Magnets
- Adjustable Measuring Spoons
- Cooling Towels
- Aprons
- Water Bottles
- T-Shirts
- Bento Lunch Boxes
- Cordless Jump Ropes



Providing Heart-Health “Halo Effect”: Media

6

Celebrity
Engagements

1,384

PR
Placements

\$4.9M

PSA
Ad Value

445M+

Media
Impressions

3.8M+

Social Media
Engagements

765K+

Webpage
Visits



Providing Heart-Health “Halo Effect”: Celebs & Events



Providing Heart-Health “Halo Effect”: Incentives

Take Small Steps, Win Big Prizes!

Show us your small healthy steps for a chance to win one of three Grand Prize Packages!

Jan 12 - Feb 11

No purchase necessary. Void where prohibited. The "Live to the Beat" Small Steps Challenge Sweepstakes is sponsored by CDC Foundation, 600 Peachtree Street NE, #1000, Atlanta, GA 30308. Open to legal residents of the U.S. 18 years of age or older who are residents of the U.S. at time of entry. Odds depend upon the number of entries received. Begins 9:00 am ET on 1/12/23 and ends 11:59 pm ET on 2/11/23. Subject to Official Rules at <https://www.livetothebeat.org/smallstepschallenge>.



Achieve your health and weight goals
by tracking your food and learning along the way.

Log food quickly
with our extensive database (including 1000s of restaurant dishes).

Scan barcodes to save time
and log store-bought food instantly.

Prioritize a balanced diet
by customizing your macronutrient ratio goals.

Supporting Outreach: National & Local Organizations

Hospitals

- **Emory Hospital (Atlanta)**: Campaign booth & videos featured in Health Talk at Juneteenth Event
- **Grady Hospital (Atlanta)** **Provided screenings at LTTB American Heart Month event**
- **Piedmont Hospital (Atlanta)**
Distributing materials as part of Beltline Community Health Initiative
- **Wellstar Hospital (Atlanta)**
Implementing outreach as *“Live to the Beat” powered by Wellstar*

Health Departments

- **Chicago Department of Public Health**: Distributing promotion of materials to Chicago hospitals, FQHCs, and urgent
- **Connecticut Department of Public Health** co-branded materials for outreach
- **Missouri Department of Health** implemented co-branded media buy
- **Tennessee (NACDD)** collaborated with Screenvision Media to place PSAs in local movie theaters

Health Clinics / Centers

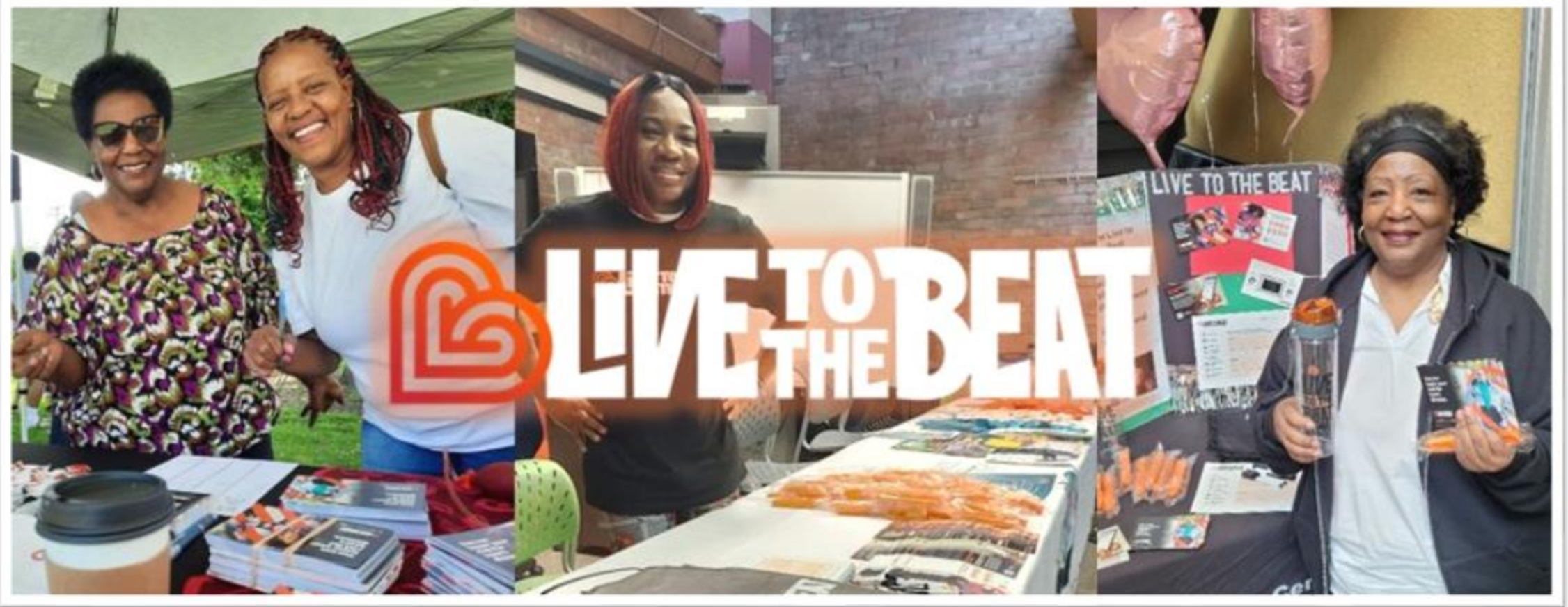
- **National Association of Community Health Centers (NACHC)**
Distributing campaign materials and engaging ambassadors in Ohio and Georgia; promoting ambassadors program nationwide
- **Georgia Primary Care Association Conference**: Campaign featured at booth and in presentation

Community Organizations

- **Move with the Mayor (National)**: Distributing co-branded campaign assets for mayors to promote on their channels as part of the Fall Challenge.



Supporting Outreach: Campaign Ambassadors Network



TO-DATE

- **137 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

COMING SOON

- **Ambassadors Facebook Group**
- **Ambassadors Summit (January)**

Demonstrated Impact

“Live to the Beat” Campaign Impact on Black Adults 35-54 with CVD Risk (National Survey)

Key Beliefs

- 8% ↑ Those who believe in effectiveness of small changes *
- 7% ↑ Those who believe in their ability to overcome challenges to heart-healthy living *
- 7% ↑ Those who believe it's not too late to lower their risk *
- 6% ↑ Those who believe high blood pressure can impact quality of life
- 4% ↑ Those who believe high cholesterol can impact quality of life

Confidence (Self-Efficacy)

- 5% ↑ Those who rate their confidence at a 9 or 10 (on a 10-point scale)

Intent to Take Action

- 5% ↑ Those who intend to take steps to improve their heart health *
- 11% ↑ Those who intend to increase physical activity
- 8% ↑ Those who intend to consume less sugar *

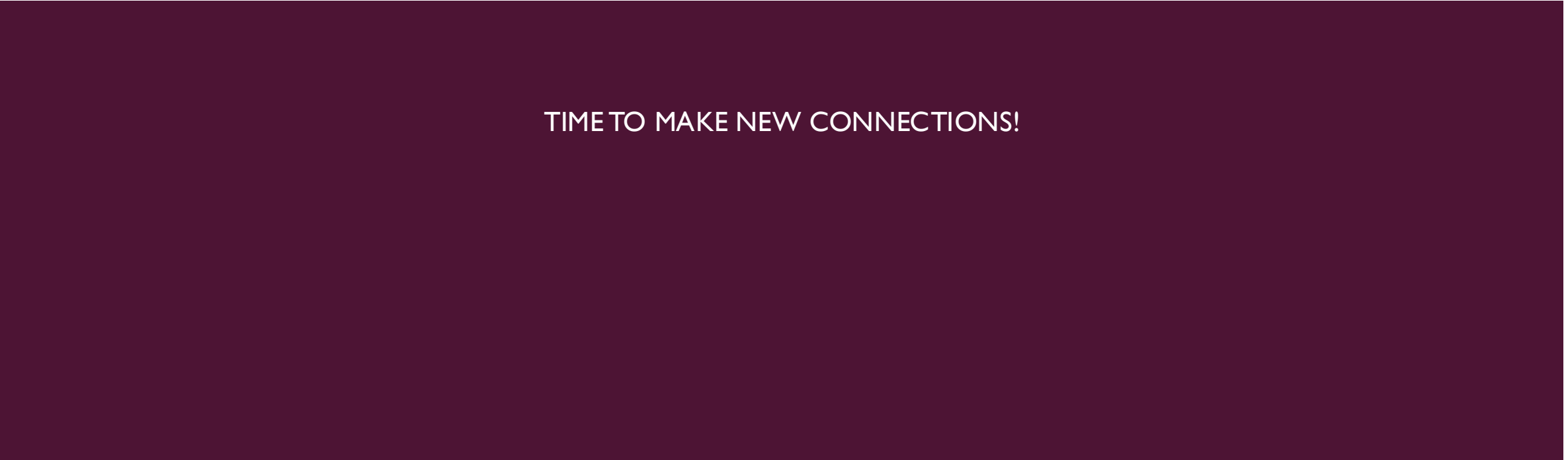
Taking the Steps (Behavior)

- 6% ↑ Eating more fruits and vegetables *
- 10% ↑ Replacing unhealthy ingredients *

** Changes were statistically significant*



INTERACTIVE NETWORKING BREAK – 15 MINUTES



TIME TO MAKE NEW CONNECTIONS!

PANEL: EQUITABLE HYPERTENSION CONTROL IN ATLANTA

MODERATOR – CHRISTINE WIGGINS

PANELISTS

- Baredu Abdulshekur, RN, CDCES Health Educator – St. Joseph's Mercy Care
- Dr. Erol Crooke, MD – Morehouse School of Medicine
- Pastor Eric Thomas - Saint Peter Missionary Baptist Church, Metro Atlanta Ministerial Alliance
- Frederick Holloman, MPH, M.A.T – DeKalb Board of Health
- Lisa Graham, RN, MSN, CDCES – Diabetes “You Can Win!”



VISIONING DISCUSSION

- What is important to highlight in our vision for AHI?
- How can we connect and collaborate to address hypertension?



NEXT STEPS





COMMITMENTS AND FUTURE COLLABORATION



STAYING INVOLVED

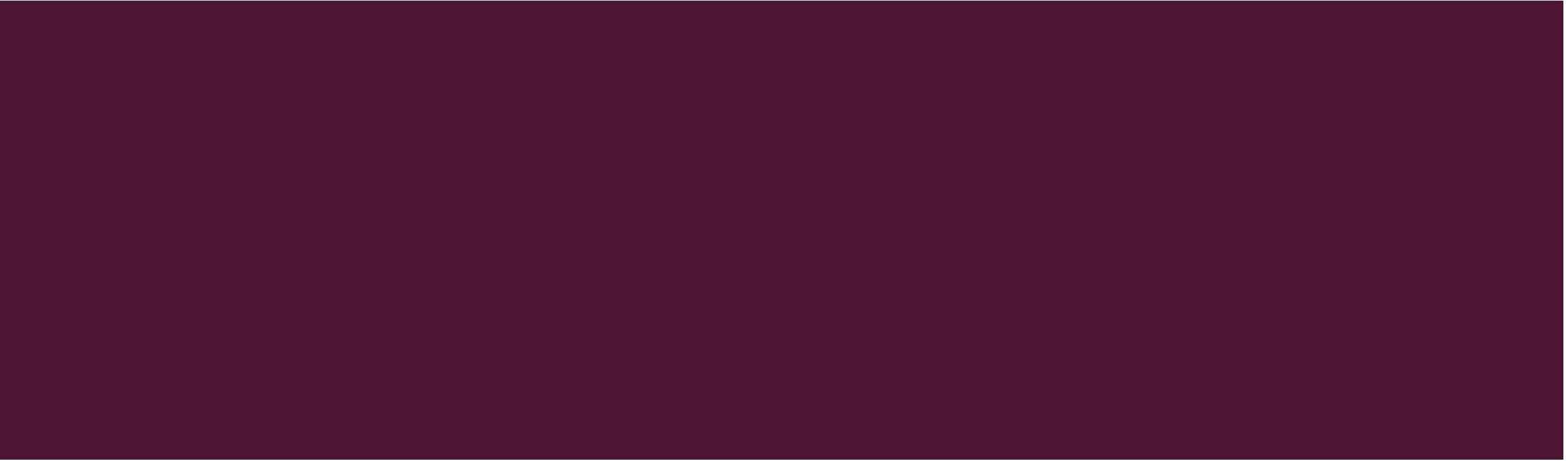
- Implementing Key Assets
- Next convening February 2024
- Community Advisory Group

FUNDING OPPORTUNITY

- MINI-GRANT OPPORTUNITY
- RFP Release: JANUARY 2024
- ELIGIBILITY
 - CBO
 - FQHC
 - FAITH-BASED
 - Healthcare Organizations
- Scope of Work
 - Will be informed by key stakeholders and You!



CLOSING THOUGHTS





THANK YOU!

