Leveraging Self-Measured Approaches to Ignite Heart Healthy Communities

Brittany D. Taylor, MPH, CHES®
Metro Atlanta, American Heart Association



American Heart Association.

American Heart Association®

Our Mission

is to be a relentless force for a world of longer, healthier lives.

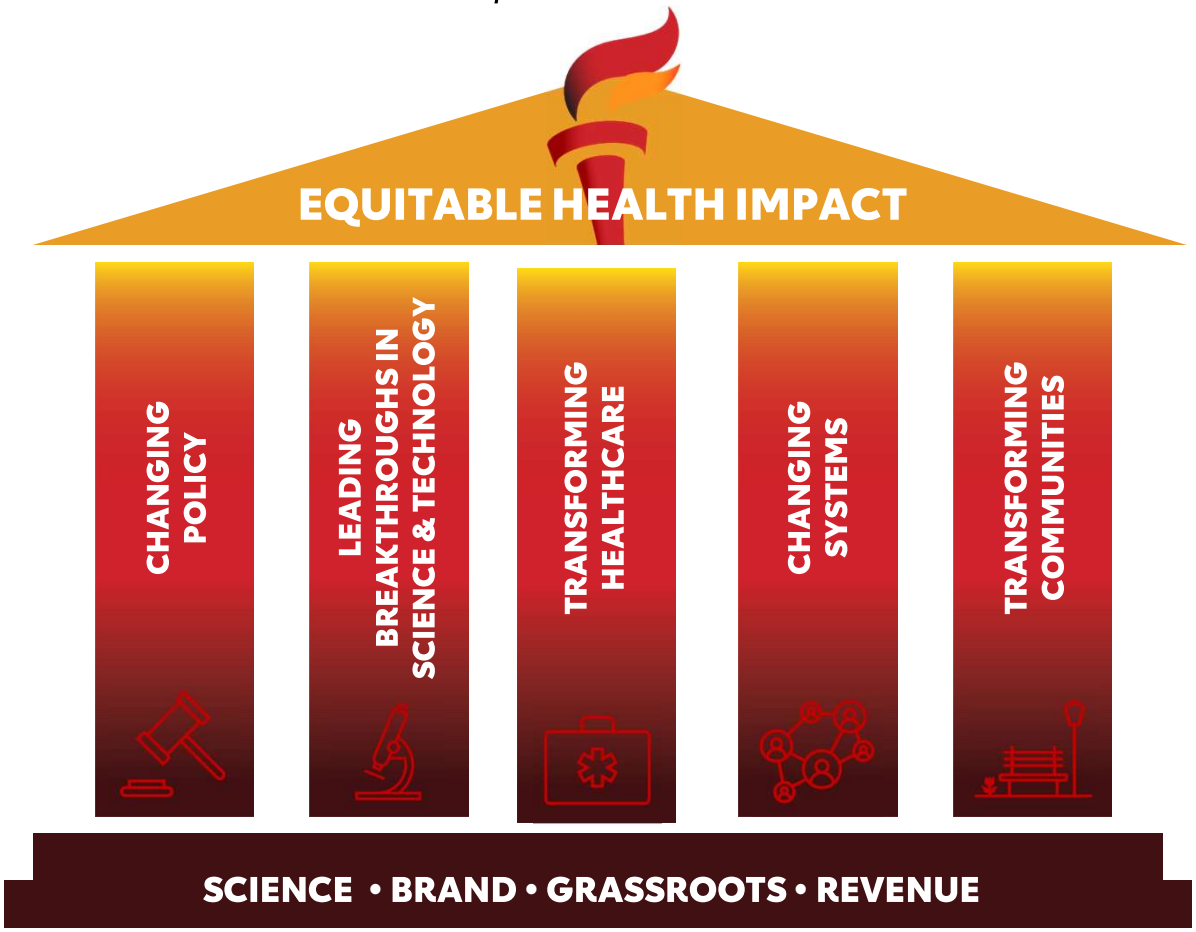
Our Vision

is advancing health and hope for everyone, everywhere.



THE PILLARS OF OUR WORK

To Achieve Equitable Health for All



METRO ATLANTA PRIORITIES

- Building a Nation of Lifesavers
- Improving blood pressure
- Increasing nutrition security
- Tobacco Endgame
- Reducing risks for women

Urgent Community Need



1 in 3
African-Americans



1 in 5
Asians,
Pacific Islanders



1 in 3
Hispanics, Latinos



1 in 4
American Indian,
Alaska Natives

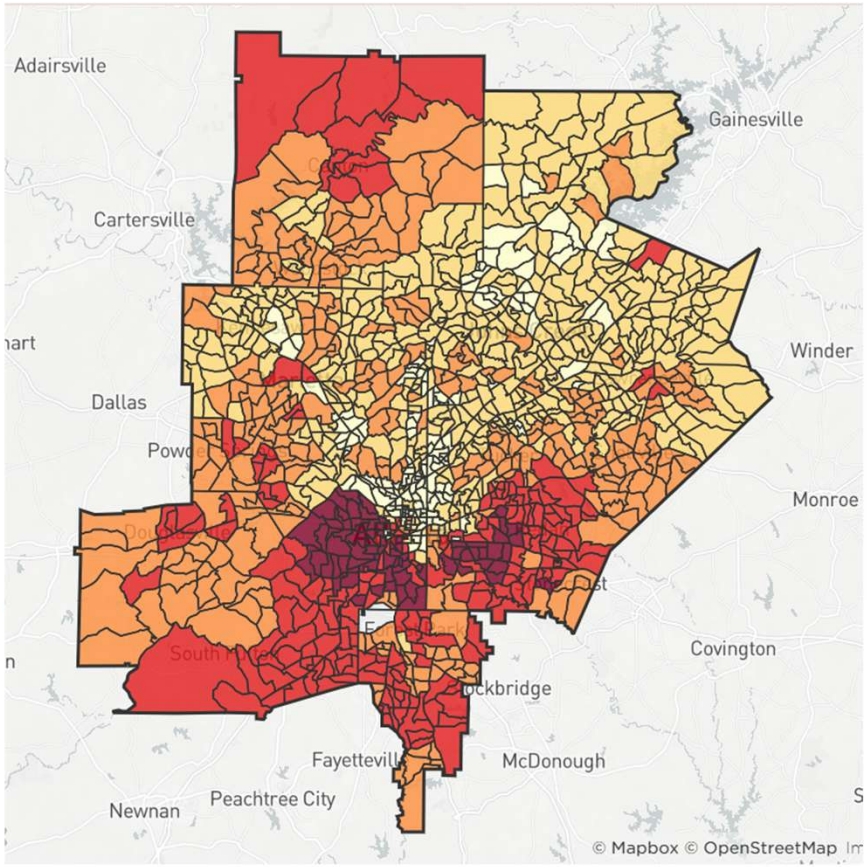


1 in 6
Children in the
United States

Nearly half of people with high blood pressure do NOT have it under control.

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High Blood Pressure



High Blood Pressure Among Adults

- 11.6% – <25%
- 25% – <30.5%
- 30.5% – <35.6%
- 35.6% – <42.5%
- 42.5% – 54.4%

High Blood Pressure Among Adults

31.4%
People
Atlanta, GA (AHA Market)

32.9%
People
Atlanta, GA

Adults with Hypertension Taking Blood Pressure Medication

72.7%
People
Atlanta, GA (AHA Market)

74.5%
People
Atlanta, GA

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Source: CDC BRFSS PLACES 2021


Self-Measured
Blood Pressure
in the
Community

Self-Measured Blood Pressure Programs

To empower community members to improve their blood pressure and overall heart health by providing the equipment, resources, and education essential to monitoring and managing hypertension.

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Self-Measured Blood Pressure Components

Community-Clinical Linkages

1. Blood pressure measurement protocol
2. Blood Pressure referral process
3. Linkage to clinical services
4. Resources
5. Blood Pressure Device
6. Technical Assistance

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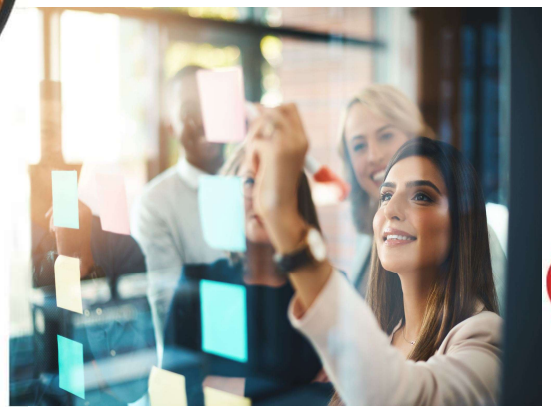
Self-Measured Blood Pressure Program Delivery











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Self-Measured Blood Pressure Initiatives

1. Barbershop Initiative
2. Blood Pressure Stations
3. Libraries with Heart
4. New Mom Kits
5. Screen and Refer



BARBERSHOP INITIATIVE





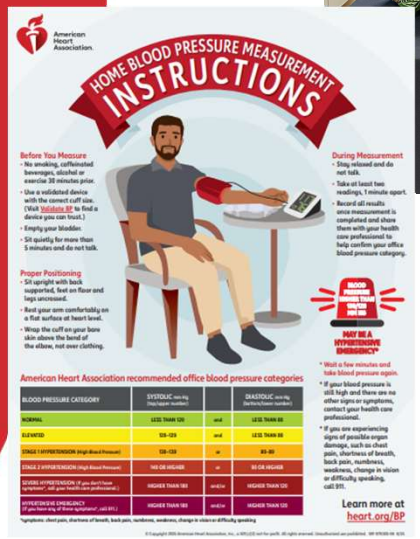


Provide access to blood pressure resources for barbershop and salon patrons.

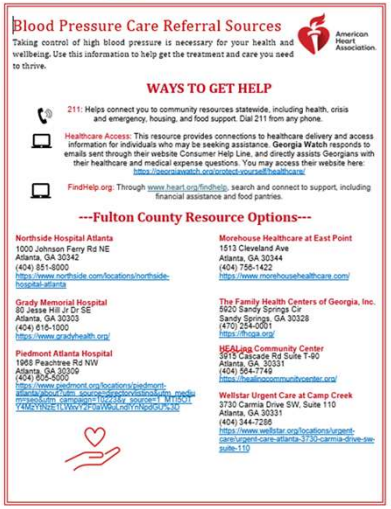
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COMMUNITY BLOOD PRESSURE STATIONS









Investing in the heart health of communities by providing equipment, education, support and connections to health care services.

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LIBRARIES WITH HEART



Leveraging public libraries as trusted, accessible spaces for advancing community health.

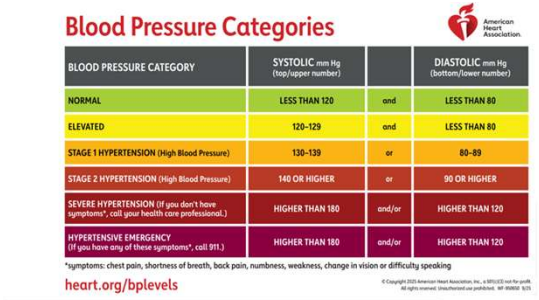


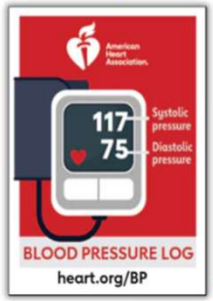


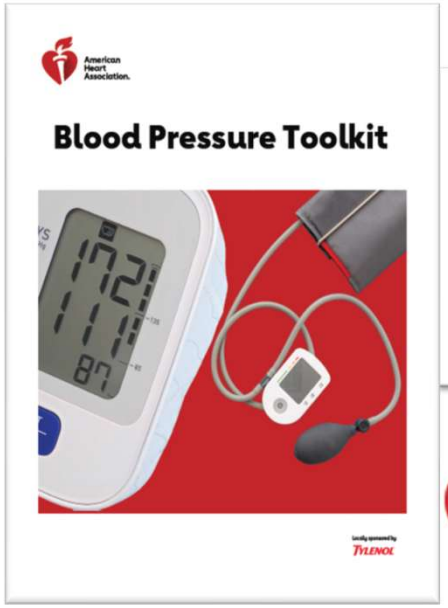
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WHAT'S IN THE KIT?











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NEW MOM KITS



SPECIAL PHOTOS: AMERICAN HEART ASSOCIATION

Scenes from the New Moms Luncheon, held Oct. 21 at the Lakeview Event Center.

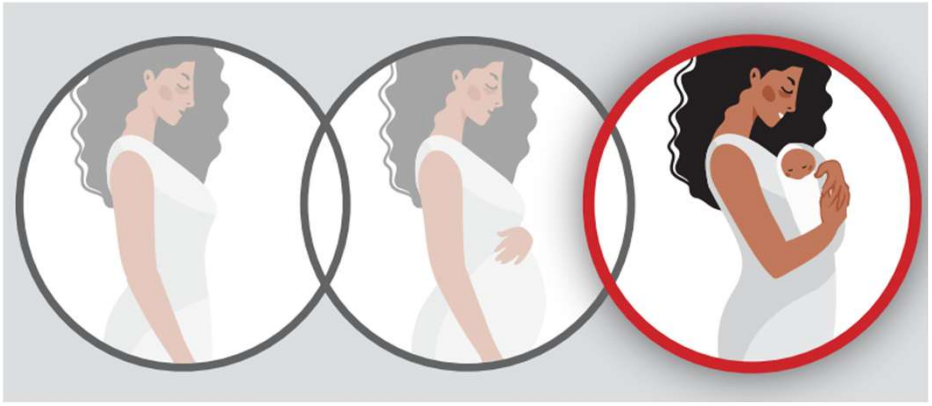
AHA and CareSource hold New Moms Luncheon

From staff reports

JONESBORO — The American Heart Association, in collaboration with CareSource of Georgia, held a New Moms Luncheon Oct. 21 at the Lakeview Event Center in Jonesboro.

Those resources include a blood pressure cuff, heart health magnets and infographics, infant CPR tools, baby essentials and more.

"Research tells us that Clayton County has one of the highest infant mortality rates among metro





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WHAT'S IN THE KIT?

















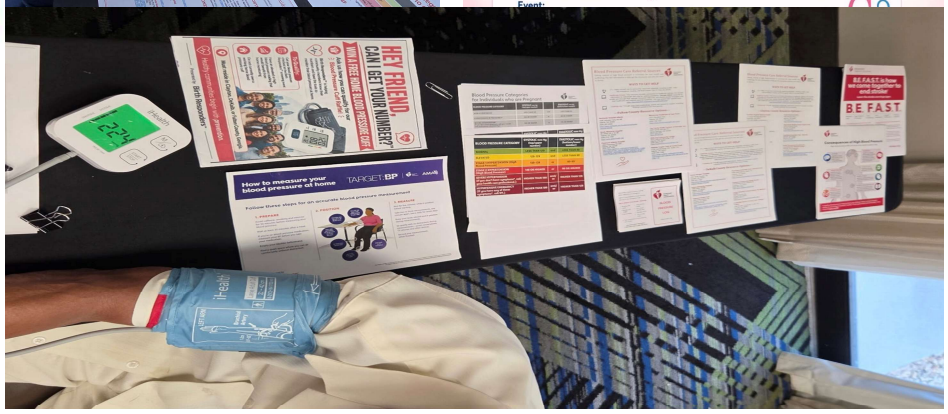


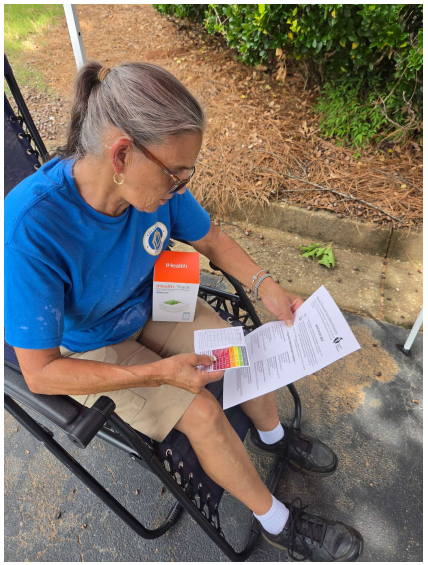
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SCREEN AND REFER INITIATIVE







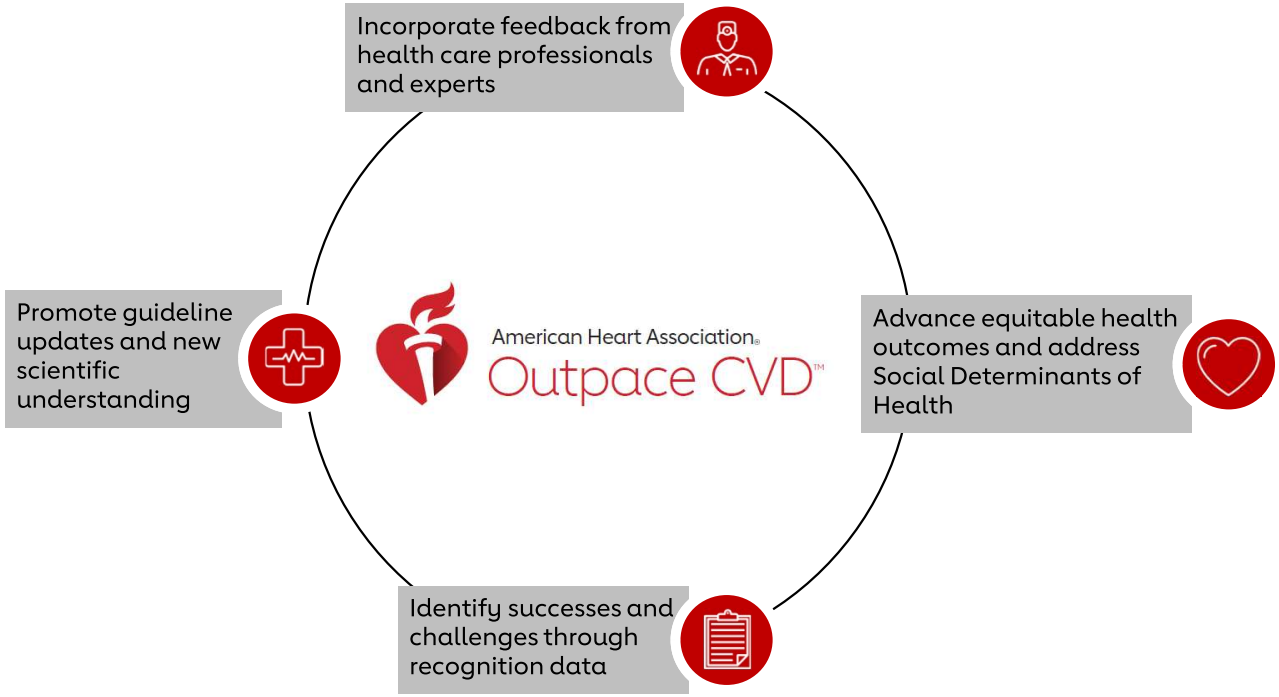


Since launching we have reached **over 230** individuals.

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Self-Measured
Blood Pressure
in Clinical
Settings

The American Heart Association's **Outpace CVD™** suite offers **technology solutions** and **quality improvement support** for healthcare organizations participating in American Heart Association programs as they target cardiovascular disease.



Quality Improvement for Outpatient Care

American Heart Association. Target: BP℠

American Heart Association. Check. Change. Control.® Cholesterol

American Heart Association. Target: Type 2 Diabetes℠

& more.

Outpace CVD Core Program Structure



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Outpace CVD™

Self-Measured Blood Pressure Loaner Program Overview

The American Heart Association will provide the following materials for organizations to provide to patients/individuals.

- SMBP Infographic
- SMBP Training Video
- Device Loaner Agreement
- Blood Pressure Log
- Educational Blood Pressure Handouts



At the next/follow-up appointment, patients/individuals will return with their recordings on logs for evaluation by their providers and a treatment plan and regimen, as applicable.

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Get With The Guidelines®

We partner with more than half of all U.S. hospitals to ensure the best possible care of Americans.

87.6% of the U.S. population has access to a Get With The Guidelines participating hospital.

Mission: Lifeline

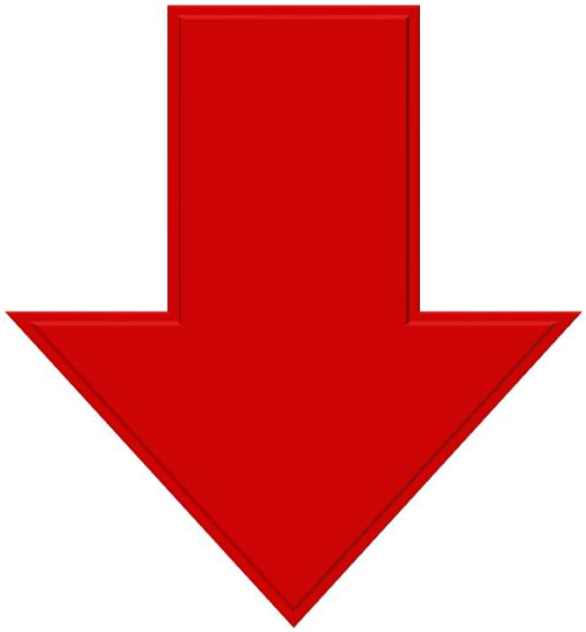
82% of the U.S. population is covered through the Mission: Lifeline program.



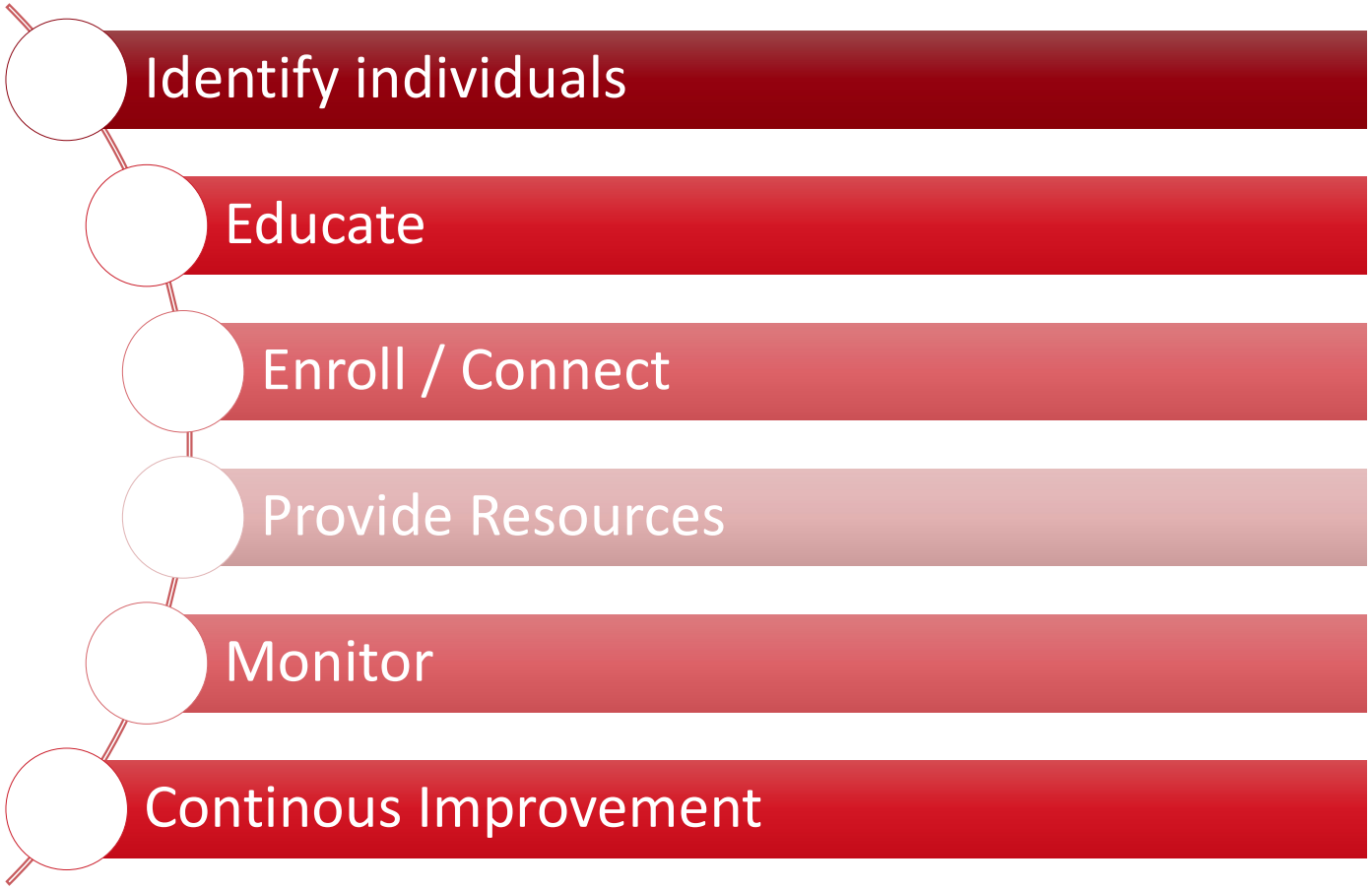
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Results of our work

Since our founding in 1924, deaths from cardiovascular disease have been cut in half.



SMBP KEY COMPONENTS



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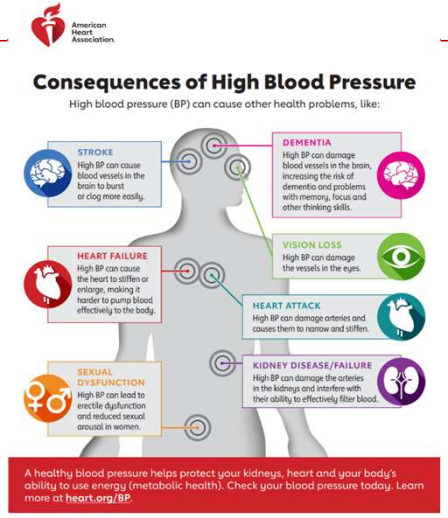
RESOURCES

















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IGNITING HEALTHY COMMUNITIES

How can the American Heart Association be of service in improving heart health in your community?



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Q & A


THANK YOU!
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