Goals

Clinical Goal: Improve hypertension control

Prevention Goal: Increase awareness of the risk factors for cardiovascular disease including tobacco use, uncontrolled hypertension, high cholesterol, obesity, physical inactivity, unhealthy diets, and diabetes.

### Health Indicators by 2019

<table>
<thead>
<tr>
<th>QIM Measure</th>
<th>State Measure</th>
<th>Healthy People 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

1. Increase the percentage of OHP participants with high blood pressure that is controlled (<140/90mmHg) from 64% to 68% (Baseline: QIM NQF 0018 - Controlling high blood pressure, 2014).

2. Decrease the prevalence of cigarette smoking among adults from 18% to 16% (Baseline: Oregon BRFSS, 2010-13; QIM Cigarette Smoking Prevalence).

3. Decrease the prevalence of smoking among 11th and 8th graders from 12% and 6%, respectively to 9% and 3%, respectively (Baseline: Oregon Healthy Teens Survey, 2013).

4. Decrease the prevalence of adults who report no leisure time physical activity from 16% in Crook County, 14% in Deschutes County and 17% in Jefferson County to 14%, 12%, and 15 % respectively (Baseline: Oregon BRFSS, 2010-13).

5. Decrease the prevalence of 11th graders and 8th graders who 0 days of physical activity from 11% and 6% to 10% and 5%, respectively (Baseline: Oregon Healthy Teens, 2013).

1. **7:00-7:05** Introductions—All

2. **7:05-7:35** Next Steps: RFP for Blood Pressure Messaging—All
   - Agreement on Messaging 120/80 or 140/90
   - Messaging Marketing Launch to Clinics
   - Next Steps

3. **7:35-8:00** Next Steps: Clinical Champion Provider & Community-Based Presentations—All
   - Project Coordination & Housed Funds
   - Next Steps

4. **8:00** Action Items & Announcements—All

**Next Meeting:** 2.12.2019 from 7-8am, PacificSource: Moraine Lake
<table>
<thead>
<tr>
<th><strong>Cardiovascular Disease: Clinical (9)</strong></th>
<th><strong>Organization</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Karen Ard</td>
<td>Deschutes County Health Services</td>
</tr>
<tr>
<td>Mark Backus, MD, FACP</td>
<td>Cascade Internal Medicine Specialists</td>
</tr>
<tr>
<td>Stevi Bratschie, MPH</td>
<td>PacificSource</td>
</tr>
<tr>
<td>Brenna Francis</td>
<td>La Pine Community Health Center</td>
</tr>
<tr>
<td>Maria Hatcliffe, RN, MPH</td>
<td>Mosaic</td>
</tr>
<tr>
<td>David Huntley, MPH</td>
<td>Epidemiologist - Community Member</td>
</tr>
<tr>
<td>Alison Little, MD, MPH</td>
<td>PacificSource</td>
</tr>
<tr>
<td>Robert Ross, MD, MScED, FAAFP</td>
<td>St. Charles Health System/St. Charles Medical Group</td>
</tr>
<tr>
<td>Shiela Stewart, RN, BSN</td>
<td>Central Oregon IPA</td>
</tr>
<tr>
<td>Kris Williams</td>
<td>Crook County Health Department</td>
</tr>
</tbody>
</table>
MAKE SURE YOU'RE RELAXED. SIT STILL IN A CHAIR WITH YOUR FEET FLAT ON THE FLOOR WITH YOUR BACK STRAIGHT AND SUPPORTED.

USE PROPERLY CALIBRATED AND VALIDATED INSTRUMENT. CHECK THE CUFF SIZE AND FIT.

PLACE THE BOTTOM OF THE CUFF ABOVE THE BEND OF THE ELBOW.

DON'T SMOKE, EXERCISE, DRINK CAFFEINATED BEVERAGES OR ALCOHOL WITHIN 30 MINUTES OF MEASUREMENT.

REST IN A CHAIR FOR AT LEAST 5 MINUTES WITH YOUR LEFT ARM RESTING COMFORTABLY ON A FLAT SURFACE AT HEART LEVEL. SIT CALMLY AND DON'T TALK.

MAKE SURE YOU'RE RELAXED. SIT STILL IN A CHAIR WITH YOUR FEET FLAT ON THE FLOOR WITH YOUR BACK STRAIGHT AND SUPPORTED.

TAKE AT LEAST TWO READINGS 1 MIN. APART IN MORNING BEFORE TAKING MEDICATIONS, AND IN EVENING BEFORE DINNER. RECORD ALL RESULTS.

BLOOD PRESSURE MEASUREMENT INSTRUCTIONS

American Heart Association recommended blood pressure levels

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

BLOOD PRESSURE HIGHER THAN 180/120 mm Hg IS A CRISIS.

* Wait a few minutes and take blood pressure again. If it's still high, contact your doctor immediately.

LEARN MORE AT HEART.ORG/HBP

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WAIT 5 MINUTES BEFORE A CHECK & 60 SECONDS BETWEEN

DON'T HAVE A CONVERSATION
Talking adds 10-15mm Hg

PUT CUFF ON BARE ARM
Cuff over clothing adds 10-40mm Hg

SUPPORT ARM AT HEART LEVEL
Unsupported arm adds 10mm Hg

ALWAYS TAKEN ON THE ARM WITH THE HIGHEST BP

SUPPORT BACK
Unsupported back adds 5-10mm Hg

KEEP LEGS UNCROSSED
Crossed legs add 2-8mm Hg

SUPPORT FEET
Unsupported feet add 2-8mm Hg

Why does it matter?

• Taking your blood pressure the same way, on the same arm every time is important.

• This helps us to get correct numbers, so we can provide the right treatment.

About high blood pressure

• One in three adults has high blood pressure.

• Most people with high blood pressure have no signs or symptoms.

• High blood pressure is a major risk factor for heart attack, stroke, kidney disease, and diabetes complications.

• High blood pressure contributes to nearly 1,000 deaths each day.

Source: www.ama-assn.org

WE WANT TO GET IT RIGHT!

If you are not sure we took your blood pressure correctly, PLEASE tell your provider so we can re-check it.
High blood pressure is often the first domino in a chain or “domino effect” leading to devastating consequences, like:

- **STROKE**
  HBP can cause blood vessels in the brain to burst or clog more easily.

- **VISION LOSS**
  HBP can strain the vessels in the eyes.

- **HEART FAILURE**
  HBP can cause the heart to enlarge and fail to supply blood to the body.

- **HEART ATTACK**
  HBP damages arteries that can become blocked.

- **STROKE**
  HBP can cause blood vessels in the brain to burst or clog more easily.

- **KIDNEY DISEASE/Failure**
  HBP can damage the arteries around the kidneys and interfere with their ability to effectively filter blood.

- **SEXUAL DYSFUNCTION**
  This can be erectile dysfunction in men or lower libido in women.

A simple **blood pressure check** is the first step to preventing the “domino effect.”

Learn more at **heart.org/hbp**.
Cardiovascular disease (CVD) accounts for one of three deaths in the United States each year. Strategies that address major CVD risk factors, such as high blood pressure, high cholesterol, and smoking, can greatly reduce the burden of CVD. However, only 46% of American adults with high blood pressure and 33% of adults with high cholesterol have these conditions under control, and only 23% of smokers who are trying to quit receive help.¹

The Department of Health and Human Services launched the Million Hearts® initiative to address CVD risk factors and reduce the burden of heart attack and stroke in the United States. The goal of this initiative is to prevent one million heart attacks and strokes by 2017 by putting into action proven and effective interventions in communities and clinical settings. Million Hearts® brings together health systems, nonprofit organizations, communities, federal agencies, and private-sector partners from across the country to fight heart disease and stroke.²

Employers can play an integral role in helping individuals improve their cardiovascular health by creating worksites that support blood pressure control, cholesterol management, tobacco control, good nutrition, and physical activity.

The purpose of this document is to provide a selection of concrete action steps that employers can take at their worksites to help individuals improve cardiovascular health. These strategies are drawn from the Centers for Disease Control and Prevention (CDC) Worksite Health ScoreCard (HSC), a comprehensive tool designed to help employers assess the extent to which they have implemented evidence-based health promotion interventions in their worksites and prioritize approaches to health promotion.³

Although the HSC highlights many health topic areas, the selections in the table on the reverse reflect high-impact strategies that can specifically improve cardiovascular health. Organizational supports, including commitment to worksite health promotion at all levels of management, an annual health promotion budget, and an active health promotion committee, also are critical to successful execution of health promotion strategies.

For the complete list of strategies and related resources, including necessary organizational supports, or to assess the full health promotion landscape at your worksite, please refer to the HSC: www.cdc.gov/dhdsp/pubs/docs/HSC_Manual.pdf.
## Select High-Impact Strategies for Cardiovascular Health Promotion

<table>
<thead>
<tr>
<th><strong>Actions</strong></th>
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| **High Blood Pressure & Cholesterol Management** | Provide health insurance coverage with no or low out-of-pocket costs for cholesterol/lipid control medications, blood pressure control medications, or for home blood pressure monitoring devices.\(^4\)\(^5\)  
Provide one-on-one or group lifestyle counseling and follow-up monitoring for employees with high blood pressure, prehypertension, or high cholesterol. |
| **Tobacco Control** | Provide health insurance coverage with no or low out-of-pocket costs for prescription tobacco cessation medications, including nicotine replacement.  
Have a written policy banning tobacco use at your worksite. |
| **Nutrition** | Make most (more than 50%) of food and beverage choices available in vending machines, cafeterias, snack bars, or other purchase points be healthier food items.  
Subsidize or provide discounts on healthier foods and beverages offered in vending machines, cafeterias, snack bars, or other purchase points. |
| **Physical Activity** | Provide environmental supports for recreation or physical activity (e.g., onsite exercise facility, subsidized or discounted onsite or offsite exercise facilities, walking trails, bicycle racks).  
Provide organized individual or group physical activity programs for employees (e.g., walking or stretching programs, group exercise, or weight training). |

### References


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**Million Hearts** is a U.S. Department of Health and Human Services initiative that is co-led by the Centers for Disease Control and Prevention and the Centers for Medicare & Medicaid Services, with the goal of preventing one million heart attacks and strokes by 2017.

millionhearts.hhs.gov  
August 2013