

Check. Change. Control.



Knowing your
blood pressure numbers
is **key** to a **longer**
healthier life.



Track your blood pressure
& set up text reminders



Improve your
heart health



Enjoy
your
Best life



American Heart Association.
Check. Change. Control.®

Check. Change. Control.[®]

Toolkit for Implementation

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CHECK. CHANGE. CONTROL.® OVERVIEW

Check. Change. *Control.* is an evidence-based hypertension management program that utilizes blood pressure self-monitoring to empower patients/participants to take ownership of their cardiovascular health. The program incorporates the concepts of remote monitoring and online tracking as key features to improve outcomes in hypertension management, physical activity, and weight reduction.

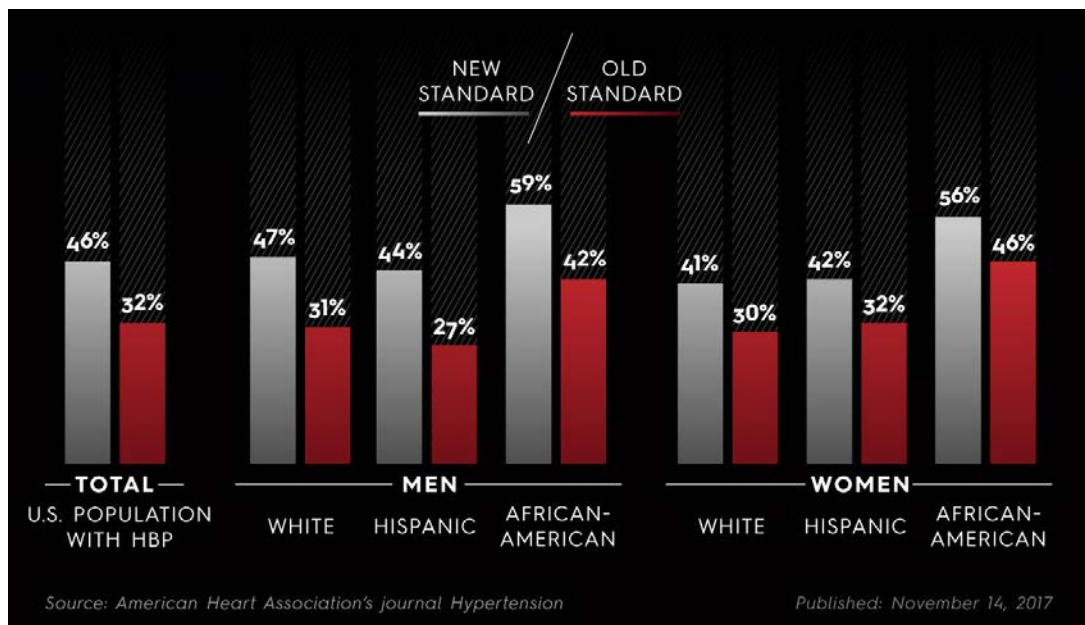
The purpose of the program is to eliminate high blood pressure as a health disparity among Americans. The program launched as a pilot in August 2012 with a focus on top 18 markets nationwide. As of June 2017, the program has expanded to over 150 markets, 389,000+ participants enrolled with an average drop in systolic blood pressure of 11 mm Hg.

WHY DID AHA CREATE CHECK. CHANGE. CONTROL.?

The American Heart Association's (AHA)/American Stroke Association (ASA) mission is to build healthier lives free of cardiovascular disease and stroke. In supporting this mission, the organization has set a 2020 health impact goal to improve the cardiovascular health of all Americans by 20%, while reducing death and disability from cardiovascular disease and stroke by 20%.

To drive toward the AHA/ASA's overall 2020 health impact goals, we aim to move 15.2 million more Americans to control their high blood pressure by 2020.

Based on the latest blood pressure guideline released by the AHA (11/13/17) nearly half – 46% - of adult Americans have high blood pressure, a major health risk factor. Changes in how doctors diagnose HBP means more people identified with this dangerous condition. Racial differences in HBP among US adults based on new and old blood pressure guidelines can be seen below:



KEY FEATURES OF CHECK. CHANGE. CONTROL.

- Goal setting and tracking of blood pressure by using online tracking.
- Educational materials and resources to conduct a four-month high blood pressure self-monitoring program. Access to www.heart.org resources for participants with articles, videos and fact sheets explaining high blood pressure and obesity, as well as ideas on how to manage it.
- Check. Change. Control. Ambassador – on-site team lead to recruit and encourage participants to track and manage blood pressure and provide monthly educational sessions and emails.
- Incentives – Incentives play a key role in motivating CCC participants to timely track their readings and reach their goals for high blood pressure management. Purchasing AHA cookbooks, water bottles and other AHA items from www.shopheart.org are great incentives. Examples are shared on Page 23.

THE REQUIREMENTS FOR CHECK. CHANGE. CONTROL.

Organizations:

- **MUST** designate an internal program lead (Ambassador) that will serve as the liaison for the AHA.
- **MUST** allow participants to utilize internet access to register and maintain their online tracker account.
- **MAY** incorporate AHA designed wellness activities into existing schedule.

Participants:

- **MUST** commit to entering blood pressure readings into their online tracker at least twice a month for four consecutive months.
- **MAY** agree to have a volunteer mentor or champion throughout the four-month period.
- **MAY** attend wellness activities.

THE BENEFITS OF CHECK. CHANGE. CONTROL.

Organizations:

- Creating a culture of health throughout your organization.
- Providing a FREE wellness program to participants and interactive educational sessions to learn risk reduction strategies for heart disease and stroke.
- Enhancing camaraderie among participants who commit to the program.
- Leading by example to encourage a healthier environment among participants.

Participants:

- A four-month program focused on personal goals toward better health.
- An opportunity to monitor and track progress using an online tracker.
- Receipt of a blood pressure monitor (if applicable).
- Opportunity to be awarded prizes (if applicable) throughout the program.



Steps for Implementation

Step
1

Let Us Help

First, meet with the American Heart Association representative to help coordinate your wellness plan, show you how to set up your ambassador teams and provide information about other resources from the Check. Change. *Control.* program.

Step
2

Get Leadership Behind You

Present the program to your leadership, CEO, Superintendent, Human Resources Lead, Health Benefits Manager etc., at your organization to request a commitment to improving the blood pressure of your population. Ask your leaders to set the pace by signing up for the program and taking their blood pressure.

Step
3

Create your Plan

Work with the AHA representative to organize your timeline and plan of action in your organization. This is your opportunity to schedule your CCC kick off date, engagement opportunity dates and communication timeline. The AHA has a menu of engagement opportunities for implementation in your program. AHA suggests at least one health activity per month to keep the participants engaged.

Step
4

Identify Ambassadors

Work within your organization to identify a Lead Wellness Ambassador and Wellness Team to implement the program. (Lead ambassador is usually the wellness coordinator of your company.) Identify at least 1-2 ambassadors per team, department or location to complete the wellness team.

Step
5

Host a Training for Ambassadors

Contact your local AHA representative to schedule a training session to learn about the CCC program and receive training on the CCC Tracker or use your own tracking method for blood pressure measurements.

Step
6

Set Goals

Work with your wellness team and leadership to set recruitment goals, timelines and a plan of action for the program. The basics of the program have been established but this is your time to customize CCC for you and tailor it to the culture of your organization. We recommend a baseline enrollment goal of 20% of your total population to participate in CCC.

5

Step
7

Get The Word Out

Create ways to get the word out about CCC. Work with your human resources, communications and wellness team to discuss ways to communicate with potential participants. Ask your CEO to send a company-wide email, memo or voicemail inviting individuals to be a part of the program. There may be existing communications that can be utilized to leverage CCC participation. (Company Newsletter, Wellness Emails, Breakroom postings, Building information monitors/ screens, etc.)

Step
8

Recruit CCC Participants

Now it's time to go out and recruit participants for the CCC program in your company. Your wellness team leads should start to recruit participants from their areas. Consider hosting a kick-off for participants where they can register on the CCC Tracker and receive information on blood pressure and the opportunity to get their first blood pressure measurement. Great ways to encourage participation:

- Challenge individuals with fun and creative goals
- Create a competitive environment per department or location. Launching contest with modest incentives to reward recruitment and retention.
- Consider integrating health engagement opportunities to create a richer experience and raise awareness (Lunch & Learns, Cooking Demos, Employee challenges, Wellness points, etc.)

Step
9

Your Plan In Action

Now that you've got your plan of action, your timeline and recruited your participants, it's time to implement Check. Change. *Control*. Start putting your plan into action and track your progress. Maintain monthly check-ins with your wellness ambassadors and remember your AHA representative is there to support your efforts as well. This is an opportunity to schedule reminder messages to your wellness ambassadors to make sure the program is running smoothly and to get those stories of progress on health throughout your organization. This is also a time to reflect on the program and share those big wins to the wellness team as well as AHA.

Step
10

Celebrate Success

When you get great news of enrollment or you receive a favorable report of the culture of health in your organization, celebrate those wins. What a great way to celebrate success as you wrap up the program with a bang. Create a celebratory option where participants can congratulate and celebrate each other's achievements.

Ways to celebrate:

- CEO celebration - The CEO congratulates the team with an email or face to face opportunity.
- Share your Story – Here’s an opportunity for participants to share their success in better health.
- Awards Ceremony - Awards can be presented to those with compelling stories of change as well as awards of participation.

PLANNING CHECKLIST

Kick-Off Date(s): _____

Availability of Blood Pressure Monitors

Incentives: _____

Enrollment Goal _____

Challenges/Barriers to Enrollment: _____

Lead Ambassadors/Wellness Team

Training Date _____

Notes _____

PROJECTED TIMELINE

Promotion Phase:

Task	Deadline	Group Responsible	Additional Resources
Develop Timeline with Dates		Program Lead/Program Ambassador(s) and American Heart Association	
Determine incentive items that will be distributed and dates each item will be dispersed		Program Lead/Program Ambassador(s) and American Heart Association	Discuss availability of incentives with AHA staff. Suggested items include: Water bottles, fitness equipment, healthy recipe books, etc.
Customize and Post Flyer		Program Lead/Program Ambassador(s)	What is high blood pressure? Know your numbers
Send Promotion Message 1 (see pg. 13)	2-3 weeks prior to Kickoff Event	Program Lead/Program Ambassador(s)	Heart Health Score: My Life Check®
Send Promotion Message 2 (see pg. 13)	1-2 weeks prior to Kickoff Event	Program Lead/Program Ambassador(s)	Consequences of HBP Infographic - Spanish
Host Ambassador/Wellness Team Training	1-2 weeks prior to Kickoff Event	Program Lead/Program Ambassador(s) and American Heart Association	CCC Overview PDF, contact AHA staff for a PPT version for your organization.

Implementation Phase:

Month 1: General Blood Pressure Education

Task	Deadline	Group Responsible	Additional Resources
Kick off/ Sign up for online tracker to monitor blood pressure readings		Program Lead/Program Ambassador(s) and American Heart Association	During the kickoff everyone will be available to: <ul style="list-style-type: none"> • Discuss the program • Help participants to sign up for online tracker • Show participants how to take their blood pressure
Optional: Send a calendar reminder to participants for every date that they should be logging their blood pressure numbers		Program Lead/Program Ambassador(s)	Ensure that a list of all participants and their email addresses are available Matters of Your Heart Infographic
*Optional: Hold educational seminar on month 1 topic.		Program Lead/Program Ambassador(s)	Ask your AHA Representative for Month 1 Educational PowerPoint
Email Participants-Month 1: Message 1 (see pg. 14)		Program Lead/Program Ambassador(s)	How to take an accurate blood pressure measurement - Spanish
Email Participants-Month 1: Message 2 (see pg. 14)		Program Lead/Program Ambassador(s)	What can I do to improve my BP?

2017 Blood Pressure Categories

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 – 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 – 139	or	80 – 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120

Month 2: Sodium Reduction

Task	Deadline	Group Responsible	Additional Resources
*Optional: Hold educational seminar on month 2 topic.		Program Lead/Program Ambassador(s)	Ask your AHA Representative for Month 2 Educational PowerPoint
Email Participants-Month 2: Message 1 (see pg. 16)		Program Lead/Program Ambassador(s)	Sneaky Salt Video Sodium Pledge
Email Participants-Month 2: Message 2 (see pg. 17)		Program Lead/Program Ambassador(s)	Food Diary to track what you eat
Send status report		American Heart Association	

Month 3: Eating Healthy and Medication Adherence

Task	Deadline	Group Responsible	Additional Resources
*Optional: Hold educational seminar on month 3 topic.		Program Lead/Program Ambassador(s)	Ask your AHA Representative for Month 3 Educational PowerPoint
Email Participants-Month 3: Message 1 (see pg. 18)		Program Lead/Program Ambassador(s)	Seasons of Eating Infographic Heart-Healthy Recipes
Email Participants-Month 3: Message 2 (see pg. 19)		Program Lead/Program Ambassador(s)	Medications & Blood Pressure Body Mass Index for Adults
Send status report		American Heart Association	



Month 4: Physical Activity and Stress Management

Task	Deadline	Group Responsible	Additional Resources
*Optional: Hold educational seminar on month 4 topic.		Program Lead/Program Ambassador(s)	Ask your AHA Representative for Month 4 Educational PowerPoint
Email Participants-Month 4: Message 1 (see pg. 21)		Program Lead/Program Ambassador(s)	AHA Recommendations for Physical Activity in Adults
Email Participants-Month 4: Message 2 (see pg. 21)		Program Lead/Program Ambassador(s)	5 Steps to Loving Exercise Stress and Blood Pressure
Send final status report		American Heart Association	

Follow-Up Phase:

Task	Deadline	Group Responsible	Additional Resources
Email Participants-Follow-Up Message 1 (see pg. 22)		Program Lead/Program Ambassador(s)	Dining out & eating healthy Staying motivated for fitness



Optional Educational Series:

There are four monthly educational slideshows with topics including:

- Using the CCC Tracker
- Modifiable Risk Factors of High Blood Pressure
- The Consequences of High Blood Pressure
- A Review of the CCC Program

These educational seminars are intended to supplement the program and provide your participants with more information regarding their health. The seminars are in a slideshow format with speakers notes for the program ambassador or assigned seminar presenter.

If you would like to utilize one or all of these monthly educational slideshows, please reach out to your American Heart Association representative for the most up-to-date version available.



Email Templates:

Below are sample emails to use to communicate with participants throughout the program.

PROMOTION PHASE

Promotion Message 1

- Introducing Check. Change. Control.®
- Message 1: [Should be sent 2-3 weeks prior to Kickoff]

Introducing Check. Change. Control.

Message 1

SUBJECT: Exciting New Opportunity with the American Heart Association

Dear Employees:

I'm excited to let you know that **[Insert: Company Name]** is partnering with the American Heart Association to offer an evidence-based wellness and blood pressure management program called Check. Change. *Control*. ALL staff members are encouraged to sign up regardless of whether they have high blood pressure or not! This educational program focuses on simple changes you can make to improve your overall health and wellness! Stay tuned for more information in the coming weeks about how you can sign up.

Call to Action: In the meantime, follow this [link](#) to create your CCC Tracker account. Use campaign **[Insert 5 alpha-numeric code XXXXX]** to get started tracking and monitoring your blood pressure. Be sure to check the Resources tab in your Tracker account for a User Guide that explains all the features. You can also find the guide [here](#) ([Spanish](#)).

Sincerely,

[Name, Title]

Promotion Message 2

- Introducing Check. Change. Control.®
- Message 1: [Should be sent 1-2 weeks prior to Kickoff]

Introducing Check. Change. Control.

Message 2

SUBJECT: Check. Change. *Control*. Kickoff Event

Dear Employees:

High Blood Pressure is often called the “silent killer” because there are no symptoms. Knowing and managing your blood pressure is one of the best things you can do for your overall heart health. Join us on [\[Kickoff Date, Time and Location\]](#) to get your blood pressure checked and sign up for Check. Change. *Control*. [Tracker](#). Use campaign [\[Insert 5 alpha-numeric code XXXXX\]](#) to get started tracking your blood pressure. [\[Include information about company prizes/incentives if applicable.\]](#)

For more information on blood pressure, visit the following American Heart Association website: www.heart.org/hbp

Sincerely,

[\[Name, Title\]](#)

IMPLEMENTATION PHASE

Month 1 Focus: [General Blood Pressure Education](#)

Month – 1
Message 1

- Thank you for your participation
- Reminder to Upload BP Reading

[Month 1: Message 1](#)

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. *Control*. Participants:

Thank you for your participation in the Check. Change. *Control*. program. High blood pressure is mostly a symptomless condition, which is why it's called the "silent killer." The first step in managing your blood pressure is monitoring your blood pressure on a regular basis. That means everybody needs to get their blood pressure checked by a healthcare professional. [Call to Action: Please upload at least one blood pressure reading by using the online tracker by the end of the day. \[For your convenience blood pressure cuffs are located throughout the building.\]](#) Also, attached is information on how to make sure you're taking your blood pressure correctly. If you have any questions or problems uploading your blood pressure readings, please contact me at [\[company wellness champion name and contact information\]](#). For more information on blood pressure, go to: www.heart.org/hbp

Sincerely,

[\[Name, Title\]](#)

Attachment: [How to Measure Blood Pressure Accurately](#)

Month – 1 Message 2

- Reminder to Upload BP Reading
- 5 Simple Steps to Control Your Blood Pressure
- Make an Appointment with your Doctor Challenge

Month 1: Message 2

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. *Control*. Participants:

The first step in controlling blood pressure is knowing your numbers. By now, you've checked your blood pressure and know what your numbers mean. (If not, refer to the chart below!) Now it's time to make a plan! **Call to Action: If your blood pressure numbers fall in the elevated stage or above, make an appointment to see your doctor and discuss a plan of action!** To get started lowering your blood pressure RIGHT NOW, refer to What Can I Do To Improve My BP flyer attached to this email for some simple lifestyle changes you can start making today!

Don't forget to upload your blood pressure reading using an online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [\[Contact Information Here\]](#).

Sincerely,

[\[Name, Title\]](#)

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 – 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 – 139	or	80 – 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120

Blood pressure guidelines above are based on American Heart Association's journal *Hypertension* published on Nov. 13, 2017

Attachment: [What Can I Do to Improve my BP?](#)

Month-1

- Additional HBP Information Messaging
- Ideas for lunch and learn content

1. **Learn how history might put some at risk for high blood pressure.** If family members have heart disease or stroke, their risk may be higher. Have participants ask family members whether they have HBP and develop a family tree using [this chart](#). Learn about other non-modifiable risk factors: **advanced age, ethnicity and gender.**

Month 2 Focus: Sodium Reduction

Month-2 Message 1

- Reminder to Upload BP Reading
- Sodium Reduction Pledge

Month 2: Message 1

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. *Control*. Participants:

Did you know that reducing your sodium intake can lower your systolic blood pressure (top number) by 5-6 points? Most Americans eat more than twice the American Heart Association's recommended amount of sodium. Chances are, that includes you—even if you rarely pick up the salt shaker. The worst part is, most of us don't even realize how much salt we're taking in. But sure enough, Salt is sneaking up on us—mostly when we go out to restaurants or eat packaged foods. Check out this 1-minute video to see for yourself: [Sneaky Salt Video](#).

The excess amounts of sodium we're eating put us at risk for elevated blood pressure which means an increased risk of heart disease and stroke.

Call to Action: Learn how to cut back on [sodium](#) and take the pledge!

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [\[Contact Information Here\]](#).

Sincerely,

[\[Name, Title\]](#)

Month-2 Message 2

- Reminder to Upload BP Reading
- Sodium Reduction
- Snack Swap Challenge

Month 2: Message 2

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. *Control*. Participants:

Reducing your sodium intake can lower your systolic blood pressure (top number) by 5-6 points! Maybe you don't use the salt shaker, but more than likely, you're getting more sodium than your body needs. In fact, most Americans consume more than twice the American Heart Association's recommended amount of sodium and more than 75% of sodium that Americans consume is estimated to come from processed foods-not the salt shaker. **Call to Action: Your challenge this week is to swap your normal snack foods for healthy snacks like fresh fruits and vegetables!** Some convenient options include sliced apples, cutie oranges, carrots and celery sticks!

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [\[Contact Information Here\]](#).

Sincerely,

[\[Name, Title\]](#)

Month-2

- Additional Messaging
- Ideas for lunch and learn content

1. **Learn about modifiable risk factors for high blood pressure.**
 - a. Lack of physical activity
 - b. Poor diet
 - c. Obesity
 - d. Too much alcohol
2. **Start tracking modifiable behaviors.** It's important to have participants take an objective look at their lifestyle behaviors that might be contributing to their HBP. Do they eat a lot of processed foods? Do they fail to get regular physical activity? Are they overweight or obese? These are sensitive subjects so it's important not to point out someone's shortcomings. Help participants recognize areas where they could begin to make small, positive changes. When you ask someone to record their weight, food or blood pressure reading, they often resist. To overcome this, be a good listener and don't argue. Help them to believe that if they try to change their behavior they will succeed. To support this belief, remain positive and help them close the gap between where they are and where they want to be. Offer them resources to prevent and treat HBP or reduce their risk. Give them recipes

[that are lower in sodium](#). Teach them about the [Salty Six - Common Foods Loaded with Excess Sodium](#) and introduce ways they can shake their salt habit.

3. **How to Keep Track of What You Eat** - Offer this printable [food diary](#) so your participants can see what they eat every day for two weeks.

How to Track Your Sodium - Ask participants to [track their sodium](#) intake for two weeks out of the month.

Printable Blood Pressure Tracker - Download and print this [tracker](#) to record and monitor blood pressure levels. There's even a wallet-size version that allows participants to record their readings so they can enter them later.

Track blood pressure - and efforts to control it - online with the Check. Change. *Control.*® Tracker. Help participants set up reminders by text so they can quickly and easily enter their blood pressure numbers into their online tracker. They should record their blood pressure twice per month.

Month 3: Eating Healthy & Stroke Warning Signs

Month-3 Message 1

- Reminder to Upload BP Reading
- Ideas for lunch and learn content

[Month 3: Message 1](#)

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. *Control.* Participants:

How did you do with swapping out those processed snacks for healthy, fresh fruits and vegetables? I hope you did well, but every day is a new opportunity to make healthy choices! A healthy diet is one of your best weapons in the fight against heart disease. Check out the American Heart Association's recommendations for healthy eating. [Call to Action: While you're there, pick out a recipe to try and bring it to work for a potluck this Friday!](#) (www.heart.org/healthyeating)

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [\[Contact Information Here\]](#).

Sincerely,

[\[Name, Title\]](#)

Attachment: [Seasons of Eating Infographic](#)

Month-3 Message 2

- Reminder to Upload BP Reading
- Spot a Stroke F.A.S.T.

Month 3: Message 2

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. *Control*. Participants:

We're three months into the Check. Change. *Control*. program. By now, we hope you're beginning to see a drop in your blood pressure (if you were in the elevated stage or above). Did you know that just a 5-point drop in systolic blood pressure reduces your risk of death from stroke by 14%! Knowing the warning signs of stroke increases your chances of survival and quality of life after a stroke even further! **Call to Action:** Learn the warning signs of stroke by remembering the word **F.A.S.T.** =**F**ace Drooping, **A**rm Weakness, **S**peech Difficulty and **T**ime to Call 911.

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions, please contact me at [[Contact Information Here](#)].

Sincerely,

[Name, Title]



Month-3 Message 2

- Additional Messaging
- Lunch and Learn Content

During the third month of the Check. Change. *Control.* program, your participants have been recording their blood pressure and have hopefully made some efforts to manage it. This month let's help them understand the importance of medication adherence and what happens when blood pressure goes on uncontrolled.

1. Learn about the possible health consequences over time when high blood pressure is left untreated:

- o Damage to the heart and coronary arteries, including heart attack, heart disease, congestive heart failure, aortic dissection and atherosclerosis (fatty buildups in the arteries that cause them to harden)
- o Stroke
- o Kidney damage
- o Vision loss
- o Erectile dysfunction
- o Memory loss
- o Fluid in the lungs
- o Angina
- o Peripheral artery disease

Remember, these are not symptoms of HBP. HBP is a symptomless disease except in its most extreme cases known as hypertensive crisis. When BP readings rise to 180 or above for the systolic (top) number OR 120 or above for the diastolic (bottom) number, **call your doctor immediately**. People whose blood pressure is higher than 140/90 mm Hg (140 systolic or above OR 90 diastolic or above) often are treated for serious cardiovascular problems.

2. Learn about medications that can help lower and manage blood pressure. If your participants have been diagnosed by a healthcare provider with HBP, they may have been given a **medication to help manage and lower their blood pressure**. Studies have shown that three out of four Americans don't take their medication as prescribed. Poor medication adherence takes the lives of 125,000 Americans annually, and costs the healthcare system nearly \$300 billion a year in additional doctor visits, emergency department visits and hospitalizations.



Month 4: Physical Activity and Stress Management

Month-4 Message 1

- Reminder to Upload BP Reading
- Physical Activity Recommendations

Month 4: Message 1

SUBJECT: Reminder to log blood pressure

Dear Check. Change. *Control*. Participants:

Get Up and Move! These days, adults are spending more time at work than ever before. An unfortunate side effect is that, as a nation, we're becoming more inactive and we're packing on the pounds! This is a huge problem because physical inactivity doubles the risk of heart disease! So let's get moving at work! **Call to Action:** Walk during your breaks and/or lunch this week. Also, check out the American Heart Association's recommendations for physical activity and getting active.

Don't forget to upload your blood pressure reading using the online tracker by the end of the day. If you have any questions, please contact me at [[Contact Information Here](#)].

Sincerely,

[Name, Title]

Attachment: [AHA Recommendations for Physical Activity in Adults](#)

Month-4 Message 2

- Reminder to Upload BP Reading
- Ways to Manage Stress

Month 4: Message 2

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. *Control*. Participants:

Did you know that stress is experienced in many different ways? How much stress you experience and how you react to it can lead to a variety of health problems which is why it's important to know what you can do about it. Here are 4 ways to deal with stress.

Also, don't forget to walk during your breaks and upload your blood pressure reading using the online tracker by the end of the day. If you have any questions or problems uploading your blood pressure readings, please contact me at [[Contact Information Here](#)].

Sincerely,

[Name, Title]

Month-4

- Additional Messaging on Exercise
- Losing Weight

Share healthy living resources with your participants:

- Learn about [losing weight](#) or [maintaining a healthy weight](#). Even a small weight loss can reduce and/or prevent high blood pressure in many overweight people
- What is [Body Mass Index](#) and why it matters. Maintaining normal body weight can reduce systolic BP number by 5 points.
- Find out more about [reducing and managing stress](#).
- See the [5 Steps to Loving Exercise](#) ... Or At Least Not Hating It
- Check out tips for [Quitting Smoking](#)

FOLLOW-UP PHASE

Follow-Up Message

- Thank you for Participating in Check. Change. Control.®
- Program Results

[Follow-Up Message 1](#)

SUBJECT: Thank you for participating in Check. Change. *Control*.

Dear Check. Change. *Control*. Participants:

Thank you for participating in Check. Change. *Control*. We hope that you've gained some valuable information and made some lifestyle changes that you can continue past the program, including regularly monitoring your blood pressure. Please continue to enter your blood pressure readings in your online tracker.

[Include company/organization program results provided by AHA staff and prize winners if applicable].

Sincerely,

[Name, Title]

Employee Incentive Ideas for Completing CHECK. CHANGE. CONTROL.



Life is why® Red Stainless Bottle
with Flip Spout



Listen to Your Heart Tea
Tumbler



Go FRESH: A Heart Healthy
Cookbook



Heart & Torch T-Shirt



Heart & Torch Ladies' V-Neck



Keep It Colorful Cutting Board



Healthy For Good™ Apron



Eat Smart Mason Jar Salad
Container



Mug and Coaster Gift Set

Items like these are available at: www.shopheart.org.

Social Media Messaging

The following messages can be shared on your website or in blog posts, newsletters or handouts to encourage everyone to get involved during your **Check. Change. Control.** Program.

Message 1: 130 is Too High



Under new American Heart Association guidelines announced in 2017, the definition of high blood pressure is lower, and the number of U.S. adults considered to have high blood pressure has increased. Younger people are impacted the most, as high blood pressure has tripled among men under 45 and doubled among women in the same age group.

High blood pressure is often symptomless and can be a “silent killer” at any age — and the only way to know your risk is to have your blood pressure checked. During the **Check. Change. Control.** Program, do yourself and your family a favor:

1. Have your blood pressure checked and review the categories at heart.org/bplevels to understand what your numbers mean.
2. Keep track of your numbers using the American Heart Association’s **Check. Change. Control.** Tracker.
3. Encourage the people you care about to know their numbers, too.

Message 2: Make Changes that Matter



Do you know the signs of high blood pressure? It's a trick question — because HBP, also known as the "silent killer," typically has no symptoms. That's why it's so important to check your blood pressure and take steps to control your numbers.

May is National High Blood Pressure Education Month. Check your blood pressure and find out where your numbers fall on the new American Heart Association blood pressure chart — and make changes that matter.

Adjusting your habits now — like moving more and reducing sodium — can help you avoid a high blood pressure diagnosis and stay strong for the future. And by tracking your BP at home, you'll be the first to see how your healthy new habits are affecting your numbers.

Message 3: Keep It Low



Even if your numbers are within the normal range on the new American Heart Association blood pressure chart, May is the perfect month to check your blood pressure and give your lifestyle a checkup. Blood pressure naturally rises as you age, so consistency is key in keeping it low.

Are you eating a heart-healthy diet? Cutting out excess sodium? Limiting alcohol? Avoiding cigarettes? Making exercise a regular part of your routine? If so, keep up the good work! And if not, we'd like to encourage you to kick-start some healthy habits during National High Blood Pressure Education Month to help keep your BP low.

New User Experience

What does it look like once you sign up for Check. Change. Control. on www.CCCtracker.com?
Let's walk you through the experience!

Signing Up:

When you first visit the homepage, you will be asked to create a new participant account. This is when you will need to use your Campaign Code.

CREATE A NEW PARTICIPANT ACCOUNT

← GO BACK

Enter Campaign Code

UserName

Email

Numbers and letters are allowed.

Password

Confirm Password

6 character minimum

6 character minimum

Full Name

Birth Year

New User

Gender



Country C

Mobile Number

(XXX) XXX-XXXX

Ethnicity



Enter Zip Code

By checking this box I acknowledge that I have reviewed and I agree to the terms and conditions outlined in the [subscription agreement](#), [terms of service](#), and [privacy policy](#).

Register

Dashboard:

After you register, you will be taken to your Dashboard. This will be the main screen you see when logging in and makes it easy to add new Blood Pressure readings as well as see your previous Monthly Blood Pressure Readings!

Welcome Email:

do-not-reply@ccctracker.com | 10:55 AM

Welcome to Check Change Control Tracker!

Having trouble viewing this email? [View it in your browser.](#)

To ensure proper delivery of future American Heart Association emails, Add us to your safe senders list.

American Heart Association | **American Stroke Association** | **Check. Change. Control.**
life is why.

Congratulations! You have successfully joined Check Change Control (CCC) Tracker, a health management tool from the American Heart Association that allows you to self-monitor and connect directly with providers or volunteers to receive help managing your health.

With CCC Tracker you can:

- Monitor your blood pressure and communicate with your provider and/or volunteer.

It's easy to get started! Just log in to your account and start entering your blood pressure readings. Also, go to menu option "Search Volunteers and Providers" and you can initiate a connection.

Thank you for joining CCC Tracker!

Follow the link below to get started.

[Sign in](#)

To be removed from this email/newsletter list, please use the link below and follow the instructions.

[Remove my email address from only this email/newsletter list](#)

[Privacy Policy](#)

American Heart Association
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Frequently Asked Questions (FAQs)

1. Can any company or organization participate in Check. Change. Control.?
Yes, any company or organization can participate! Nearly half – 46% - of all adult Americans has high blood pressure, which can lead to stroke, heart disease, kidney damage and more, yet many Americans don't think of high blood pressure as a major health concern. In order to help Americans check, change and control their blood pressure, we need your help. Fitness centers, churches, schools, worksites, clinics, long-term care facilities and more can use the **Check. Change. Control.** program to help participants take control of their blood pressure.

2. Does my company or organization need specific resources to participate?
No – you can adapt your **Check. Change. Control.** program to fit the needs and resources of your organization. Your participants will need an initial connection to the internet to track their blood pressure.

3. Do I need to have a certain number of participants?
We encourage you to enroll as many participants as your company or organization can recruit and mentor. Our standard recommendation of recruitment is 20% of the population you serve. However, there are no requirements or standards that you need to meet.

4. Where can I learn more about high blood pressure?
You can find resources about blood pressure measurement, readings, treatment and more at heart.org/hbp.

5. What is the best way to do a high-volume registration and keep enrollment time down?
Be sure to have several volunteers available to help with enrollment. Participants can enroll using a smart phone, laptop or tablet as the online tracker's website (www.ccctracker.com) is built using responsive design. The site adapts to whatever device is being used. Your AHA contact will provide you with a unique five alpha-numeric campaign code for your organization to use when participants create an account.

6. What is the role of the wellness ambassador limited to, to avoid risks?
The role of the wellness ambassador is limited to the following monitoring and feedback elements:

- Remind the participant to take and record the participant's weekly blood pressure readings for a minimum of four months.
- Identify and note to the participant which of the standard blood pressure measurement categories that the participant's weekly readings fall into.
- Identify and note to the participant whether the participant's blood pressure readings have increased, decreased, or remained stable.

- Not make any medical diagnoses about, or prescribe treatment for, the participant.
7. Are ambassadors able to input readings for participants if necessary?
If a participant isn't comfortable using a laptop it's okay to help them enter a reading the first time to show them the process. Or have them create their online tracker account using their smart phone. The trackers are built using responsive design, so the site adjusts in size to whatever device you use (laptop, iPad, etc.). Check. Change. *Control.* is based on a self-monitoring system to encourage the participant to manage their own readings which includes entering them into their own online account.
 8. What resources will volunteers have following the training?
The AHA has a [Community Partner Resources](#) page on heart.org that includes a communication decision tree to help volunteers scale and focus their efforts in following up only with participants who need the most help staying engaged in the program. Accompanying this decision tree are pre-written message templates that volunteers can use to remind participants to take a blood pressure reading.
 9. How can you sign people up without an email address?
You must have an email address to use an online tracking tool. The best way is to help your participant set up a new email address using Hotmail or Gmail. After their account is created, have them activate their mobile number and sign up for text message reminders. That way they can text in their reading and not have to access their account online.
 10. How do participants save a report of their blood pressure readings?
Share this CCC Tracker BP Readings [guide](#) with participants that explains how they can save a PDF report of blood pressure readings to share with a volunteer or their provider. There are also [Participant \(Spanish\)](#) and [Volunteer \(Spanish\)](#) guides for the Tracker that explain all the features of each account.