



RHIP Clinical Cardiovascular Disease Workgroup
PacificSource (Moraine Lake 4th Floor)
2965 Conners Ave, Bend

Agenda: June 11, 2019 from 7:00-8:00am

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	QIM Measure	State Measure	Healthy People 2020
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 11 th and 8 th 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 11 th graders and 8 th 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. **7:05-7:55** **Blood Pressure Marketing Campaign - All**

- **BP testing access points (discussion and decision)**
- **Communication plan to those impacted (discussion)**

3. **8:00** **Action Items & Announcements - All**

Next Meeting: 7.9.2019 from 7-8am, PacificSource: Moraine Lake



Cardiovascular Disease: Clinical (11)	Organization
Karen Ard	Deschutes County Health Services
Mark Backus, MD, FACP	Cascade Internal Medicine Specialists
Brenna Francis	La Pine Community Health Center
Maria Hatcliffe, RN, MPH	Mosaic
David Huntley, MPH	Epidemiologist - Community Member
Alison Little, MD, MPH	PacificSource
Ann Ottesen	Community Member
Katie Plumb	Crook County Health Department
Robert Ross, MD, MScED, FAAFP	St. Charles Health System/St. Charles Medical Group
Divya Sharma, MD, MS	Mosaic & Central Oregon IPA
Shiela Stewart, RN, BSN	Central Oregon IPA

BP Campaign Access for Residents:

	Bend	La Pine	Crook Co.	Jefferson Co.	Warm Springs	
Uninsured						
Medicaid						
Medicare						
Commercial						

What is a Communication Plan? And Why use one?

A communication plan is a *clear message* sent to the *targeted audience(s)* sharing the *information* that you want them to know and *answering any anticipated questions* that might arise.

Our BP campaign is going to impact our regional medical and ancillary partners. We want them to know what's happening, why it's happening, how it might impact them, garner their support, and elicit their action.

Success of the KnowMyBP campaign is dependent on our residents' EASE of access to BP testing and clinical support.

Key message:

The Central Oregon Health Council's Regional Health Improvement Plan (RHIP) Clinical Cardiovascular Disease (CVD) is kicking off public Blood Pressure Awareness Campaign called KnowMyBP (KnowMyBP.org) in August 2019 that will impact most primary care providers.

We are raising awareness of blood pressure in our region because:

- Nearly half of American adults have high blood pressure. (Many don't even know they have it.)
- High blood pressure is a "silent killer". Most of the time there are no obvious symptoms.
- Certain physical traits and lifestyle choices can put you at a greater risk for high blood pressure.
- When left untreated, the damage that high blood pressure does to your circulatory system is a significant contributing factor to heart attack, stroke and other health threats.

(American Heart Association www.heart.org)

The public message is intended to do the following:

- (a) motivate adults to know their blood pressure,
- (b) know what is healthy and high blood pressure, and
- (c) what to do if their blood pressure is high.

The anticipated outcome of an increased public awareness of blood pressure is that people will seek to get their blood pressure measured and to see their medical provider.

This may result in increasing volume of patient requests for services from their PCP, or initiating a new care relationship with a PCP.

(include image or two from campaign)

For additional information, please contact Gwen.jones@cohealthcouncil.org.

Is there an ask here? A shared BP day a month? Curtesy BP for walkins?

Audience:

All PCP's in central Oregon. (PCP's or operation manager?)
Pharmacies? And drug stores?

How spread the word? What are the best ways to reach our audience?

Mailer

Physical Drop-off of material

NON-paper, non-mail ways?

Ops Council – June 7- who?

COHC workgroups-who? When?

Other networks? Who are the contacts that we need to seek out?

Other? And adjustments to message?