

## **The American Heart Association**

**Satellite Conference and Live Webcast  
Wednesday, June 26, 2013  
10:00 a.m. – 12:00 p.m. Central Time**

**Produced by the Alabama Department of Public Health  
Video Communications and Distance Learning Division**

## **Faculty**

**Monique Wilson, MPH  
Senior Multicultural Initiatives Director  
American Heart Association /  
American Stroke Association  
Greater Southeast Affiliate  
Montgomery, Alabama**

## **Our Mission, Our Goal**

- **Our mission is to build healthier lives, free of cardiovascular diseases and stroke**
- **By 2020, our goal is to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%**

## **Blood Pressure Program**

### **Why it Works: Key Evidence-based Scientific Principles**

- **Self-Monitoring Makes a Difference**
  - **Proven track record for taking blood pressure readings at home or outside of the healthcare provider office setting**

### **Why it Works: Key Evidence-based Scientific Principles**

- **Use of digital self-monitoring and communication tool**
  - **Heart360**

### **Why it Works: Key Evidence-based Scientific Principles**

- Charting and tracking improves self-management skills related to blood pressure management

### **Why it Works: Key Evidence-based Scientific Principles**

- **Personal Interaction Makes a Difference**
  - Health mentors can motivate and encourage participants
- **Multicultural Program Investments Make a Difference**
  - Hypertension creates a health disparity for African-Americans

### **Why Educate People About Blood Pressure?**

- More than 76 million Americans have high blood pressure (Hypertension)
- One out of three American adults have HPB, and many people lack understanding of blood pressure numbers and what they mean

### **Why Educate People About Blood Pressure?**

- Many are unaware of their increased risk for heart attack and stroke
- Even those diagnosed often do not realize it's a chronic condition that requires persistent management

### **Know the Treatments for HBP**

- Blood pressure medications
- Healthy eating
- Physical activity
- Stress management

### **Prevention**

- Tracking BP with Heart360
  - “I saw that my efforts were making a difference.” – Kent P.
  - “I’m so glad my sister helped me get started.” – Tony M.

**Our Tool to Help  
Get to Goal Participants**

- Participant Portal
  - Track health data
  - Review reports
  - Text reminders
  - Communicate with your mentor

**Our Tool to Help  
Get to Goal Participants**

- Heart 360

**Our Tool to Help  
Get to Goal Participants**

- Volunteer Portal
  - Track your participant's engagement
  - Communicate with your participant

**Utilizing Heart360: You  
Manage What You Measure!**

- We'll show you how to:
  - Use Heart360 to enroll participants
  - Capture first blood pressure reading
  - Set a plan for weekly BP readings and expectations for follow-up

**Utilizing Heart360: You  
Manage What You Measure!**

- Connect participants to your volunteer portal
- Set goals and action plans
- Keep participants engaged and monitoring participation via the Heart360 Volunteer Portal

**Capturing the Data and  
Staying Connected**

- Data capture
  - It only takes 5 minutes per week
  - We'll walk you through Heart360, how to log onto Heart360 Data

### **Capturing the Data and Staying Connected**

- We've created easy ways to upload data:
  - Upload by text
    - Set-up text reminders

### **Capturing the Data and Staying Connected**

- Call your reading into our 800 number: 866-263-1100
- Participants can also use our interactive voice response system (IVR) and enter numbers via cell phone or landline

### **Capturing the Data and Staying Connected**

- Note: If participants are considering using a wi-fi blood pressure cuff that uploads directly into Heart360, carefully test the device to make sure it is uploading correctly

### **Capturing the Data and Staying Connected**

- Blend the online experience with the in-person connection:
  - Consider announcing weekly meet-up events for participants to check in with volunteers and upload their readings

### **Capturing the Data and Staying Connected**

- Consider providing simple certificates or other incentives:
  - Drawing for local gift cards
  - Other AHA premiums or cookbooks

### **Fit Friendly Worksites**

### **Why Fit Friendly Worksite?**

- American adults spend more and more time in sedentary office environments which makes the U.S. population at a greater health risk

### **Why Fit Friendly Worksite?**

- The Fit Friendly Worksites program recognizes employers who champion the health of their employees and work to create a culture of physical activity in the workplace

### **Fit Friendly Worksites**

- Gold Companies
  - Awarded twice per year to companies that meet criteria

### **Fit Friendly Worksites**

- Platinum Companies
  - Awarded twice per year to companies that meet the criteria and can demonstrate measurable behavior changes

### **Fit Friendly Worksites**

- Workplace Innovation and Community Innovation Awards
  - Awarded to companies that develop innovative and efficient methods to promote healthy lifestyles beyond the criteria
    - Must be recognized as Gold (at least)

### **Fit Friendly Worksites**

- Total currently recognized: 1,485
  - Current through January 2011 deadline
- Application deadline
  - November 1<sup>st</sup> and April 1<sup>st</sup>

### **Fit Friendly Worksites**

- Criteria
  - Companies must demonstrate focus in three areas
    - Physical Activity
    - Nutrition
    - Culture

### **Fit Friendly Worksites**

- Application process
  - Visit <http://ffc.heart.org> for new and renewing companies
- Recognition
  - Plaque and Letter from AHA, Internal to Companies, Extern Recruitment Advertising, 1 Press Release for Platinum, American Heart Association Website

### **Criteria to Become a Fit Friendly Worksite**

- My Heart. My Life helps our nation achieve a Healthy Lifestyle through physical activity and nutrition en route to "Ideal Health"

### **Physical Activity Criteria**

- Six activities required
  - Worksite actively promotes tools such as walking programs, online newsletters, information pamphlets, and pedometers / tracking booklets to motivate employees

### **Physical Activity Criteria**

- Worksite encourages walking meetings with participation from senior management
- Worksite encourages employees to take stretch breaks or participate in other physical activities during meetings

### **Physical Activity Criteria**

- Worksite has clean, safe, and attractive stairwells accessible to employees during working hours, and actively promotes their use with point-of-decision prompts

### **Physical Activity Criteria**

- Worksite has appointed an indoor area for physical activity equipped with aerobic exercise equipment such as stationary cycles or treadmills
  - For worksites without stairways

### **Physical Activity Criteria**

- Worksite has an indoor walking path with a mile distance marked off, provides a map for safe and convenient walking outside the office, or has access to outdoor facilities that allow walking or jogging

### **Physical Activity Criteria**

- Worksite offers employees a minimum of 12 “Sneakers / Workout Attire” days per year
- Worksite offers and promotes various physical activity classes
  - e.g., aerobics, yoga

### **Physical Activity Criteria**

- Worksite has free onsite recreation or fitness facilities for employees or negotiates discounts with offsite recreation or fitness facilities to offer employees
- Worksite reimburses employees for expenses related to the purchase of personal fitness tools / programs

### **Physical Activity Criteria**

- Worksite offers incentives for increasing physical activity such as “physical fitness comp time,” “flexible-spending dollars,” or gift certificates to fitness apparel retailers, and incorporates these incentives into employees’ benefit plans where appropriate
- Other\* (please specify)

### **Nutrition Criteria**

- Two activities required
  - Worksite provides general nutrition education and / or healthy eating information to the employee population, such as a dedicated Web site, newsletters, e-mail reminders and point-of-service materials in the cafeteria and / or near vending machines, etc.

### **Nutrition Criteria**

- Worksite enforces policies that require its cafeteria to offer a minimum of one "healthy" food option and one "healthy" beverage option at each meal served

### **Nutrition Criteria**

- Worksite enforces policies that require company meetings and events to offer a minimum of one "healthy" food option and one "healthy" beverage option at each meal served

### **Nutrition Criteria**

- Worksite requires onsite vending machines to offer a minimum of 25% "healthy" food and beverage options
- Worksite offers discounts that encourage the purchase of "healthy" food and / or beverages
- Other\* (please specify)

### **Culture Criteria**

- One activity required
  - Worksite president or company CEO appoints an internal wellness program coordinator or wellness promotion staff member to be available to employees for consultation

### **Culture Criteria**

- Worksite offers employees annual health risk assessments and provides feedback to employees
  - Blood pressure, cholesterol, BMI, online mental health screening

### **Culture Criteria**

- Worksite organizes and promotes employee health programs, services or classes
  - Cardiovascular disease in women, stroke warning sign recognition, incentives or competition to increase smoking cessation



### **Culture Criteria**

- Worksite identifies procedures and develops activation plans to handle employee at-work health emergencies
- Worksite offers training in CPR, first aid and / or the use of an automated external defibrillator (AED)
- Other\* (please specify)

### **Seal Usage: Acceptable**

- Internal employee newsletters
- Internal employee benefits communications
- Job Postings / Employment section of company Intranet and Internet
- Employment ads in newspaper (employment section) and on websites such as [www.monster.com](http://www.monster.com)

### **Seal Usage: Unacceptable**

- Ads promoting company products or services, including ads that feature employees
- Press releases regarding company
  - Exception for Platinum level
- Posting on company Internet site outside of Job Postings / Employment section

### **Questions?**

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