



American Heart Association®

Check. Change. Control.®



# Implementation Guide: **Blood Pressure Management**





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## CHECK. CHANGE. CONTROL.®

Check. Change. Control.® (CCC) Blood Pressure 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 blood pressure 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 their mental well-being.

## WHY THE AHA CREATED CHECK. CHANGE. CONTROL.®

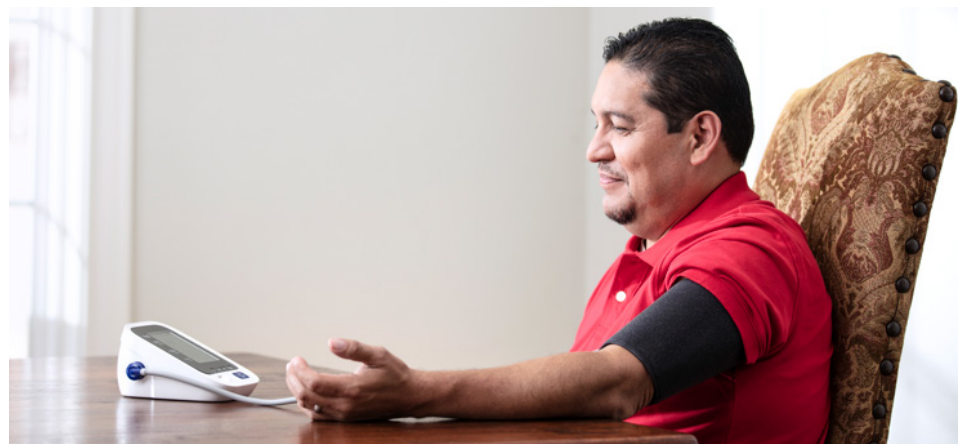
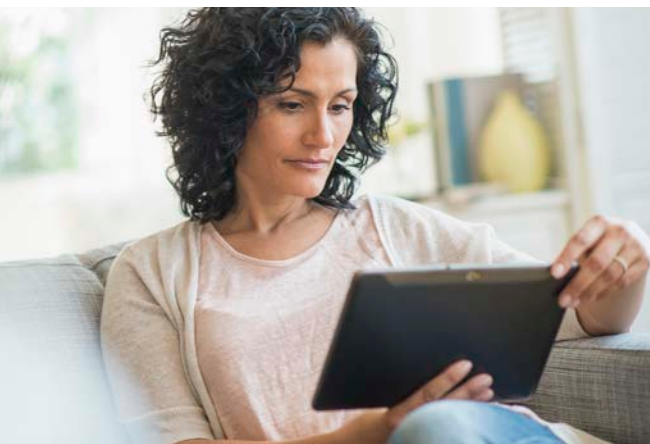
Every person deserves the opportunity for a full, healthy life. As champions for health equity, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality. To reach the goal, the AHA is encouraging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

122 million or 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. Undetected or uncontrolled high blood pressure can lead to future heart attack and stroke.

The AHA is also combatting health inequity. Structural racism is a major cause of poor health and early death from heart disease and stroke. The prevalence of high blood pressure in Black people in the U.S. is among the highest in the world — 55.8% among males and 56.9% among females. Black adults are more likely to have been told on two or more occasions that they had high blood pressure than American Indian/Alaska Native adults, white adults, Hispanic or Latino adults or Asian adults.

## 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, including a participant resource guide.
- Participants have access to [heart.org](https://www.heart.org) for resources such as articles, videos and fact sheets about chronic health conditions and management strategies.
- On-site CCC Leads encourage participation and serve with AHA staff.





## ROLES IN CHECK. CHANGE. CONTROL.®

### ORGANIZATIONS:

- Designate an internal program CCC Lead 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 communicate with the CCC Lead 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 with a focus on blood pressure management.

## 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 Leads

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

## 5 Host a Training Session for Leads

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. Create a registration form for participants or encourage participants to email your CCC program lead to register. 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. Encourage all participants to take the pre-survey to record their goals and evaluate their health at the start of the CCC experience. Maintain monthly check-ins with your CCC Leads and remember your AHA representative is available to support your efforts. You can also schedule reminder messages to your CCC Leads to make sure the program is running smoothly and to drive health improvement.

## 10 Celebrate Success

At the end of the 16-weeks, invite participants to take the post-survey to record their progress. Wrap up the program with a bang with participants congratulating and celebrating each other's achievements and successes.

### 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 CCC Leads.
- 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:





WHAT?	WHEN?	WHO?	ADDITIONAL RESOURCES
<p>Develop timeline with dates.</p> <p>Begin recruiting program Leads 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 Leads 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 Lead/Wellness Team Training.</p>			<p>Contact AHA staff to schedule virtual training.</p>
<p>Host Lead/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 are encouraged to sign up.

Sincerely,

[Name, Title]

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### 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: [ManageYourBP.org](https://www.heart.org/health-topics/high-blood-pressure).

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

Control Your Blood Pressure in English and Spanish

### LEARNING MODULE

Let's Talk About Blood Pressure

### VIDEO CONTENT

Life's Essential 8: Eight measures and behaviors scientifically proven to determine cardiovascular health (60 seconds)

How to Self-Monitor Your Blood Pressure (2 minutes, 52 seconds)

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

130 is to High for Blood Pressure

Get Down With Your Blood Pressure

HBP and the Cardiovascular System

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

### ANSWERS BY HEART

Metabolic Syndrome

African Americans and High Blood Pressure

### INFOGRAPHICS

Life's Essential 8

What Can I do to Improve my Blood Pressure?

Lower Your Blood Pressure: Make the Most of Your Appointment

Consequences of High Blood Pressure English (PDF)

Spanish (PDF)

Traditional Chinese (PDF)

Blood Pressure Measurement Instructions English (PDF)

Spanish (PDF)

Traditional Chinese (PDF)

Blood Pressure Chart

English (PDF)

Spanish (PDF)

Traditional Chinese (PDF)

### WEBSITES

Medication to Help Manage/ Lower Blood Pressure

Taking Your Meds as Directed

Validated Blood Pressure Monitoring Devices



## EMAIL MESSAGES

### MESSAGE 1

**SUBJECT: Today's the day — the first day of the CCC Experience!**

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.

If you haven't already, please take the welcome survey [\[insert personalized link\]](#). The first step in managing your blood pressure is measuring it regularly and sharing results with your health care team. Track your blood pressure 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. To support you in achieving your goals, you can also participate in three different supplemental 28-Day Challenges — "Manage Your Blood Pressure," "Move More," and "Eat Smart." **Each day of the journey is limited to one baby-step and lots of emotional rewards! We encourage you to register for one challenge at a time.**

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

Sincerely,

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



MESSAGE 2

**SUBJECT: Reminder to Log Your Blood Pressure Reading**

Dear Check. Change. Control.® Participant,

The first step in controlling your blood pressure is knowing your numbers. By now, you should be starting to get in the habit of measuring your blood pressure at home and tracking it on your preferred health app or with this [paper tracker](#).

Check out this [blood pressure chart](#) that you can also download or print for easy reference. 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.

Always refer back to the chart when you measure your blood pressure, so you know what range you are in. Blood pressure can change over time and the more proactive you can be to lower it the better!

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

Sincerely,

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

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

[heart.org/bplevels](https://heart.org/bplevels)

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



## MESSAGE 3

### **SUBJECT: Relax and Check Your Blood Pressure**

Dear Check. Change. Control.® Participant,

It is so important to make sure you are getting the most accurate readings possible. Watch this [video](#) and see this [handout](#) to learn more about how to measure your blood pressure properly at home.

Here are some of the basics:

- Don't smoke, exercise, or drink caffeinated beverages or alcohol within thirty minutes of measurement.
- Wait at least 30 minutes after a meal.
- If you're on blood pressure medication, wait to take your medication until after you measure your blood pressure.
- Empty your bladder.
- Rest in a chair for at least five minutes with your arm resting comfortably on a flat surface at heart level.
- Sit calmly and don't talk or actively listen.
- Take two or three measurements, one minute apart.
- Sit still in a chair with your feet flat on the floor and your back straight and supported.
- Make sure you're relaxed.

That last one can be challenging sometimes. We all have stress — at work, at home and on the road. Negative stress can keep you from feeling and performing your best — mentally, physically, and emotionally. No one's life is completely stress-free. It's important to know how to manage the stress in your life. Take a look at the [Fight Stress infographic](#) with tips on how to fight stress with healthy habits!

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

Sincerely,

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



## MESSAGE 4

### SUBJECT: Managing High Blood Pressure

Dear Check. Change. Control.® Participant,

If your blood pressure numbers fall in the elevated stage or above, make an appointment to see your **doctor** for an assessment. Your healthcare provider is your partner. They would be delighted to go over your numbers and provide some one-on-one coaching. Depending on the situation, they might recommend lifestyle changes and/or medications to help you lower your blood pressure.

If you have been diagnosed with high blood pressure (HBP) by a health care professional, you may have been prescribed **medication** to help manage and lower your blood pressure. It is estimated that three out of four Americans do not take their medication as directed. 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. Don't just stop taking your medications, talk with your doctor first. Learn more about high blood pressure medications in the **What is HBP Medicine** resource.

If you have questions, please contact me at **[CCC Lead name and contact information]**. For more information on blood pressure, go to **ManageYourBP.org**.

Sincerely,

**[Name, Title]**





## 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 department visits and hospitalizations.





(Suggested monthly topics)



## MONTH 2 FOCUS: EAT SMART

Heart-healthy eating is all about balance — it's not all or nothing. Here are the top ten recommendations on eating smart from the AHA:

- Balance calories eaten with physical activity
- Choose a variety of fruits and vegetables
- Choose whole grains
- Include healthy protein sources, mostly plants and seafood
- Use liquid non-tropical plant oils
- Choose minimally processed foods
- Minimize added sugars
- Choose or prepare foods with little or no salt
- Limit alcohol

Apply this guidance wherever you eat!

### PPT LESSONS

[Salt and Cardiovascular Risk in English and Spanish](#)

[Eating Smart with Fruit and Vegetables in English and Spanish](#)

### 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.

[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.

[Healthy Snacking](#) (2 minutes)

This video provides 4 tasty and healthy tips for snacking.

[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.



## FOOD DEMONSTRATION VIDEOS — ENGLISH

Baked Cajun Catfish and  
Easy Collard Greens

Black-Eyed Pea, Corn and Rice Salad

Spicy Pumpkin Burritos

Chicken Shawarma

Mediterranean Salad

Chinese Chicken Stir-Fry

Chicken Zucchini Enchiladas

Turkey Picadillo

## FOOD DEMONSTRATION VIDEOS — SPANISH

Bagre horneado al cajún y col  
forrajera sencilla

Ensalada de arroz, maíz y frijol de ojo negro

Burritos de calabaza picantes

Shawarma de pollo

Ensalada mediterránea

Sofrito de pollo chino

Picadillo de pavo

Enchiladas de calabacín y de pollo





## INFOGRAPHICS — ENGLISH

Effects of Excess Sodium

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

The Ten Ways to Improve Your  
Heart Health Infographic

## 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

Making Habits Stick

## INFOGRAPHICS — SPANISH

10 maneras de mejorar tu salud cardíaca

5 Razones Para Comer Más Color

Alimentos de Temporada

Cambie su consumo de sal en 21 días

Coma Sabiamente a las Etiquetas  
de Información Nutricional

Combata El Estrés Con Hábitos Saludables

Compre de forma racional y ahorre

Cuánto es una Porción

Desmintiendo 7 mitos del sodio

Elija su Propio Entrenamiento

Elimine los azúcares añadidos

El sodio puede ser engañoso

Ingredientes esenciales para la preparación  
de comidas saludables para el corazón

¡La vida es dulce con estos fáciles  
sustitutos de azúcar!

Cómo demasiado sodio afecta su salud

Manténgalo Fresco

Porciones de Proteína

Prepare una ensalada más sana

¿Quiere comer bien?

Sodio: Mitos y realidades para niños



## EMAIL MESSAGES

### MESSAGE 1

#### **SUBJECT: Reduce Sodium to Improve Your Blood Pressure**

Dear Check. Change. Control.® Participant,

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 handy infographic to see for yourself: [Sodium Can Be Sneaky](#).

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.

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

Sincerely,

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





## MESSAGE 2

### 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 [\[company CCC Lead name and contact information\]](#).

Sincerely,

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





## MESSAGE 3

### **SUBJECT: Make Every Bite a Meditation**

Dear Check. Change. Control.® Participant,

Great job tracking those blood pressure readings!

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. Did you know that your mental health can affect your heart? Stress can increase hormones such as adrenaline and cortisol and can impact your blood pressure and heart rate.

Mindfulness has become as buzzworthy as cold pressed coffee — but there is good reason — it can help reduce stress and improve mental well-being.

If you want to put healthier eating habits on the menu, mindfulness may be a simple and effective place to start. It's not about dieting or restrictions – it's about taking a moment to take it all in. Mindful eating helps you savor the flavor and pay attention to the food you consume. This [Mindful Eating infographic](#) discusses how you can combine mindful eating into your daily habits.

For more information, be sure to check out the AHA's [Be Well](#) resources.

Sincerely,

[Name, Title]



## MESSAGE 4

### **SUBJECT: Eat Smart — It's Good for Your Heart**

Dear Check. Change. Control.® Participant,

Keep tracking your blood pressure readings! Did you know adding fruits and veggies to your plate is one of the best ways to help lower your risk for many serious health conditions, including heart disease?

Start by adding just one more serving of fruits and veggies to your day. Not sure what counts as a serving? Don't worry, learn more about fruit and veggie serving sizes [here](#).

One of the best ways to add more color to your plate is by cooking at home. We have resources to help you with healthy meal prep, building a healthier salad, and a [free recipe hub](#) to help you try all kinds of new foods.

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
    - An unhealthy diet
    - Being overweight or obese
    - Drinking 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.
    - Recommend practicing the [10 ways to improve heart health](#).
    - Offer resources to [prevent and treat HBP](#) or reduce their risk.
    - Give [recipes that are lower in sodium](#).
    - Learn how to [understand food nutrition labels](#).
  3. Encourage participants to set a small goal and track in a way that works best for them. Changes could be as simple adding a vegetable or fruit to every meal.

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

Get Active, Understanding and Utilizing Activity Guidelines in English and Spanish

### 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 at Home

Whole Body Health

Home Circuit Workout

Cool-Weather Workouts

How to Keep Cool During Warm Weather Workouts

Move More with Your Pet

### INFOGRAPHICS — SPANISH

Elija su Propio Entrenamiento

¿Qué cantidad de actividad física es necesaria?

25 Formas de Ponerte en Movimiento en Casa





## VIDEOS

[AHA Move More Introduction](#)

[AHA Move More: Dips](#)

[AHA Move More: Lunges](#)

[AHA Move More: Sofa Stretch](#)

[AHA Move More: Torso Twist](#)

[AHA Move More: Stop Sitting](#)

## 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](#)

[Making Habits Stick](#)



## EMAIL MESSAGES

### MESSAGE 1

**SUBJECT: Get Active!**

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. Being more active can help us think, feel and sleep better and perform daily tasks more easily. 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 [\[company CCC Lead name and contact information\]](#).

Sincerely,

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

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### MESSAGE 2

**SUBJECT: Get Energy to Move More**

Dear Check. Change. Control.® Participant,

Ever been too tired to move more? Try hydrating before, during and after exercise or fueling up with snacks on healthy carbs such as vegetables, fruits and whole grains.

It can also help to alternate between sitting and standing throughout the day to fight fatigue and re-energize yourself.

Check out this [Power Up to Move More](#) infographic for more tips.

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

Sincerely,

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



## EMAIL MESSAGES

### MESSAGE 3

#### **SUBJECT: Move More to Reduce Your Risk**

Dear Check. Change. Control.® Participant,

You don't have to run a marathon or go jogging every day to benefit from getting more active. Research shows that any activity — even small, short bouts — will provide health benefits. Even if you've been inactive and start exercising, you will benefit. Or, if you're already active, adding more movement adds even more benefit.

Adding physical activity to your day doesn't have to be expensive. You can create your own workout circuit at home, add in some lunges, or take a little dance break without any additional equipment at all. For more information, be sure to check out the AHA's [move more](#) resources.

Sincerely,

[Name, Title]

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### MESSAGE 4

#### **SUBJECT: Boost Your Activity**

Dear Check. Change. Control.® Participant,

Sometimes it can be challenging to fit in exercise in an already busy schedule.

The good news is that you don't have to do all your physical activity at once.

Try taking your dog or family on a walk and explore your neighborhood or walk and talk during work calls or calls with friends and family.

You can even add some extra movement to your day by taking the stairs or walk in place while watching TV.

For more information, be sure to check out the AHA's [move more](#) resources.

If you have questions, please contact me at [\[company CCC Lead name and contact information\]](#).

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**
- **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

Best Friend Fridays Infographic  
 How to Boost Willpower Infographic  
 Loving Kindness Meditation Infographic  
 Mindful Eating Infographic  
 How Sleep Affects Your Health Infographic  
 How to Sleep Better Infographic  
 Sleep Well Infographic  
 Fight Stress with Healthy Habits Infographic  
 JOMO: The Joy of Missing Out Infographic  
 Self-Care Isn't Selfish Infographic  
 Stressed Out Infographic  
 Tips to Lower Stress Infographic  
 Women and Stress Infographic

### INFOGRAPHICS — SPANISH

Combatir El Estrés

### 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  
 Find a moment of relief from stress  
 Take a moment to lower your stress

### PODCAST

Live Fierce (Atrévete A Vivir) Podcasts

### ANSWERS BY HEART

How Can I Manage Stress?

### WEBSITE

Mental Health and Well-Being  
 Sleep  
 Meditation  
 Mental Health & Your Heart  
 Mindful Eating  
 How to Boost Willpower  
 How Sleep Affects Health Sleep Well  
 Making Habits Stick  
 Stress Management



## EMAIL MESSAGES

### MESSAGE 1

#### **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 [\[company CCC Lead name and contact information\]](#).

Sincerely,

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





## MESSAGE 2

### **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 [\[company CCC Lead name and contact information\]](#).

Sincerely,

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





## EMAIL MESSAGES

### MESSAGE 3

#### **SUBJECT: Sleep Better**

Dear Check. Change. Control.® Participant,

Most of us need 7-9 hours of sleep every day. Why is sleep so important? Because poor sleep can put us at higher risk for several health conditions such as heart disease, cognitive decline, depression, and obesity.

What are the benefits of sleep? It can help build a stronger immune system, improve mood and energy and help improve brain function.

This week try cleaning up your sleep hygiene, check out the tips for success [here](#).

Sincerely,

[Name, Title]

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### MESSAGE 4

#### **SUBJECT: Mindful Moments**

Dear Check. Change. Control.® Participant,

Mindfulness and meditation have many health benefits including improved sleep, reduced blood pressure, and lower risk of heart disease.

There are different types of meditation including compassion, insight, mantra, relaxation, Transcendental, Zen and others. No matter what type of meditation you choose, you only need to start with a few minutes for yourself. Try sitting quietly while focusing on your breath and continually add more time as you become more comfortable.

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 mental health and well-being and promote your company's tools and resources, 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 [ManageYourBP.org](https://www.manageyourbp.org).



## What is the role of the CCC Organization Lead limited to, to avoid risks?

The role of the CCC Organization Lead is limited to the following monitoring and feedback elements:

- Encourages participants to track their blood pressure measurements and other habits throughout the experience.
- If CCC Organization Leads 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.

# Implementation Guide: **Blood Pressure Management**



American Heart Association.  
Check. Change. Control.®