



Welcome to the IPLAN
Web-Conference

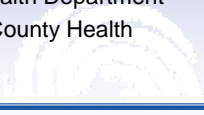

*Hypertension and Prevention
in the Community*

1

Presenters


- *Danucha Danny Brikshavana*, Illinois Department of Public Health
- *Peggy Jones*, American Heart Association
- *Joe Harrington and Ruth Slaughter*, Chicago Department of Public Health
- *Jan Morris*, McLean County Health Department
- *Carrie Titus*, Henry and Stark County Health Departments


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Risk Factors for Heart Disease

Michael Gaines, MPA
Program Manager
Illinois Heart Disease and Stroke Prevention Program
Illinois Department of Public Health
217.782.3300
michael.gaines@illinois.gov



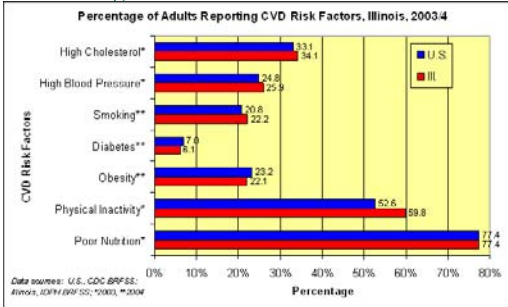
Danucha Danny Brikshavana, MPH
Data Analyst
Division of Chronic Disease Prevention and Control
Illinois Department of Public Health
217.782.3300
danucha.brikshavana@illinois.gov



Issues at Large

- Hypertension (HTN) is classified as a modifiable risk factor that is associated with:
 - Poor diet, high cholesterol, overweight, smoking, diabetes, physical inactivity
- HTN increases risk for diseases:
 - Heart attack, stroke, congestive heart failure, kidney failure
- According to self-reported survey in 2003-4:
 - 25.9% Illinois adults reported "ever told by health care professional that blood pressure is high" (24.8% US)
 - Illinois and US have similar rates for other CVD risk factors

Issues at Large



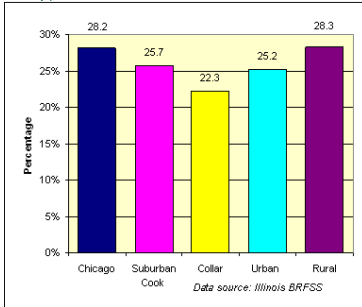
CVD Risk Factors among Adults, Illinois and United States
 (Figure 29 of Burden of Heart Disease and Stroke in Illinois: Mortality, Morbidity and Risk Factors, February 2007)

Issues at Large

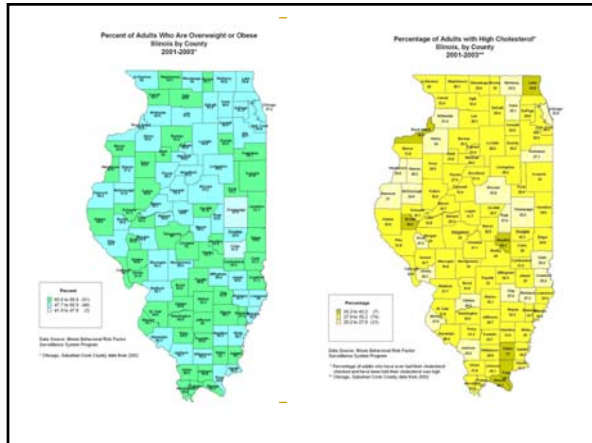
- Communities prevalent with multiple risk factors
 - High cholesterol, current smokers, physical inactivity, poor nutrition
 - Obesity (high percent prevalence all state)



Issues at Large




High Blood Pressure among Adults, by County Groups, 2003
 (Figure 36 of Burden of Heart Disease and Stroke in Illinois: Mortality, Morbidity and Risk Factors, February 2007)




Blood Pressure Guidelines

Peggy Jones, State Health Alliance Director
 American Heart Association
 Email: peggy.jones@heart.org
 Business phone: 309-662-8498




Things to Know: Assess and Learn

- Blood Pressure statistics in your county
- Current Guidelines
- Impact of high blood pressure
- Public Health Approach
- How to Refresh your training



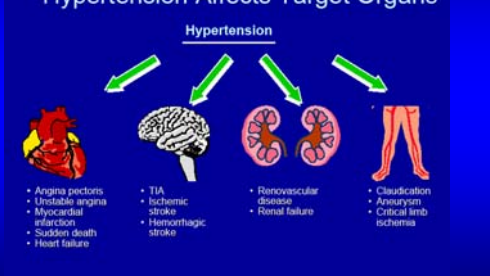
Trends in High Blood Pressure

- Southern IL reflects highest incidence of high blood pressure
- Illinois is about average compared to the United States
- AHA Impact Goal for Healthy People 2010 is to reduce death and disability from heart disease and stroke by 25% by 2010. Good news/bad news
- BUT the risk factors like high blood pressure are on the rise and threaten to undo our progress to date
- Obesity, lack of exercise and diabetes all threaten our progress and the control of blood pressure in our communities




Hypertension Affects Target Organs

Hypertension




<ul style="list-style-type: none"> • Angina pectoris • Unstable angina • Myocardial infarction • Sudden death • Heart failure 	<ul style="list-style-type: none"> • TIA • Ischemic stroke • Hemorrhagic stroke 	<ul style="list-style-type: none"> • Renovascular disease • Renal failure 	<ul style="list-style-type: none"> • Claudication • Aneurysm • Critical limb ischemia
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 American Heart Association

Blood Pressure Guidelines

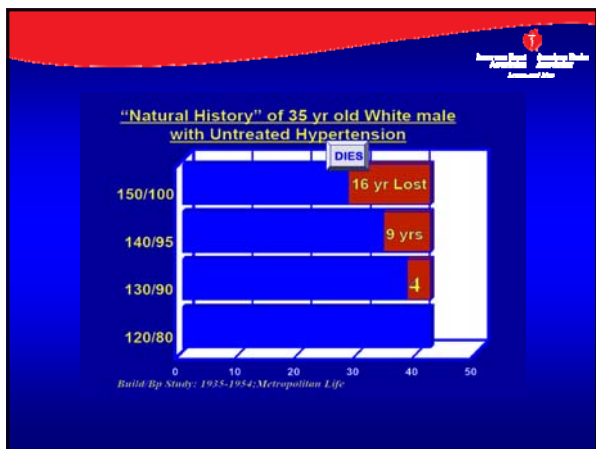
- New stricter guidelines call for a resting blood pressure reading below 120/80 mm Hg
- A resting blood pressure of 140/90 mm HG or higher is defined as high blood pressure
- 120/80 – 140/90 is considered pre-hypertensive
- A reading above 115/75 is the level above which your risk of CV complications starts to increase.
- Pre-hypertensive BP increases the risk of stroke, heart attack, heart failure and kidney failure.
- 120/80 or above is a warning zone – time to take action




 American Heart Association

Managing Pre-hypertensive BP and High Blood Pressure

- Pre-hypertensive BP may be possible to manage with lifestyle changes
- High Blood pressure treatment guidelines recommend starting with a diuretic and adding meds from there
- ACC study shows a combo pill right from the start works best- diuretic plus either calcium channel blocker or ACE inhibitor (vaso-dilators)
- 70 million Americans have High BP and 2/3 of those DO NOT have it well controlled.






American Heart Association

Lifestyle Modifications


Modification	Approximate SBP Reduction (range)
Weight Reduction	5-10 mmHg/10kg
Adopt DASH eating plan	8-14 mmHg
Dietary sodium reduction	2-8 mmHg
Physical activity	4-9 mmHg
Moderation of alcohol consumption	2-4 mmHg



American Heart Association

High Blood Pressure and Diabetes

- Diabetes increases your risk of developing high blood pressure and CVD because diabetes adversely affects the arteries leading to atherosclerosis.
- High BP with diabetes especially affects diabetic eye disease, and kidney disease.
- 60% of diabetics have high blood pressure.
- For a person diagnosed with diabetes, there blood pressure should not go above 130/80.



American Heart Association

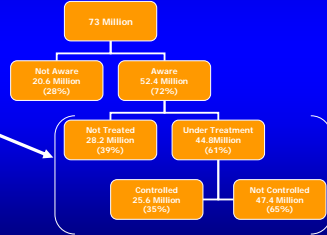
High Blood Pressure

- Preventable
- Treatable
- Controllable
- Why then is it so hard to do?

Target Market

- Improve awareness of implications of hypertension

- Prevention
- Diagnosis
- Engagement
- Management
 - ♦ Medication
 - ♦ Lifestyle
- Measure results



Public Health Approaches

- Reduce blood pressure through reducing calories, saturated fat, and salt in processed foods
- CVD morbidity and mortality can be affected by even a small reduction in the patient's blood pressure
- We have a real opportunity to interrupt and prevent the costly cycle of hypertension and its complications
- Increase screening and education

Blood Pressure Screenings

- Follow the proper measurement of blood pressure
- Include a consultation after the blood pressure reading, patient understanding and advice for follow up as needed.
- Provide educational materials.
- It is never too late to start treating high blood pressure – at any age
- Recommend frequent checking of blood pressure even if the current reading is good.

Sample Training Tool

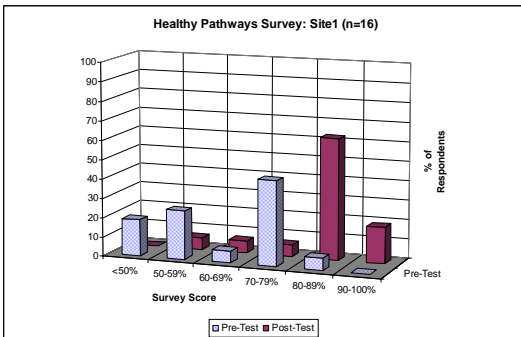
Blood Pressure Measurement Training

- Training based from "Healthy Pathways Blood Pressure Measurement for the 21st Century Toolkit" created by Virginia Department of Health, Medical Committee of the Healthy Pathways Cardiovascular Coalition (Virginia), Sentara Healthcare (Virginia), and The Governor's School for the Arts (Virginia)
- Site
 - Chosen based on counties with high risk factors and training demand
- Participants
 - Health care professionals
- Session
 - 3 hour training

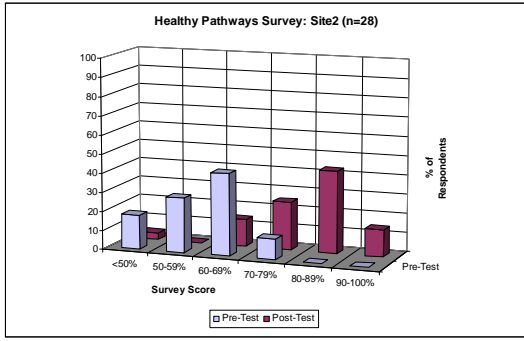
Sample Training Tool

- Measurement survey tool
 - Pre-/ Post-test
 - Multiple choice: 15 questions
 - List four heart attack and four stroke warning signs
 - True or False: 5 questions
- Scores
 - Site1 (n=16) median score:
 - Pre-test = 69.7%
 - Post-test = 85.7%
 - Site2 (n=28) median score:
 - Pre-test = 60.7%
 - Post-test = 82.1%

Sample Training Tool



Sample Training Tool



Support


- Illinois Heart Disease and Stroke Prevention (IHSP) program as a support tool
 - IPLAN
 - Create and evaluate IPLAN objectives to achieve goals
 - IDPH State Plan
 - Resource document
 - Other Resources:
 - Stroke = Brain Attack
 - Great Lakes Regional Stroke Network
 - <http://www.uic.edu/depts/glstrknet/>

Support

- Project planning
 - In order to address your community needs, what are your evaluation strategies? (Ideas to keep in mind)
 - How are you evaluating services? How are you defining changes (i.e., life-style, medical-based, knowledge-based focus, or combination)?
 - Short-term benefits to evaluation processes:
 - Awareness of what is needed by your community, resources you may lack, ideas for future approaches to achieve objectives/goals
 - Long-term benefits:
 - Evaluation of services
 - What may be working from what may not?
 - Are priorities being accomplished?
 - Time-line following as planned?

Sources

- IHSP
 - Website:
 - <http://www.idph.state.il.us/heartstroke/index.htm>
 - Burden document
 - http://www.idph.state.il.us/heartstroke/Burden_Document_Feb_07.pdf
- American Heart Association
 - "Heart Disease and Stroke Statistics—2008 Update: A Report from the American Heart Association Statistics Committee and Stroke Statistics Subcommittee" Circulation. 2008 Jan 29; 117(4): e25-146. Epub 2007 Dec 17.
 - http://www.americanheart.org/downloadable/heart/1200078608862HS_Stats_2008.final.pdf



Blood Pressure Training & Resources

— www.americanheart.org

- ◆ Train on line and receive CEU
- ◆ Here's how to get there

- ◆ On the left of our home page, select:
 - ◆ Continuing Education
 - ◆ In the search box, type in *Off the Cuff*
 - ◆ This will bring you to our free on line blood pressure measurement course

In addition, check the website for today's web cast to get the latest scientific paper on *Home Monitoring of Blood Pressure*


Also on today's site, is information on *Children and blood pressure*

Finally, you will find an order sheet for AHA blood pressure materials



High Blood Pressure Affects Everyone You Know....





Summary

- ✓ At this point now you have learned about the new, stricter guidelines
- ✓ We have viewed some assessment tools, resources and information
- ✓ And we have seen the benefits of taking a refresher training on blood pressure measurement
- ✓ We have encouraged you to do more screenings in your community
- ✓ Now lets hear from your peers on how they are making this happen in their local community

Hypertension and Prevention in the Community



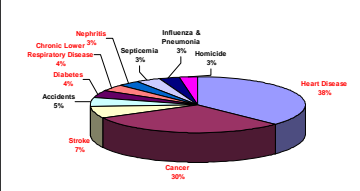
Joseph M. Harrington
Assistant Commissioner
Division of Chronic Disease
Prevention and Control
312.747.8877
Harrington_Joseph@cdph.org



Ruth M. Slaughter
Public Health Nursing Director
312.747.9643
Slaughter_Ruth@cdph.org

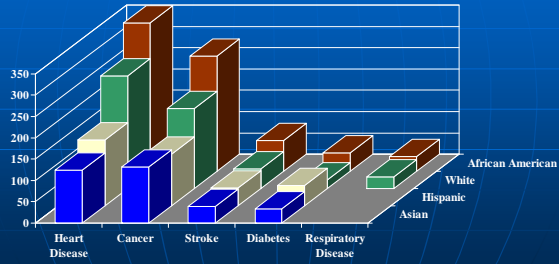
- About 16 million Americans had a heart attack, angina pectoris or both (2004)
- In 2007, about 1.2 million Americans will have a new or recurrent coronary attack.
- Over 650,000 people in the US died from heart disease in 2004, making it the leading cause of death

Leading Causes of Death, Chicago 2004



Cause of Death	Percentage
Heart Disease	38%
Cancer	30%
Stroke	7%
Accidents	5%
Diabetes	4%
Chronic Lower Respiratory Disease	4%
Nephritis	3%
Influenza & Pneumonia	3%
Septicemia	3%
Homicide	3%

Death Rates for Selected Chronic Diseases by Race, 2004



Chicago Department of Public Health

Related Risk Factors

- Tobacco
- Obesity
- Nutrition
- Physical Activity
- Diabetes
- Cholesterol
- High Blood Pressure

**1 In 3 Chicagoans
have high blood pressure.
Do you?**

HYPERTENSION/ HIGH BLOOD PRESSURE

CDPH PROJECT GOALS

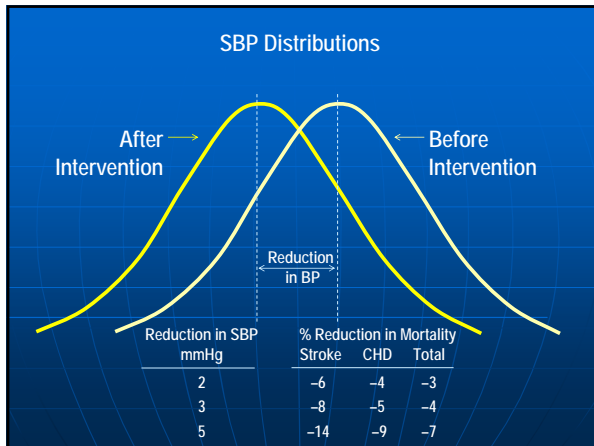
1. GET PEOPLE TO INCREASE MONITORING AND SEEK APPROPRIATE CARE FOR HIGH BLOOD PRESSURE
2. IMPLEMENT LIFESTYLE CHANGES TO CONTROL BLOOD PRESSURE IN PEOPLE WHO ALREADY HAVE HYPERTENSION
3. INCREASE FRUIT AND VEGETABLE CONSUMPTION AND PHYSICAL ACTIVITY TO LOWER OVERALL BLOOD PRESSURE



Chicago Department of Public Health
1601 North Dearborn Street
Chicago, IL 60610
(773) 554-3000



City of Chicago
Mayor Daley
2008



- ### Staff Education/Training
- Assess staff knowledge of what is hypertension
 - Assess staff ability to measure blood pressure correctly
 - Assess nursing knowledge of medication treatment in controlling blood pressure
 - Provide staff education based on assessment results

- ### Standardization of Tools
- Assess blood pressure measurement equipment
 - Assess educational materials (booklets, fact sheets, etc.)
 - Assess nursing documentation

Developing Community Partnerships

Jan Morris, MS, CHES
Health Promotion Program Manager
McLean County Health Department
(309) 888-5446
jan.morris@mcleancountyil.gov



Goal: Improve Cardiovascular and Cerebrovascular Health in McLean County

Increase access to blood pressure and cholesterol screenings in low income, African American, Hispanic and senior populations

Planning for Collaboration

- Identify and invite major stakeholders in community
- Determine what programs currently exist
- Join forces with other initiatives
- Identify missing interventions and partners
- Develop goals and a mission
- Describe priority intervention strategies

Barriers to Care

- Income
- Transportation
- Language
- Knowledge of Cardiovascular Risks
- Cultural beliefs
- Lack of funding and resources to conduct screenings for targeted audiences

Possibilities for Collaborations

- Hospitals
- Churches and Parish Nurses
- Hotel/Restaurant Associations
- Worksites
- Retirement Communities
- Township and Community Centers
- Drive through clinics

McLean County Successes

- Blood pressure clinics for Hispanics following Sunday mass and at hotel
- Grant from IDPH allowed task force to reach 55 Hispanic women at Western Avenue Community Center
- Peace Meal Sites
- Partnered with Communicable Disease nurses – health fairs at African American Church reached 100 people. Blood pressure screening as well as HIV testing
- Women’s Health Night – 2 hospitals and IL Heart & Lung Foundation reaching thousands of women
- Parish nurses in various towns conducted regular BP checks of church members

Successes

- Received grant from Illinois Prairie Foundation for diabetes education for Hispanics with history of diabetes. Illinois Wesleyan University nursing students supplied diabetes education at Community Health Care Clinic for these clients.
- Illinois State University nursing students conducted blood pressure screening at Office of Residential Life
- Educational materials on warning signs of stroke given out at McLean County Health Department flu clinics

Henry County Working in the Community



Carrie Titus
Health Educator
Henry & Stark County Health
Departments
ctitus@henrystarkhealth.org

Working with the Schools

- K-12 Schools mandated to have wellness policy
- Lacking implementation plan for improving the health of students and staff
- Met with Cambridge School to determine their current status of implementing a wellness plan.

Creating an Action Plan



- Met with principal to form a Community School Wellness Council
- We invited community members, teachers, school board members, and principal to participate
- Developed a walking program for the students called "To the Moon"
- Heart Smart for Women for the teachers and community
- Start! from American Heart Association as an individual walking program for anyone in school or community.

Working with Local Companies


- BOMAG, Americas, Inc.
 - largest manufacturing employers in Kewanee.
 - Contacted the Manager of Human Relations and discussed the Heart Smart for Women program.
 - self insured
 - interested in offering more preventative care programming to better manage the rising expense of health care
- The president of the company felt very strongly about the Heart Smart for Women program and will be hosting in the Spring of 2009 (pending grant amount from IDPH).
 - taught over the lunch hour
 - include blood pressure and cholesterol screenings

Working with Companies in Henry County

- Geneseo Communications:
 - largest employers in Geneseo providing telephone, information technology, and creative design
 - seeking a program such as Heart Smart for Women to offer their customers as well as employees.
- A class is planned (pending grant amount from IDPH) for Spring 2009
 - held at the Geneseo Community Center, a community recreation center.
 - Taught in the early evening
 - Offer blood pressure and cholesterol screenings





Peggy Jones
 State Health Alliance Director
 American Heart Association
 Email: peggy.jones@heart.org
 Business phone:
 309-662-8498



Training for IPLAN team
MyStart! Online
Start! Fit-Friendly Companies
 June 2008


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 National Center, 7272 Greenville Avenue
 Dallas, TX 75231-4599



START!

- **START!**
- **The Start! movement is here to motivate**
- **and encourage all Americans to take**
- **up walking and other healthy habits as**
- **part of their daily routine all year**
- **around, and to live longer, stronger**
- **heart-healthy lives.**

What is MyStart! Online?




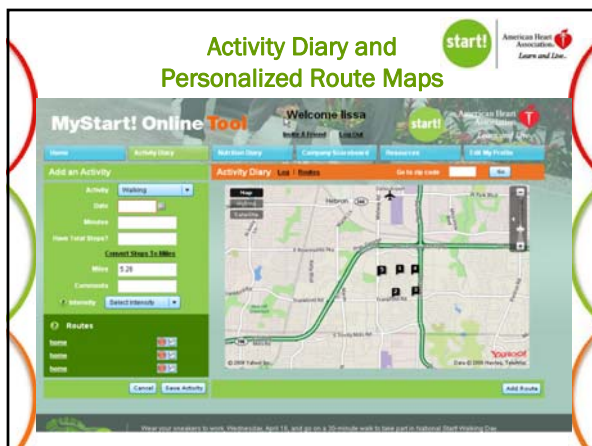
- Start! Campaign is a national campaign to get American walking
- Complimentary tool from the AHA for **Individuals and workplace wellness**
- Tools to help employees make positive lifestyle changes through walking and a better diet.
- Way for **Individuals to track** their progress as part of the [Start! Walking Program](#) - Features:
 - Activity diary
 - Customized mapping feature
 - Nutrition diary
 - Resources and links to healthy lifestyle tips and guidelines
- **Tool that allows companies to track** overall steps/miles/minutes for their employees - aggregate and by department/team
- **Two audiences: Available for Consumers and Companies**



The screenshot shows the MyStart! Online Tool homepage. It features a navigation bar with 'AHA Home', 'Link Resources', and 'Donate'. The main heading is 'start! MyStart! Online Tool'. Below the heading, there is a brief description: 'MyStart! Online is a free tool that can help you make positive lifestyle changes through exercise and better eating. Track your daily physical activity and dietary intake, and get weekly summaries of your progress. Using the tool is as simple as utilizing its 3 main features.' Three numbered steps are listed: 1. Log your times on activities in your Activity Diary; 2. Plot your walking routes on your personal map; 3. Enter your meal information in your Nutrition Diary. A 'First Time Registration?' section is highlighted with a red circle, containing a 'Register' button and a 'Login' form with fields for Email, Password, and Confirm Password. Below the login form is a 'For HR Professionals' section with a 'Learn More' button.

Activity Diary and Personalized Route Maps





The screenshot shows the 'Activity Diary' and 'Personalized Route Maps' interface. The top navigation bar includes 'Home', 'Activity Diary', 'Nutrition Diary', 'Customize Your Report', 'Resources', and 'Log My Profile'. The main heading is 'MyStart! Online Tool' with a 'Welcome Issa' message. The 'Add an Activity' form is visible on the left, with fields for Activity (Walking), Date, Miles, How Many Steps, Calories, and Intensity. The 'Routes' section on the left shows a list of routes. The main area displays a map with a personalized route highlighted in green. The map includes a scale bar and a 'You are here' marker.

Nutrition Diary

Find Calories on USDA Web site Look for "Energy or kcal"

Nutrient	Units	Value per 100 grams	Number of Data Points	Std. Error	1.00 x 1.11 cup (1 NLEA serving) amount 30g
Proximates					
Water	g	3.76	4	0.109	1.13
Energy	kcal	367	0	0	110
Energy	kJ	1534	0	0	460
Protein	g	11.33	4	0.141	3.40
Total lipid (fat)	g	5.90	4	0.168	1.77
Ash	g	4.32	4	0.04	1.30
Carbohydrate, by difference	g	74.68	0	0	22.40
Fiber, total dietary	g	10.1	4	0.232	3.0
Sugars, total	g	4.02	4	0.102	1.21
Sucrose	g	0.00	4	0	0.00
Galactose (D-glucose)	g	0.00	4	0	0.00
Fructose	g	0.00	4	0	0.00

Additional Tools for Companies

Now, **companies** can easily access users' data collected on MyStart! Online with the

On-Demand Reporting Center



Company HR Delegate may register for On-Demand Reporting Center at mystartonline.org/dashboard/hrstaff_register.jsp




 American Heart Association
 Learn and Live.


On-Demand Reporting Center benefits

- Companies can view employee activities to:
 - Set up incentive programs, create monthly themes or challenges
 - Track use and progress
 - Track department or team rankings
 - Monitor health/wellness objectives
- Empowers companies to pull reports at their convenience






 American Heart Association
 Learn and Live.

HR Delegate Sees Aggregate Information



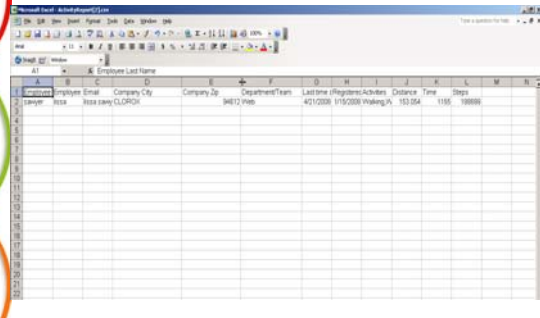
Company Report Welcome admin admin | [Logout](#)
[Back to Home](#)
 FORD Total Distance 477.0 Miles [Admins](#) - 1
 48126 Total Time Active 7 Hours 57 Minutes [Walking](#) - 7
 68103890000 [Reporting](#) - 1
 HR Delegate Total Steps 51427
 Total Employee Enrolled 13 Average Steps - Person 3957.46153846154



 American Heart Association
 Learn and Live.

Downloadable Excel report available.

NOTE: Distance is miles; Time is minutes.





Employee Name	Company	Department/Team	Last time program/activities	Distance	Time	Steps
SAVAT, JESSA	Jessa Savat CLOPDK	04612 Vites	4/1/2008 11:50:00AM Walking/A	153.054	1195	19888



HR Delegate can sort Excel report by:

- Employee name (first and last) - *opt-ins only*
- Email - *opt-ins only*
- Company city, zip code, teams,
- Total time, total distance, total steps
- Activity type
- AHA cannot access individual data due to privacy issues.
- Opt in gives employees more privacy if they do not want their name used
- **Neither employer nor AHA staff will see employee height or weight.**

Quick Steps/Quick Links

- **Consumers**
 - Register and use MyStart! Online Tool - mystartonline.org
- **Companies – (HR Delegates)**
 - Step #1: Register (http://mystartonline.org/dashboard/hrstaff_register.jsp)
 - Step #2: Allow for AHA staff to verify your information
 - Step #3: Receive email confirming username and password
 - Step #4: Login (mystartonline.org/reportingcenter)
 - Step #5: Begin using Reporting Center to pull reports, view employees'/teams'/departments' progress (aggregate reports and opted-in employees reports), etc.
 - Company training can be arranged for larger companies
 - All companies have a call center for Q&A

Benefits of Walking

- Research has shown that the benefits of walking and physical activity for only 30 minutes a day include:
 - Reduce the risk of coronary heart disease and stroke
 - Lower blood pressure
 - Reduce high cholesterol and improve blood lipid profile
 - Reduce body fat and control body weight
 - Enhance mental well being
 - Increase bone density, hence helping to prevent osteoporosis
 - Reduce the risk of cancer
 - Reduce the risk of non insulin dependant diabetes

Start!


Impressive Results

Measurable results for your IPLAN or Company

- Start! encourages healthy lifestyle trends, survey indicates
- indicates that participants have begun making positive lifestyle changes since joining Start!.

Here are several key results:


- Before joining Start!, 44 percent of people said they never did vigorous physical activity during the week.
- After joining Start!, that number fell to 23 percent.
- Three months after joining Start!, 60 percent of participants are more active than before
- And 51 percent eat more nutritiously.
- 44 percent of participants report having more energy on most days.
- 82 percent of participants feel confident they can
- maintain a healthier lifestyle with Start!.



start!


How to Use the Company Tool in your Community


- Take this ready made tool to your community employers, schools, and churches
- Tie in a day for BP screenings with the start program
- Implement this program in your own department
- Create challenges between companies
- Email participating companies creative ways to keep the Start program fresh and fun



Involving Individual


- Work through your library for those who do not have a computer
- Add this walking component to other classes you are doing
- Talk with your media to get attention to this free on line tool- work with the media to follow up monthly with helpful tips
- Include the link in your newsletters





Remember to Measure Impact

- Plan to survey users of the tool
- Hold a quarterly meeting with wellness leaders from participating companies as a way of gathering information and sharing information
- Return on investment should be excellent since the tool is free. Use your funds to promote it and/or purchase Start items like stress balls, pedometers, backpacks, water bottles, tote bags
- Tie your hypertension efforts to this walking effort for a complete program designed to impact cardiovascular health in your county.




Great Examples

- **Start Walking Resources**
 - AHA Strive for 5 PDF Tracker
 - Tip Sheet – How to get Started
 - This is the Day Ad
 - Start Newsletter example
 - Walking Good for Your Heart
 - Save the Date Sample flier
 - Sample Flyer- What's Start
 - Tracking Tool Start Toolkit

Use, Copy, Enjoy, they are there for your benefit

Success Plan for IPLAN

✓ **Start Smart: Assess, Announce, Implement, Measure**



Start Smart with 2-4-1

- **Impact Cardiovascular Health:**
- **2 -4-1 Program of blood pressure management and walking for good health**
- **Why Blood Pressure?**
- **Blood pressure affects both heart and stroke**
- **Why Walking?**
- **As a matter of fact, you can gain about two hours of life expectancy for each hour of regular exercise, even if you don't start until middle age.**
- **The benefits are clear: 2-4-1.**

Feedback

- Thank you for participating!
 - Your feedback is VERY important. Please complete the online evaluation survey:
http://www.surveymonkey.com/s.aspx?sm=b7vGWo9VDj57d0fdwAOS_2bQ_3d_3d
- If you registered for a group, please ask them to complete the evaluation also.
- We will use this information to plan future sessions and continually improve.

Question and Answer Session

- Please join us now for a LIVE Q & A Session with the presenters:
 - Dial 1(877) 411-9748
 - Enter the access code: 3467868#
 - Mute your phone (*6 to mute or un-mute).
- If you have a question that is not addressed on the conference call, please email the question to Laurie Call at LLC1185@msn.com.

THANK YOU
