



# KNOW IT, CONTROL IT

## Million Hearts® in Action

[ Strategies for Achieving Million Hearts® Goals ]



Faced with 35% of North Carolina (NC) adults having been diagnosed with high blood pressure, combined with the strong evidence that self-measured blood pressure monitoring (SMBP) helps to lower blood pressure, the Community and Clinical Connections for Prevention and Health Branch (CCCPH) within the North Carolina Division of Public Health (NC DPH) got to work to create the *Know It, Control It* program.

### [ Fast Facts ]

- High blood pressure is the 13th leading cause of death in the United States.
- Almost one out of every three adults in the United States has been diagnosed with high blood pressure.
- North Carolina (NC) has the 11th highest prevalence of diagnosed high blood pressure among the 50 states and Washington, D.C. in 2016.

### [ What We Did ]

Using the American Heart Association's (AHA) *Check. Change. Control.* Tracker, an online tracking tool, North Carolina's *Know It, Control It* program provided self-monitoring of blood pressure and health coaching to participants diagnosed with hypertension over a four-month period. Participants improved their blood pressure management, stating that the program gave "me confidence in knowing how my blood pressure is doing and it helps keep my doctor knowing how I'm doing."

Focusing on hypertensive adults in NC counties with higher rates of cardiovascular disease, CCCPH partnered with the AHA Raleigh-Durham market starting in June 2017 to train blood pressure coaches. These coaches were community health educators, nurses and pharmacists.

A key component to the success of the four-month *Know It, Control It* program was the team-based approach combining guidance from healthcare providers with one-on-one or group meetings with the coaches. This additional support helped to connect participants to services, provided support in using the free *Check. Change. Control.* Tracker and was a source of social support and education for healthy lifestyle strategies.

**Know It**   
**Control It**

## [ What We Accomplished ]

As of April 2019, 488 program participants registered through the *Check. Change. Control.* Tracker. Of the 488, 330 participants logged more than one blood pressure reading with many logging ten readings or more. Of these 330 participants tracking regularly, 237 (3/4) had blood pressure improvement or a decrease in either their diastolic or systolic. In total, 61 participants moved from uncontrolled blood pressure to controlled.

Program participants stated that “this is a very good program” and clearly many saw positive results. One program participant stated that “sometimes it’s only small changes that a person will have to make.”

The *Know It, Control It* program supports the national Community Preventive Services Task Force recommendation demonstrating that SMBP monitoring strategies are cost-effective when combined with additional clinical support or within a team-based care model.

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## [ What We Learned ]

The *Know It, Control It* organizers (CCCPH and AHA) found that the program filled a gap in the community in a cost-effective manner. Another advantage of the program was the training of coaches allowed for both group sessions and one-on-one meetings for participants making the program easy to accommodate personal preferences. Program implementation challenges they faced included incentivizing coaches to hold classes after they were trained as well as general participant recruitment issues. Additionally, some participants were not comfortable entering data into the tracking tool on their own. Another important implementation challenge was accessing blood pressure monitors. The program organizers recommend addressing this access issue as much as possible prior to program implementation. Overall, the program was most successful among organizations that have inherent motivation to offer education for patients with hypertension.

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