



American Heart Association®

Check. Change. Control.®



Implementation Guide: **High Blood Pressure**





American Heart Association.

Check. Change. Control.®

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CHECK. CHANGE. CONTROL.®

Check. Change. Control.® (CCC) is an evidence-based high blood pressure management program that empowers patients/participants to take charge of their cardiovascular health by self-monitoring their blood pressure. With the aim to eliminate the condition as a health disparity among Americans, the program provides participants knowledge to improve their blood pressure numbers — including core areas such as managing and tracking medication, moving more, eating healthy and taking care of mental well-being.

WHY THE AHA CREATED CHECK. CHANGE. CONTROL.®

Every person deserves the opportunity for a full, healthy life. As champions for health equity, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality. To reach the goal, the AHA is encouraging more Americans to control their high blood pressure.

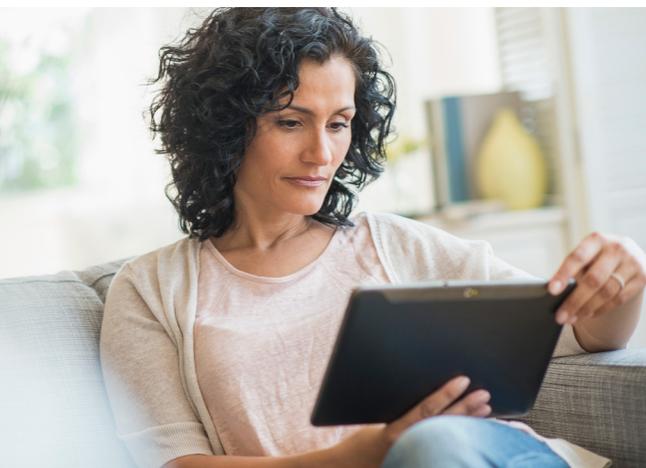
Based on the latest blood pressure guideline released by the AHA in 2017, 46% of U.S. adults have high blood pressure — a major health risk factor — and only 1 in 4 have their blood pressure under control. At age 50, people with high blood pressure have a life expectancy five years shorter than those without.

The AHA is also combatting health inequity. African Americans are 40% more likely to have high blood pressure, 10% more likely not to have their blood pressure controlled and three times as likely to die from cardiovascular disease caused by high blood pressure than White people. Chronic stress linked to racism is as great a risk factor for high blood pressure as smoking tobacco or high cholesterol. While the prevalence of high blood pressure is lower among Hispanics, rates of awareness, treatment and control are lower than in White people.

Sources: 2017 AHA Hypertension Guideline, BlackDoctor.org, Surgeon General's Call to Action to Control Hypertension, NHLBI calculations using NHANES

KEY FEATURES OF CHECK. CHANGE. CONTROL.®

- Participants set goals and track blood pressure and other lifestyle habits.
- The four-month high blood pressure self-monitoring program includes educational materials.
- Participants have access to www.heart.org for resources such as articles, videos and fact sheets about chronic health conditions and management strategies.
- On-site Ambassadors encourage participation and serve with AHA staff.



ROLES IN CHECK. CHANGE. CONTROL.®

ORGANIZATIONS:

- Designate an internal program lead (Ambassador) to serve as a liaison with AHA staff.
- Incorporate AHA wellness activities into existing schedule.

PARTICIPANTS:

- Commit to tracking blood pressure and other health habits at least twice a month for four consecutive months.
- Agree to have a volunteer mentor or champion throughout the four months.
- Participate in wellness activities.

BENEFITS OF CHECK. CHANGE. CONTROL.®

ORGANIZATIONS:

- Create a culture of health throughout your organization.
- Engage participants in interactive educational experiences to develop healthy habits and reduce risk for heart disease and stroke.
- Build camaraderie among participants.

PARTICIPANTS:

- Support personal goals toward better health.
- Monitor and track progress.
- Have access to a blood pressure monitor (if made available by the site).
- Can be awarded prizes throughout the program (if made available by the site).





1 Let Us Help

First, connect with an American Heart Association representative to learn about the program, including a wide variety of educational resources.

2 Get Leadership Behind You

Get the buy-in of your organization's leadership, such as the CEO, superintendent, human resources lead, health benefits manager, etc. to commit to improving health and controlling high blood pressure.

3 Build 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 kickoff, engagement dates and communication timeline. The AHA has a menu of engagement opportunities for implementing your program. We suggest at least one health activity per month to keep the participants engaged.

4 Identify Ambassadors

Work within your organization to recruit volunteer Ambassadors to help recruit and facilitate the experience. Company wellness coordinators are a good fit for this role.

5 Host a Training Session for Ambassadors

Contact your local AHA representative to schedule a training session to learn about the CCC experience.

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 your organization.

7 Get the Word Out

Create ways to get the word out about CCC. Work with your human resources, communications and wellness teams to discuss ways to communicate with potential participants. Ask your CEO to send a company-wide email, memo or voicemail inviting staff to be a part of the program. Your existing communications may help leverage CCC participation (company newsletter, wellness emails, breakroom postings, building information monitors/screens, etc.).

8 Recruit CCC Participants

Now, it's time to recruit participants for the CCC program in your company. Your wellness team leads should start to recruit participants from their areas. Consider hosting a kickoff for participants. Great ways to encourage participation are:

- Challenge individuals to set goals.
- Create a competitive environment per department or location, launching contest with modest incentives to reward recruitment and retention.
- Integrate health engagement opportunities to create a richer experience and raise awareness (cooking demos, employee challenges, wellness points, etc.).



9 Implement Your Plan

Now that you have your plan of action and timeline, and recruited participants, it's time to implement. Also, track your progress. Maintain monthly check-ins with your wellness Ambassadors and remember your AHA representative is available to support your efforts. You can also schedule reminder messages to your wellness Ambassadors to make sure the program is running smoothly and to drive health improvement.

10 Celebrate Success

When you get great news about enrollment or receive a favorable report on your organization's culture of health, celebrate! Wrap up the program with a bang with participants congratulating and celebrating each other's achievements.

Ways to celebrate:

- The CEO congratulates the team via email or in person.
- Participants share their success stories of better health.
- Present awards in a ceremony to those with compelling health improvements and for participation.

QUICK PLANNING CHECKLIST

- Recruit and orient internal Ambassadors.
- Set a recruitment goal and incentives, if any.
- Ensure access to blood pressure monitors.
- Conduct a kickoff.
- Engage participants throughout the four months.
- Celebrate successes.

PROJECTED TIMELINE

Kickoff Date:

End Date:





PROMOTION PHASE



American Heart Association.
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WHAT?	WHEN?	WHO?	ADDITIONAL RESOURCES
<p>Develop timeline with dates.</p> <p>Begin recruiting program Ambassadors and leadership support.</p> <p>Schedule monthly check-in calls.</p>			
<p>Determine incentive items, how to track participant engagement and dates incentives will be distributed. Consider incentives for program Ambassadors and participants.</p>			<p>Discuss incentives. Suggested items include: water bottles, fitness equipment, healthy recipes, gift cards, time off, casual dress days, etc.</p>
<p>Work with internal parties to design flyers. Post them when complete.</p>			
<p>Host Ambassador/Wellness Team Training.</p>			<p>Contact AHA staff to schedule virtual training.</p>
<p>Host Ambassador/Wellness Team Training No. 2.</p>			<p>Contact AHA staff to schedule virtual training.</p>
<p>Send Promotion Message 1 for CCC Kickoff.</p>			<p>Send emails to employees for CCC Kickoff.</p>
<p>Send Promotion Message 2.</p>			



MESSAGING

PROMOTION MESSAGE 1

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

SUBJECT: Exciting New Opportunity with the American Heart Association

Dear Check. Change. Control.® Participant,

I'm excited that your organization is collaborating with the American Heart Association in Check. Change. Control.®, an evidence-based wellness and blood pressure management program. It focuses on improving health by making simple changes to prevent and manage high blood pressure. All members are encouraged to sign up.

Sincerely,

[Name, Title]

PROMOTION MESSAGE 2

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

SUBJECT: Check. Change. Control.® Kickoff

Dear Check. Change. Control.® Participant,

High blood pressure is the "silent killer," because it often doesn't have symptoms. Knowing your blood pressure numbers and managing this condition is one of the best things you can do for your heart health. Join us (include virtual or in-person details) to get started!

For more information on blood pressure, visit the AHA website: www.ManageYourBP.org.

Sincerely,

[Name, Title]



(Suggested monthly topics)



MONTH 1 FOCUS: CONTROL YOUR BLOOD PRESSURE

Keeping blood pressure numbers in a normal range is important for your health — and for the health of those you care about. Everyone should know their blood pressure numbers and self-measure regularly. This lesson is for those who:

- May be at risk for uncontrolled high blood pressure.
- Have uncontrolled high blood pressure.
- Know people with uncontrolled high blood pressure.
- Care for people with uncontrolled high blood pressure.

PPT LESSONS

English and Spanish

[Control Your Blood Pressure](#)

VIDEO CONTENT

How to Self-Monitor Your Blood Pressure

<https://youtu.be/rAwliNWe1bl>

HBP Numbers 60 Video (60 seconds)

<https://youtu.be/pBuXCavazCY>

HBP Survivor Story: Alyson (1 minute, 22 seconds)

<https://youtu.be/-Plyhb-YHao>

HBP Survivor Story: Frank HBP Control (1 minute, 33 seconds)

https://youtu.be/X_GuhgSWUXs

HBP Survivor Story: Jodi (1 minute, 22 seconds)

<https://youtu.be/BKCK3BPbEewZ>

HBP Survivor Story: Mick (1 minute, 30 seconds)

https://youtu.be/HMBjxx_9P9Q

HBP Survivor Stories in Spanish (2 minutes, 11 seconds)

<https://youtu.be/KLPEf-ug2Xg>

INFOGRAPHICS

Consequences of High Blood Pressure

[English \(PDF\)](#)

[Spanish \(PDF\)](#)

[Traditional Chinese \(PDF\)](#)

Blood Pressure Chart

[English \(PDF\)](#)

[Spanish \(PDF\)](#)

[Traditional Chinese \(PDF\)](#)

Metabolic Syndrome

[English PDF](#)

ANSWERS BY HEART

[African Americans and High Blood Pressure](#)

WEBSITES

[Medication to Help Manage and Lower Blood Pressure](#)

[Taking Your Meds as Directed](#)

[Validated Blood Pressure Monitoring Devices](#)



EMAIL MESSAGES

MESSAGE 1

- Thanks for your participation.
- Know your risks.
- Remember to log your BP readings.

SUBJECT: Reminder to Log Your Blood Pressure Reading

Dear Check. Change. Control.® Participant,

Thank you for participating in Check. Change. Control.® High blood pressure is mostly a symptomless condition, which is why it's called the "silent killer." Understanding your risk for heart attack or stroke can help you set your health goals. Visit the [Check. Change. Control. Calculator](#) to learn your risk.

The first step in managing your blood pressure is measuring it regularly and sharing results with your health care team. Track your blood pressure at least one time each week, or as directed by your health care team, using your preferred tracking tool. If you need help selecting a blood pressure tracking tool, read this [tip sheet](#). You can also use this [paper record log](#).

It's important to use a blood pressure monitoring device that's validated for clinical accuracy through an independent review process. You can use this [list](#) to select one. It's also important to position your body properly for accurate measurements. Watch this [video](#) and see this [handout](#) to learn how to measure your blood pressure properly at home. This handout will help you understand your readings.

If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#). For more information on blood pressure, go to www.ManageYourBP.org.

Sincerely,

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



MESSAGE 2

- Reminder to log BP reading
- Blood pressure education
- How to measure BP, consequences and how to improve BP

SUBJECT: Reminder to Log Your Blood Pressure Reading

Dear Check. Change. Control.® Participant,

The first step in controlling blood pressure is knowing your numbers. By now, you're starting to get in the habit of measuring your blood pressure and **understand** what your numbers mean. Now it's time to take action. If your blood pressure numbers fall in the elevated stage or above, make an appointment to see your **doctor** for an assessment.

It's always a great time to make small changes to improve your health. For people living with high blood pressure, reducing sodium intake is important. This **handout** has some important facts on sodium and simple changes you can make to reduce how much you eat.

If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#). For more information on blood pressure, go to www.ManageYourBP.org.

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

heart.org/bplevels

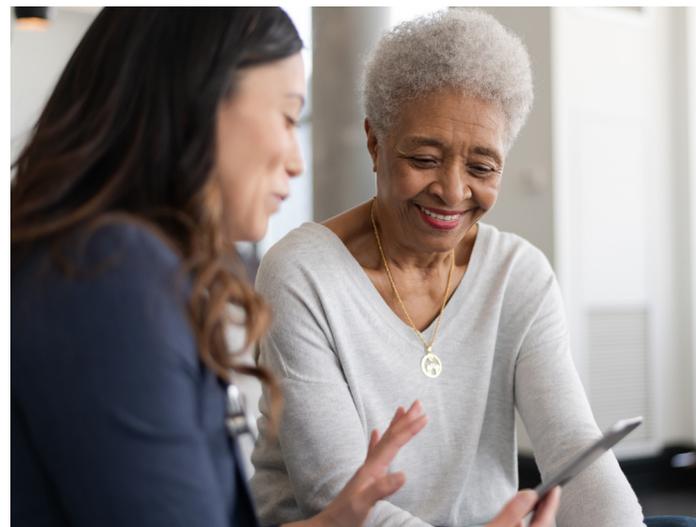
Blood pressure guidelines above are based on American Heart Association's journal Hypertension published on Nov. 13, 2017.



ACTIVITIES

- Additional HBP information messaging
- Ideas for lunch and learn content

- 1. Learn how family 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. Learn about other non-modifiable risk factors: advanced age, ethnicity and gender.
- 2. Learn about medications that can help lower and manage blood pressure.** If your participants have been diagnosed with HBP by a health care professional, they may have been prescribed medication to help manage and lower their blood pressure. Studies have shown that 3 out of 4 U.S. adults don't take their medication as prescribed. Poor medication adherence takes the lives of 125,000 people in America annually, and costs the health care system nearly \$300 billion a year in additional doctor visits, emergency room visits and hospitalizations.





(Suggested monthly topics)



MONTH 2 FOCUS: EATING SMART AND REDUCING SODIUM

Eating 2 to 2½ cups (4 to 5 servings) each of fruit and vegetables every day as part of an overall healthy diet pattern may reduce your risk for cardiovascular disease, including heart attack and stroke. Even an additional ½ cup (one serving) of fruit and vegetables a day can make a difference in your health — a powerful step toward a healthier, longer life.

PPT LESSONS

English and Spanish

[Salt and Cardiovascular Risk](#)

[Eating Smart with Fruit and Vegetables](#)

VIDEO CONTENT

Food and Your Health: Blood Pressure Video (1 minute, 53 seconds)

The video guides you through an animated heart showing the anatomy of how high blood pressure is developed. It shares common causes and consequences of high blood pressure and how food can impact overall health and help lower blood pressure to a healthy range.

https://youtu.be/9_CUj_MOKzI

Healthy Recipes Swaps (1 minute, 51 seconds)

This video teaches ingredient swaps, which are an easy way to make meals healthy. Check out some simple ideas that won't cut out great taste.

<https://youtu.be/Onyc0tTogsw>

Shopping the Perimeter (51 seconds)

The video takes you on a guided tour through a grocery store to learn how to shop the perimeter and focus food selections in the produce, dairy and deli departments.

<https://youtu.be/BGRe8--LW9s>

What is a Serving? (1 minute, 36 seconds)

The video guides you through what a serving looks like for grains, vegetables, fruits, protein and dairy.

<https://youtu.be/oDGLuHonCbM>



FOOD DEMONSTRATION VIDEOS - ENGLISH

White Bean and Avocado Wrap (1 minute, 5 seconds)

<https://youtu.be/on0NmVrWSo0>

Vegetarian Gumbo

<https://youtu.be/aA4Nsk-A4Ro>

Zucchini Salad (1 minute, 3 seconds)

<https://youtu.be/4AuySv0ofuA>

Turkey Picadillo (6 minutes, 14 seconds)

<https://youtu.be/ZwMUSSzzHYQ>

Whole Wheat Spaghetti with Marinara and Turkey Meatballs (5 minutes, 51 seconds)

<https://youtu.be/E4zk3y2oGo0>

White Bean and Tomato Bruschetta Salad (5 minutes, 27 seconds)

<https://youtu.be/J1YH8Zi-aDk>

FOOD DEMONSTRATION VIDEOS - SPANISH

Wrap con Frijoles Blancos y Aguacate (1 minute, 4 seconds)

<https://youtu.be/l9RmUJ4bcgQ>

Receta de Gumbo Vegetarian

<https://youtu.be/Z5MQ81FLoaM>

Ensalada de Calabacita (1 minute, 41 seconds)

<https://youtu.be/DRtSpg1p1Tw>





INFOGRAPHICS - ENGLISH

Effects of Excess Sodium
Salty Six Infographic
Sodium Myths Busted
Eat Smart – Food Label
Fruits and Vegetables Serving Size
Easy Meal Prep
Build a Healthier Salad
5 Reasons to Eat More Color
4 Ways to Get Good Fats
Add Color with Fruits & Vegetables:
How To Guide
Look for the Heart-Check Mark
Building Healthy Habits at Work

ANSWERS BY HEART

Why Should I Limit Sodium?

WEBSITES

Heart-Check Certified Recipes
Certified Foods in the Grocery Store
Recipes
Losing Weight
Let's Cook Together
Healthy Eating

INFOGRAPHICS - SPANISH

How to Read a Food Label
Fruit & Vegetable Portion sizes
5 Reasons to Eat More Color
Sodium can be Misleading
Seasons of Eating
Change your Salty ways in 21 days
Can Processed Foods be Healthy?
Salty Six for Adults
Keep it Fresh
Sodium Effects on Health
How to Prepare a Healthier Salad
How to Eliminate Added Sugar
Sip Healthier
The Sweet Life
How to Eat Well
Eat More Color





EMAIL MESSAGES

MESSAGE 1

- Reminder to keep tracking (including blood pressure)
- Sodium reduction pledge
- Serving sizes, proteins and sip smarter

SUBJECT: Reduce Sodium to Improve Your Blood Pressure

Dear Check. Change. Control.® Participant,

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 consuming. Salt can sneak up on us mostly when we eat restaurant or packaged foods. Check out this one-minute video to see for yourself: [Sneaky Salt Video](#).

The excess amounts of sodium we're eating put us at risk for high blood pressure — increasing the risk of heart disease and stroke.

Don't forget to keep building your healthy habits and logging your progress with a tracker that works best for you. Record your BP readings.

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

For more information, be sure to check out the AHA's [eat smart](#) resources. If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#).

Sincerely,

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





MESSAGE 2

- Reminder to keep tracking (including blood pressure)
- Snack Swap Challenge

SUBJECT: Healthy Snacks

Dear Check. Change. Control.® Participant,

Most of the sodium in our diets comes from packaged, processed foods. Eating these foods less often can help reduce your sodium intake, lower your blood pressure and/or prevent high blood pressure from developing.

Call to Action: Your challenge this week is to swap your normal snack foods for **healthy snacks** such as fresh fruits and vegetables. Some convenient options include sliced apples, cutie oranges, carrots and celery sticks. Don't forget to keep building your healthy habits and logging your progress using a tracker that works best for you. Record your BP readings.

For more information, be sure to check out the AHA's **eat smart** resources. If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#).

Sincerely,

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



ACTIVITIES

- Reminder to keep tracking (including blood pressure)
 - Snack Swap Challenge
1. Learn about modifiable risk factors for chronic conditions, including high blood pressure
 - Lack of physical activity
 - Poor diet
 - Obesity
 - Too much alcohol
 2. Pay attention to modifiable behaviors. Encourage participants to reflect on lifestyle habits that may be getting in the way of good health. Maybe we're eating too many **processed foods**. Maybe we're not moving our bodies enough. These can be sensitive subjects, so avoid placing blame and encourage them to make small, positive changes.
 - Offer resources to **prevent and treat HBP** or reduce their risk.
 - Give **recipes that are lower in sodium**.
 - Teach about the **Salty Six – Common Foods Loaded with Excess Sodium** and introduce ways they can shake their salt habit.
 3. Encourage participants to set a small goal and track in a way that works best for them. Changes could be as simple as swapping a piece of fruit for chips at lunch or purchasing no- or low-sodium versions of staple foods.

Participants with high blood pressure are encouraged to continue tracking their blood pressure as directed by their health care team, whether on a **paper log** or **digitally**.

ACTIVITIES

- Healthy potluck
- Sodium challenge or healthy recipe contest
- Cooking demonstration or on-site farmer's market
- On-site nutrition coach/dietitian





(Suggested monthly topics)



MONTH 3 FOCUS: MOVE MORE

Establish a physical activity plan that complies with American Heart Association recommendations.

PPT LESSONS

English and Spanish

[Get Active_Understanding and Utilizing Activity Guidelines](#)

INFOGRAPHICS - ENGLISH

[Physical Activity Recommendation](#)

[Get into Working Out](#)

[Make Every Move Count](#)

[Keep Your Feet Happy](#)

[Is Your Workout Working](#)

[25 Ways to Move](#)

[Whole Body Health](#)

[Home Circuit Workout](#)

[Cool Weather Workouts](#)

[How to Keep Cool During Warm Weather Workouts](#)

[25 Ways to Move at Home](#)

INFOGRAPHICS - ENGLISH

[Home Circuit Workout](#)

[Physical Activity Recommendation](#)

[25 Ways to Move](#)





VIDEOS

Move More Introduction

American Heart Association Move More: Dips

<https://youtu.be/zQP5bGaq5Qw>

American Heart Association Move More: Lunges

<https://youtu.be/-CsaUUn67Rw>

American Heart Association Move More: Sofa Stretch

<https://youtu.be/CBOdYTmxmzY>

American Heart Association Move More: Torso Twist

<https://youtu.be/-41vf3-1Bqw>

American Heart Association Move More: Stop Sitting

<https://youtu.be/ymCub7yuFr8>

ANSWERS BY HEART

How Can Physical Activity Become a Way of Life?

WEBSITES

Move More Together

Fitness Basics

Getting Active

10-Minute Home Workout

No Time for Workout – 7 Easy Ways

Walking

Staying Motivated

Active During Work Day



EMAIL MESSAGES

MESSAGE 1

- Reminder to keep tracking (including blood pressure)
- Being active at work

SUBJECT: Active at Work!

Dear Check. Change. Control.® Participant,

Every day is a new opportunity to make healthy choices! Along with a healthy diet, being physically active is another way to fight heart disease. Lack of physical activity is linked to a growing obesity problem in the U.S. and doubles the risk of heart disease. So, let's get moving!

Call to Action: Set time aside to move this week. Walking during breaks or lunch is a great way to get started. Also, check out the American Heart Association's [recommendations for physical activity](#) and [getting active](#).

Don't forget to keep building your healthy habits and logging your progress using a tracker that works best for you. Record your BP readings.

For more information, be sure to check out the AHA's [move more](#) resources. If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#).

Sincerely,

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

MESSAGE 2

- Reminder to keep tracking (including blood pressure)
- Physical activity challenge

SUBJECT: Active at Work!

Dear Check. Change. Control.® Participant,

We're three months into our Check. Change. Control.® experience. By now, we hope you're beginning to see positive effects of the healthy habits you're building. Now it's time for a little competition. [\[Insert challenge details here.\]](#)

Don't forget to keep building your healthy habits and logging your progress using a tracker that works best for you. Record your BP readings.

For more information, be sure to check out the AHA's [move more](#) resources. If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#).

Sincerely,

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



ACTIVITIES

- Additional messaging
- Lunch and learn content

During the third month of the Check. Change. Control.® experience, your participants have been continuing to track the changes they're making to build healthy habits such as measuring their blood pressure, eating healthy and moving more. This is a great time to share additional resources on basic heart health.

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

- **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)
- **Stroke**
- **Kidney damage**
- **Vision loss**
- **Angina**
- **Peripheral artery disease**

Remember, these are not symptoms of HBP. It's a symptomless disease except in the 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.

ACTIVITY IDEAS:

- Encourage walking meetings and/or start a walking club.
- Host on-site exercise classes or a flash mob.
- Do a physical activity challenge between teams or departments.
- Start a company team for a community event promoting physical activity — such as the Heart Walk.





(Suggested monthly topics)



MONTH 4 FOCUS: MENTAL HEALTH AND WELL-BEING

Mental health includes our emotional, psychological and social well-being. It affects how we think, feel and act. It also helps determine how we handle stress, relate to to to others and make choices.

INFOGRAPHICS - ENGLISH

[Fight Stress & Healthy Habits](#)

[Tips to Lower Stress](#)

[Meditation](#)

[How to Sleep Better](#)

INFOGRAPHICS - SPANISH

[Combat Stress](#)

VIDEOS

[Managing Stress](#)

[Meditation & Heart Risk](#)

[Best Friend Fridays](#)

[Adopt a Dog - Good for Heart](#)

[Dog Owners Live Longer](#)

[Mindful Meditation](#)

[Mindful Meditation 2](#)

[Mindful Meditation 3](#)

[Mindful Meditation 4](#)

ANSWERS BY HEART

[How Can I Manage Stress?](#)

WEBSITE

[Mental Health and Well-Being Stress Management](#)

[Sleep](#)

[Meditation](#)

[Mental Health & Your Heart](#)

[Mindful Eating](#)

[How to Boost Willpower](#)

[How Sleep Affects Health Sleep Well](#)



EMAIL MESSAGES

MESSAGE 1

- Reminder to keep tracking (including blood pressure)
- Take care of your body AND mind

SUBJECT: Take Care of Your Body AND Mind!

Dear Check. Change. Control.® Participant,

Mental health includes our emotional, psychological and social well-being. It affects how we think, feel and act. It also helps determine how we handle stress, relate to others and make choices. Many forms of mental health issues can affect our hearts. Stress can increase hormones such as adrenaline and cortisol and can impact your blood pressure and heart rate.

Call to Action: Reflect on what's causing you stress or anxiety and share with a friend or loved one. Don't hesitate to reach out for professional mental health support if needed. And be sure to keep building your healthy habits and logging your progress using a tracker that works best for you. Record your BP readings.

Need a place to connect with others? Consider joining the [American Heart Association's Support Network](#). You can share your story with others and connect with people experiencing similar heart-health conditions.

For more information, be sure to check out the AHA's [be well](#) resources. If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#).

Sincerely,

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





MESSAGE 2

- Reminder to keep tracking (including blood pressure)
- Ways to Manage Stress

SUBJECT: Managing Stress

Dear Check. Change. Control.® Participant,

We all have stress — at work, at home and on the road. Sometimes we can feel especially stressed because of a bad interaction with someone, too much work or everyday hassles such as getting stuck in traffic.

Negative stress can keep you from feeling and performing your best — mentally, physically and emotionally. But no one's life is completely stress-free.

It's important to know how to manage the stress in your life.

Call to Action: Take 5 to 10 minutes of your day to do something you enjoy. Read a book, take a walk outside, meet a friend for lunch, or even sing aloud your favorite song.

Don't forget to keep building your healthy habits and logging your progress using a tracker that works best for you. Record your BP readings.

For more information, be sure to check out the AHA's [be well](#) resources. If you have questions, please contact me at [\[company wellness Ambassador name and contact information\]](#).

Sincerely,

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





ACTIVITIES

- Lunch and learn ideas and more

ACTIVITIES IDEAS:

- Host a stress management training.
- Encourage managers to organize group lunches with their teams.
- Organize an on-site yoga class.
- Educate on depression and promote your company's tools and resources to seek help, such as an Employee Assistance Program.



FOLLOW-UP PHASE

- Thank you for participating in Check. Change. Control.®
- Share results

EMAIL MESSAGE

SUBJECT: Thank YOU!

Thank you for participating in Check. Change. Control.® We hope you have enjoyed the experience and made progress in building healthy habits such as measuring your blood pressure regularly, eating well and moving more. We encourage you to continue tracking your habits and finding new ways to improve your health by making small, measurable changes.

Sincerely,

[Name, Title]



Can any organization participate in Check. Change. Control.®?

- Yes, any company or organization can participate! In the U.S., 46% of adults have high blood pressure, which can lead to stroke, heart disease, kidney damage and more. Yet, many Americans don't consider high blood pressure a major health concern. 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 Check. Change. Control.® to help participants take control of their blood pressure.



Does my company or organization need specific resources to participate?

- You can adapt your Check. Change. Control.® experience to fit the needs and resources of your organization. Work with AHA staff to ensure you have everything you need to get started.



Do I need to have a certain number of participants?

- No. We encourage you to enroll as many participants as your company or organization can recruit and mentor.



Where can I learn more about high blood pressure?

- You can find resources about high blood pressure, measurement, readings, treatment and more at www.ManageYourBP.org.



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:

- Encourages participants to track their blood pressure measurements and other habits throughout the experience.
- If wellness Ambassadors are supporting participants with their self-measured blood pressure measurements, they may:
 - Identify and note to participants the standard blood pressure measurement categories in which their weekly readings fall.
 - Identify and note to the participants whether their blood pressure readings have increased, decreased or remained stable.
 - Encourage participants to contact their health care team regarding elevated readings.
 - Not make any medical diagnoses about, or prescribe treatment for, the participant.



What resources will volunteers have following the training?

- Your AHA staff contact can provide you with program resources. The AHA also 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 with participants who need help staying engaged in the program. We also have pre-written message templates that volunteers can use to remind participants to take blood pressure readings.

Implementation Guide: **High Blood Pressure**



American Heart Association.
Check. Change. Control.®