



American  
Heart  
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# National Hypertension Control Initiative

*Community Collaborations Make Healthier Hearts*

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**Aniekan A. Ebitu, MPH**  
**National Senior Director of Public Health Programs**  
National Hypertension Control Initiative  
**American Heart Association**



**American  
Heart  
Association.**



**OMH**™ U.S. Department of  
Health and Human Services  
Office of Minority Health

**HRSA**

Health Resources & Services Administration

This project is supported by cooperative agreements (CPIMP211227 and CPIMP211228) with the Office of Minority Health (OMH) of the U.S. Department of Health and Human Services (HHS), as part of a financial assistance award totaling \$14.6 million in partnership with the Health Resources and Services Administration (HRSA).

The contents do not necessarily represent the official views of, nor an endorsement by OMH/OASH/HHS or the U.S. Government.

For more information, please visit <https://www.minorityhealth.hhs.gov>



# National Hypertension Control Initiative

## Purpose

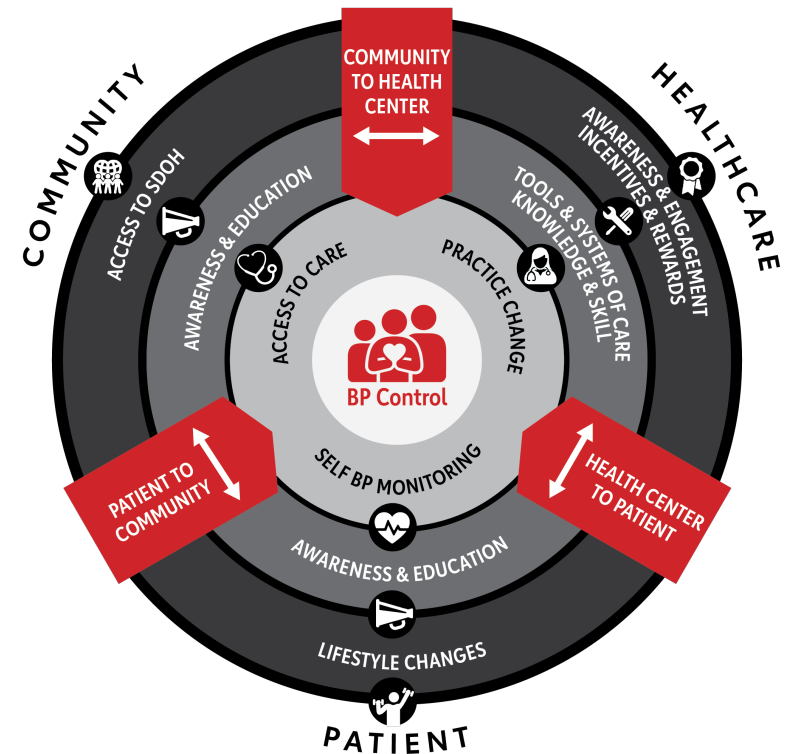
To improve hypertension control and COVID-19 outcomes  
in health centers and communities across the U.S.

with a particular focus on populations disproportionately impacted by  
hypertension

(i.e. Black, Hispanic, American Indian and Alaskan Natives)

through broad scale, multi-sector, culturally sensitive and diverse evidence-  
based interventions,

including Self Measured Blood Pressure monitoring (SMBP).



# NHCI: Overarching Strategies



Patient and Public  
Education



Community Outreach  
and Integration



Healthcare Organization and  
Healthcare Providers/Clinician  
Training



Project Management  
and Evaluation

# NHCI: Overarching Strategies

## Patient and Public Education



- Launch a national co-branded PSA campaign focused on blood pressure awareness and education.
- Convene/participate in large scale virtual or community events targeting racial and ethnic groups at higher risk of hypertension.
- Develop outreach and messaging to communities regarding risks and self-monitoring techniques

## Community Outreach and Integration



- Recruit and engage community partners to promote the importance of blood pressure management, key signs and risk factors.
- Engage faith-based organizations in health promotion and blood pressure screening.
- Develop culturally and linguistically appropriate resources and training for education and referral to Health Centers.

# NHCI: Overarching Strategies

## Healthcare Organizations and Healthcare Providers/Clinicians Training



- Engage 350 Community Health Centers in targeted technical assistance to improve hypertension control rates through Target: BP's quality improvement program.
- Support health care providers with training and skills-building strategies to embed blood pressure monitoring and treatment best practices in health centers.

## Project Management and Evaluation



- Design and execute a robust, data-driven evaluation leveraging AHA's existing data platforms and using mixed-method implementation research.
- Provide leadership and strategic direction to the Initiative in close collaboration with OMH/HRSA and critical stakeholders including the American Medical Association.



# NHCI Website Launch

## Heart.org/HBPControl

## Heart.org/ControlaTuPresion

American Heart Association.  
National Hypertension Control Initiative

COMMUNITY ORGANIZATIONS HEALTH CENTERS LIVING MY BEST LIFE

ENGLISH

Living My Best Life Find a Health Center Resources Hub Events Our Mission Contact Us

SIGN IN

American Heart Association.  
La Iniciativa Nacional de Control de la Hipertensión

VIVIENDO MI MEJOR VIDA ORGANIZACIÓN COMUNITARIA

ESPAÑOL

Viviendo Mi Mejor Vida Encontrar un Centro de Salud Recursos HUT Nuestra Misión Contacto

INICIAR SESIÓN

### Get Down With Your Blood Pressure™

Getting started is easy with support.

FIND RESOURCES



### Éntrele a bajar tu presión™

Es fácil comenzar con ayuda.

COMIENCE A APRENDER





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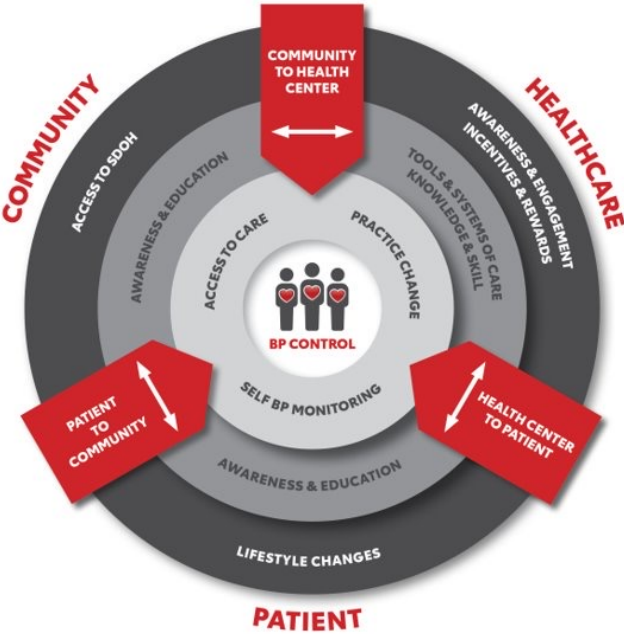
# Community Outreach and Health Center Integration



# Community Outreach & Integration

## The Goal:

To increase *community to health center integration* through targeted outreach



Healthcare Organization and Healthcare Providers/Clinician Training



Community Outreach and Integration



Patient and Public Education

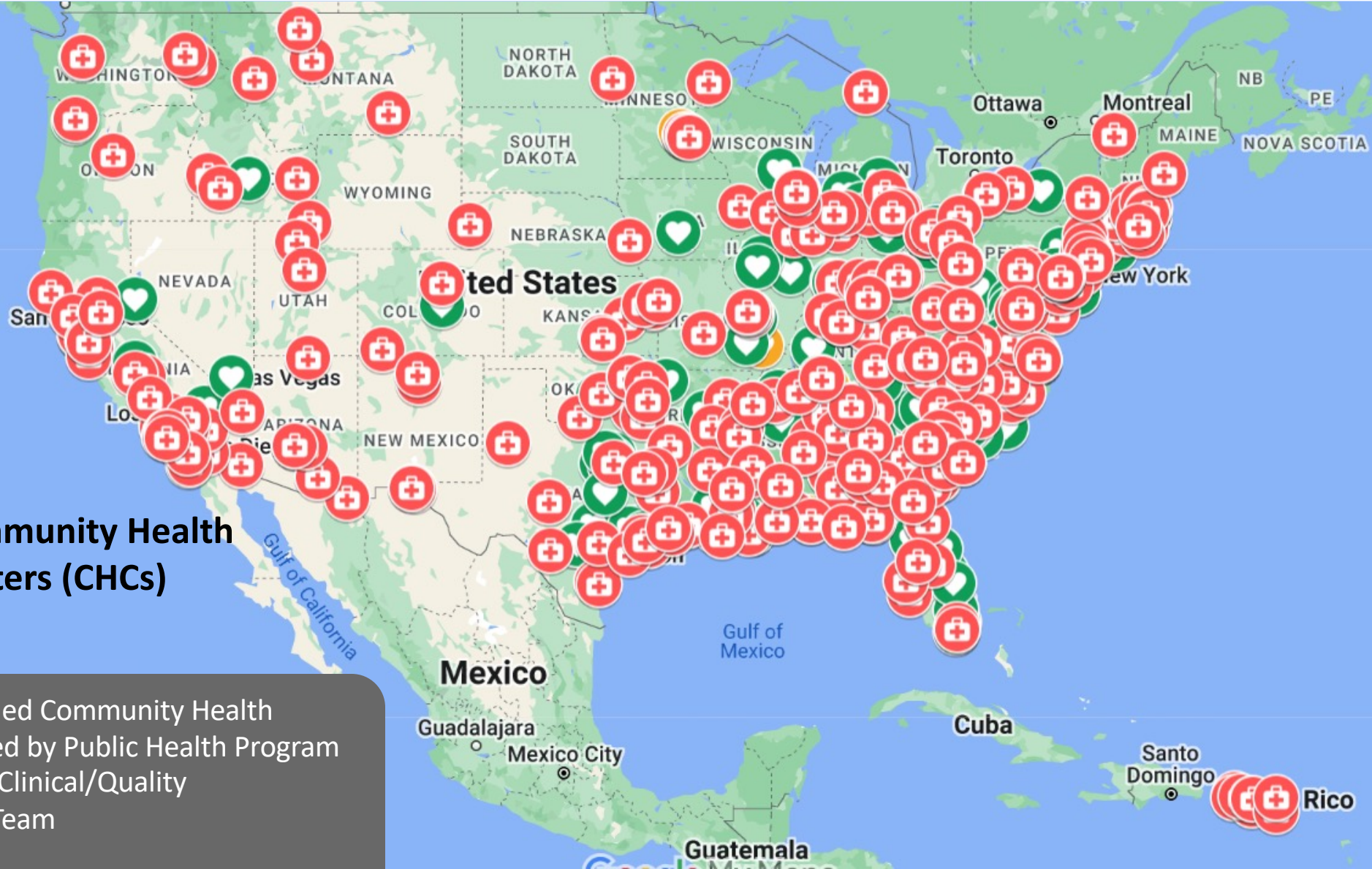


Project Management and Evaluation



# National Hypertension Control Initiative

## Y2 Community Outreach and Impact - CHCs



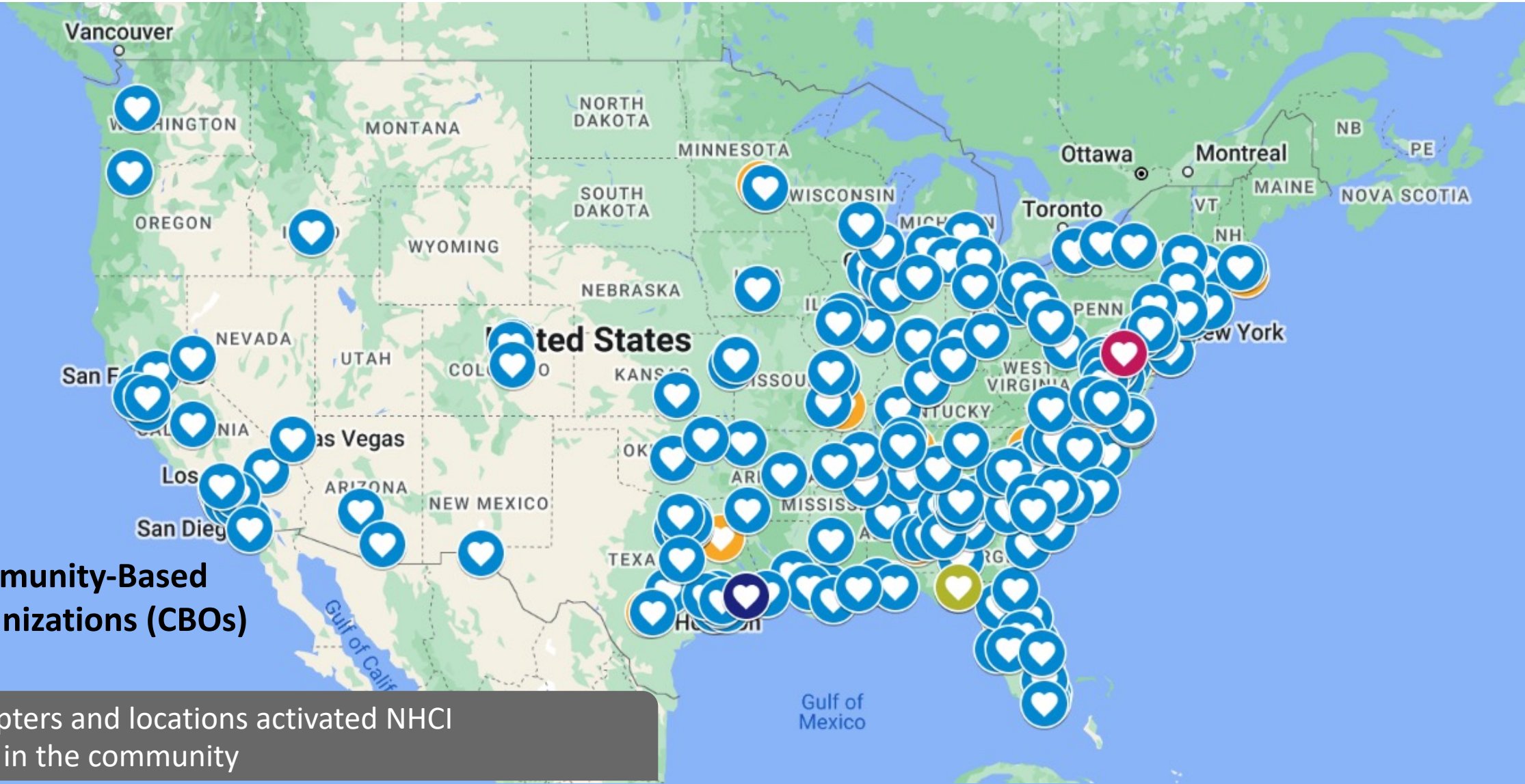
**Community Health Centers (CHCs)**

350 NHCI-Funded Community Health Centers engaged by Public Health Program Managers and Clinical/Quality Improvement Team



# National Hypertension Control Initiative

## Y2 Community Outreach and Impact - CBOs



**Community-Based Organizations (CBOs)**

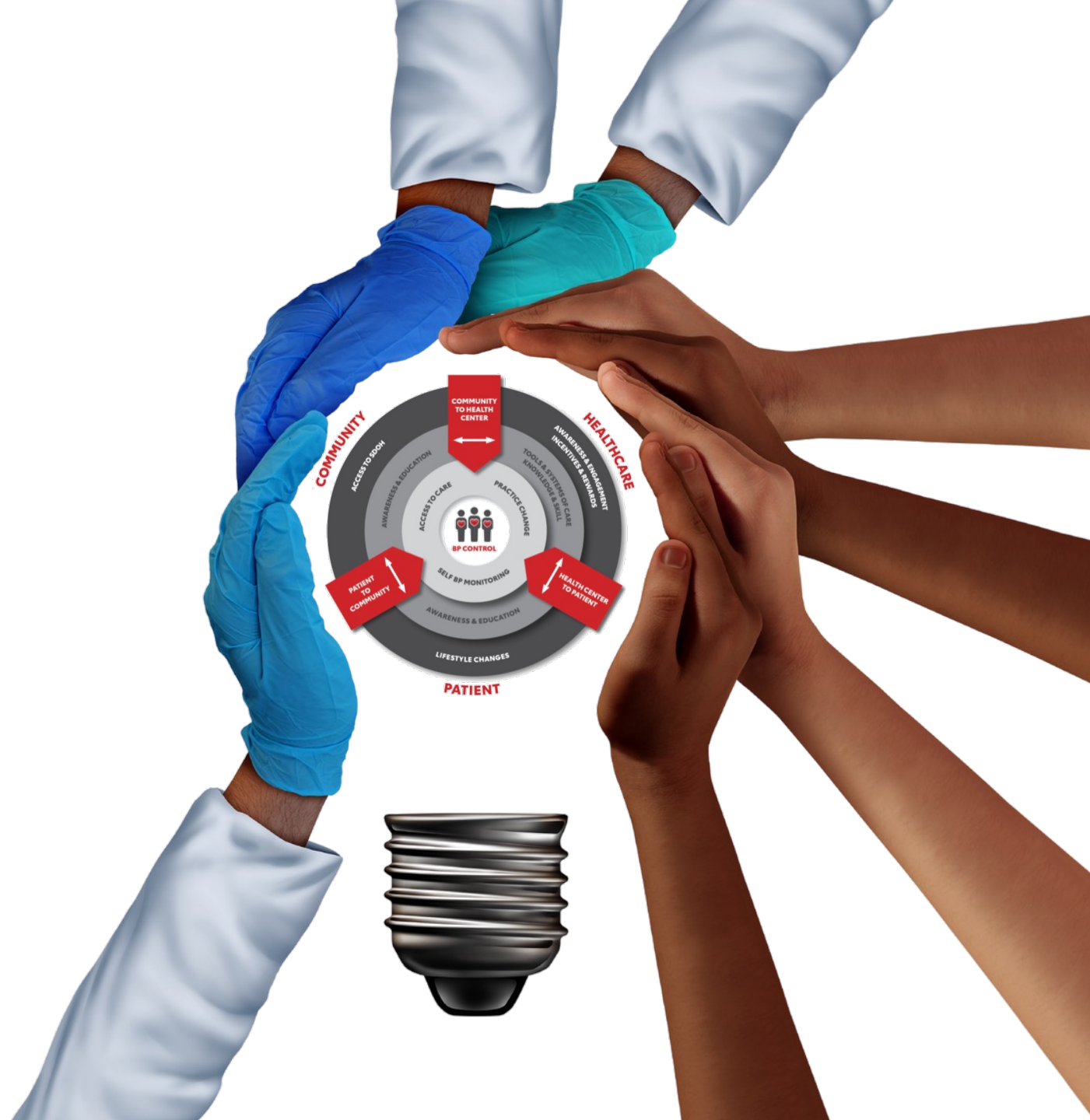
Over 400 Chapters and locations activated NHCI programming in the community

# Year 3: Focus Community Outreach & Integration

## *Community-Clinical Linkage Approach*

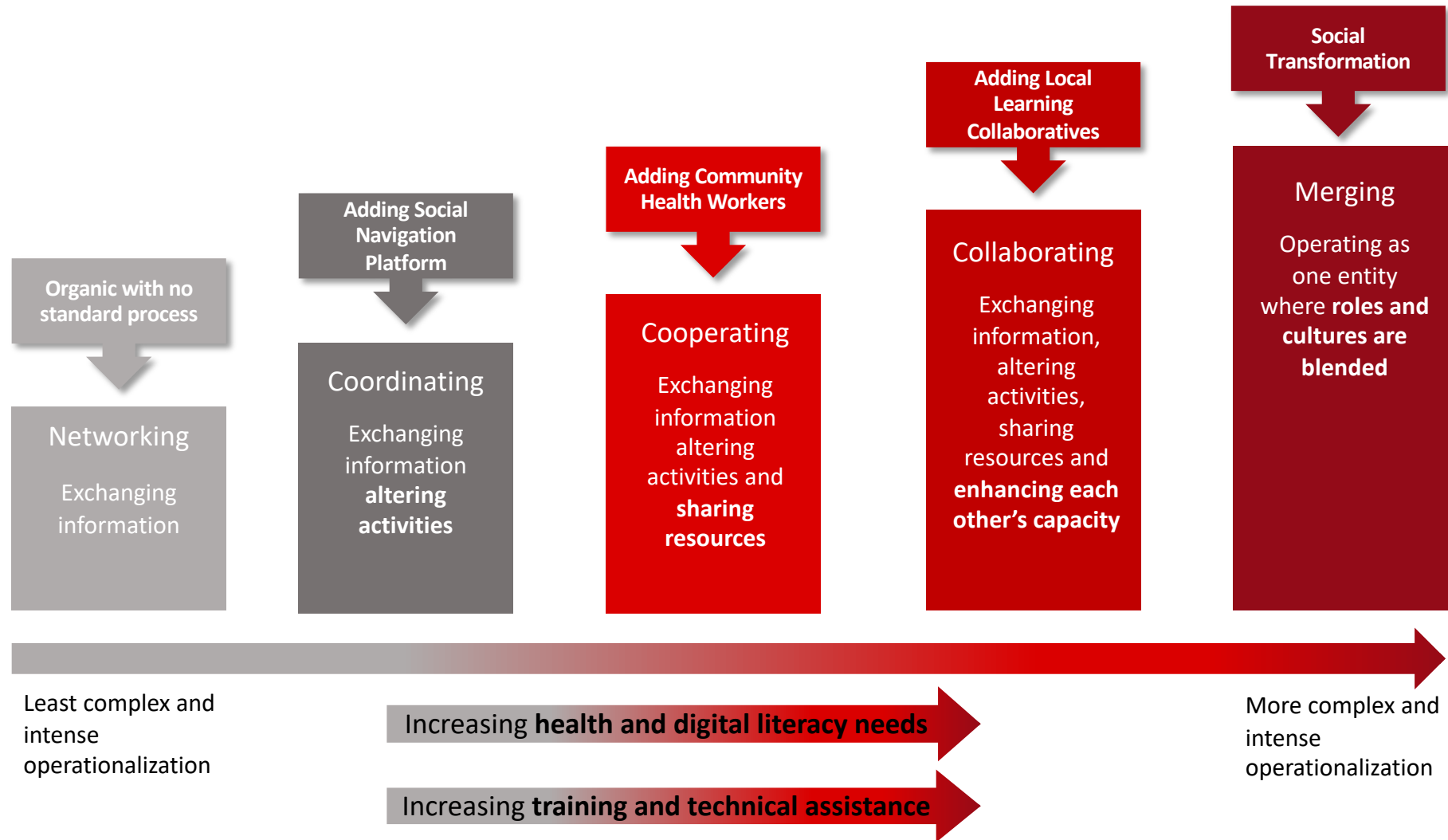
According to the CDC, Community-Clinical Linkages are **connections between community and clinical sectors that aim to improve health within a community.**

**Source:** Community-Clinical Linkages for the Prevention and Control of Chronic Diseases – A Practitioner’s Guide

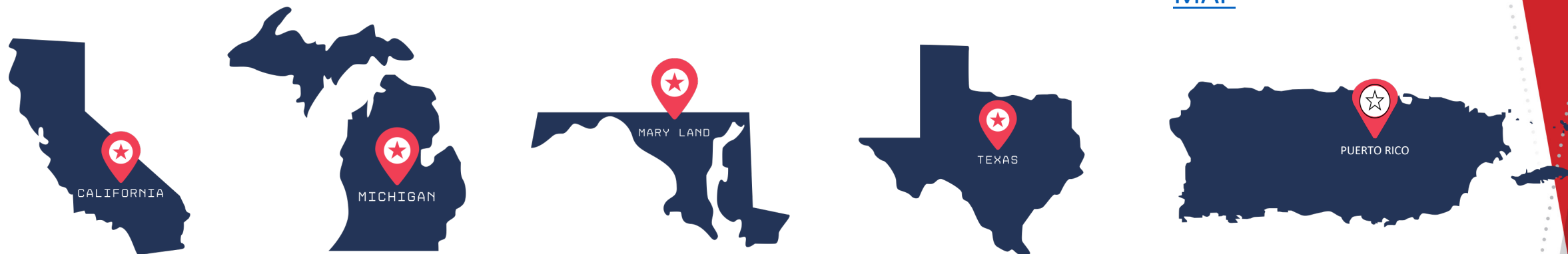


# Community Outreach & Integration

## Operationalizing the Community-Clinical Linkage Approach



# Piloting Community-Clinical Linkage Framework (advanced)



## Deliverables

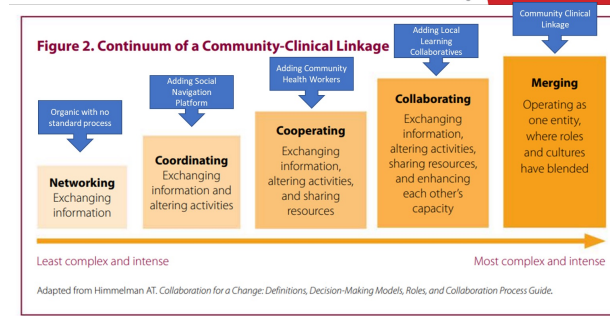
- NHCI Programming
- Learning Collaborative
- Community Health Worker Pilot Program

## AHA / NHCI Team:

- CID Impact Team
- PHPM
- Program Development

## Community-Based Organizations

- Mission YMCA – San Francisco, CA
- Northern California Center for Wellness – Santa Rosa, CA
- Samuel Merritt University – Oakland, CA
- Hope Village Revitalizations – Detroit, MI
- One Stop Career Center – San Juan Puerto Rico
- Central Maryland Area Health Education Center, MD
- Jack and Jill, The Links, Black Nurses Rock – Texas\*



## MAP

# Select Markets



Criteria	High CHC Engagement	NHCI CBO Presence	CHW Readiness	Active PCA	University Partners
California	●	●	●	●	●
Maryland	●	●	●	●	●
Michigan	●	●	●	●	●
Texas	●	●	●	●	●
Puerto Rico*	●	●	●	●	●

### CHC Market Criteria

- ✓ High number of PHPM interactions (4 or more)
- ✓ CHC SMBP Implementation Phase
- ✓ Addresses Social Care Needs & Referrals
- ✓ CHW integration within CHC
- ✓ Progress in BP control rate

### CBO Market Criteria

- ✓ NHCI market presence
- ✓ NHCI and CCL
- ✓ Administrative capacity
- ✓ Understanding of CHW or PI implementation
- ✓ Participation in CBO onboarding and training before participating
- ✓ Scheduled meeting with CBO Development team for planning and coordination

### CHW Market Criteria

- ✓ Functioning connection with the community
- ✓ Reimbursement by state
- ✓ Active engagement with CHW (or existing body)
- ✓ NHCI - CBO and CHC engagement
- ✓ HRSA CHW grant recipient

### PCA Market Criteria

- ✓ Consistently engages in NHCI PCA webinars
- ✓ Meets regularly with PHPM during quarterly check-in

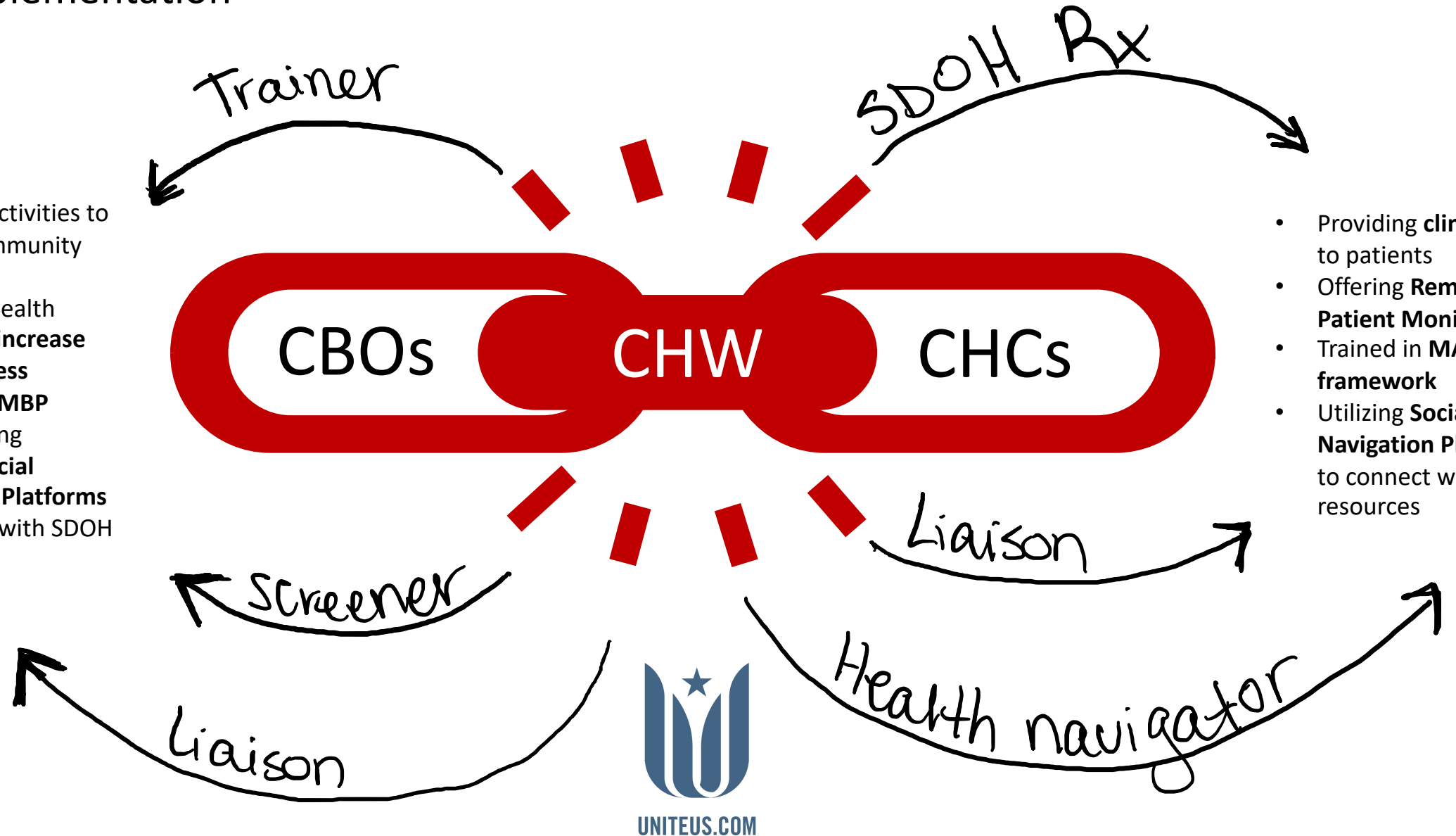
### University Market Criteria

- ✓ Currently has a Community Health Worker certificate and/or degree program

# Community Clinical Linkages

## NHCI Implementation

- **Outreach** activities to engage community members
- Providing Health Lessons to **increase BP awareness**
- Providing **SMBP** programming
- Utilizing **Social Navigation Platforms** to connect with SDOH resources



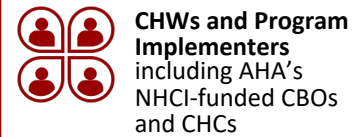
- Providing **clinical care** to patients
- Offering **Remote Patient Monitoring**
- Trained in **MAP framework**
- Utilizing **Social Navigation Platforms** to connect with SDOH resources



UNITEUS.COM



# Community Health Workers Pilot Program



**CHWs and Program Implementers** including AHA's NHCI-funded CBOs and CHCs



**Community Outreach Managers** within Unite Us who are present in selected markets



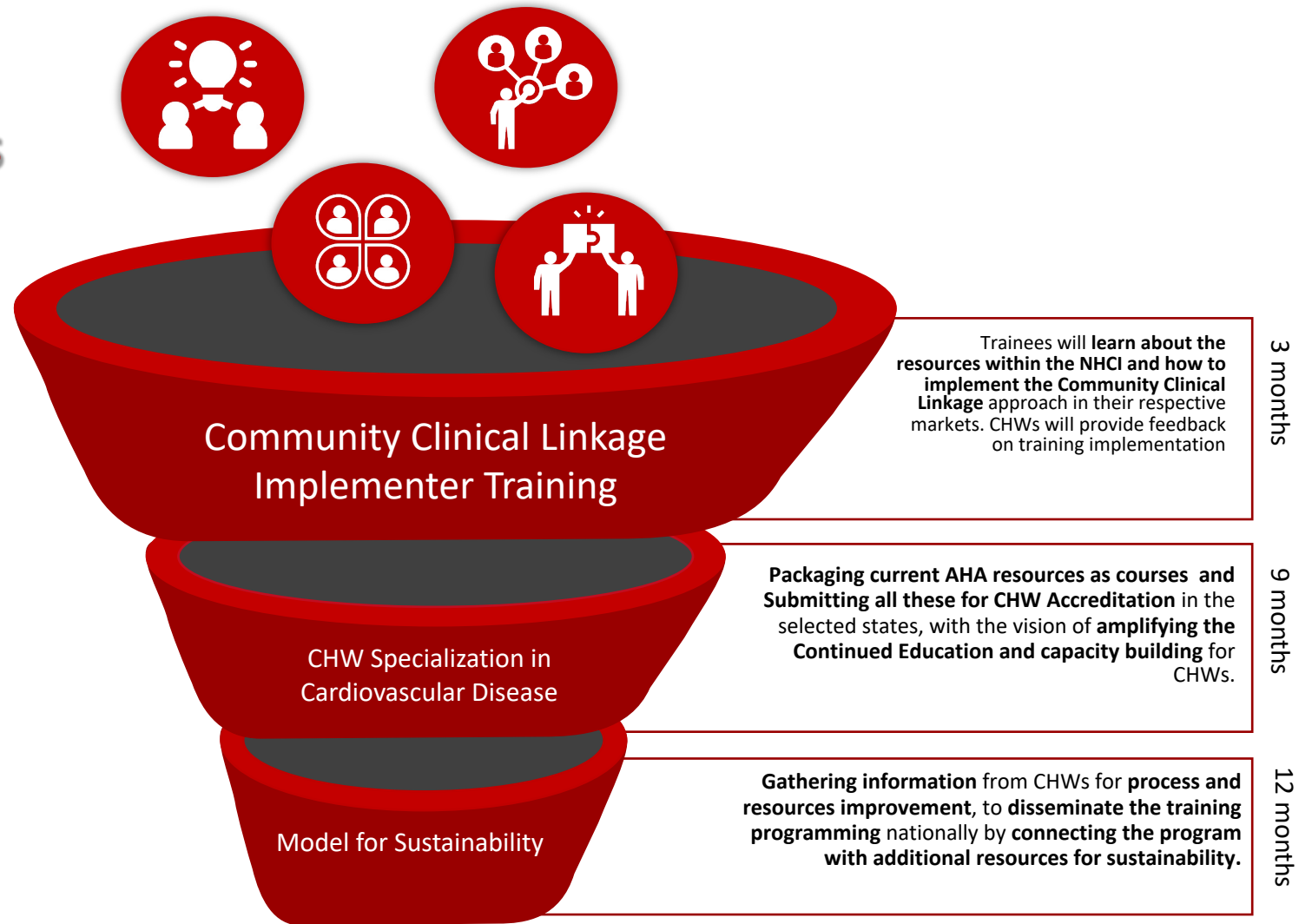
**Community Impact Directors**, in AHA markets who already engaging communities with AHA programming



**Public Health Program Managers**, who help CHCs to engage with CBOs

**Stakeholder engagement via:**

- ❖ On-demand trainings
- ❖ Surveys
- ❖ Technical assistance
- ❖ Group discussions



3 months

9 months

12 months

Timeline 2023

Long-Term



More Community Health Workers with cardiovascular health specialization, closing the engagement gap in Community Health Centers!



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THANK YOU

