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
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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

Get Down With Your Blood Pressure™
Getting started is easy with support.

Éntrele a bajar tu presión™
Es fácil comenzar con ayuda.
Community Outreach & Integration

The Goal:

To increase **community to health center integration** through targeted outreach.
National Hypertension Control Initiative
Y2 Community Outreach and Impact - 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

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

- Organic with no standard process
- Networking Exchanging information
- Adding Social Navigation Platform
- Coordinating Exchanging information altering activities
- Adding Community Health Workers
- Cooperating Exchanging information altering activities and sharing resources
- Adding Local Learning Collaboratives
- Collaborating Exchanging information, altering activities, sharing resources and enhancing each other’s capacity
- Merging Operating as one entity where roles and cultures are blended

Least complex and intense operationalization
Increasing health and digital literacy needs
Increasing training and technical assistance

More complex and intense operationalization

Adapted from the Community-Clinical Linkages for the Prevention and Control of Chronic Diseases – A Practitioner’s Guide
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*
## Select Markets

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<tr>
<th>Criteria</th>
<th>High CHC Engagement</th>
<th>NHCI CBO Presence</th>
<th>CHW Readiness</th>
<th>Active PCA</th>
<th>University Partners</th>
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### 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

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CBOs  \(\rightarrow\)  CHW  \(\rightarrow\)  CHCs

\(\Rightarrow\)  **Trainer**  \(\Rightarrow\)

\(\Rightarrow\)  **Liaison**  \(\Rightarrow\)

\(\Rightarrow\)  **Health navigator**  \(\Rightarrow\)

\(\Rightarrow\)  **Screeener**  \(\Rightarrow\)
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

Trainees will learn about the resources within the NHCI and how to implement the Community Clinical Linkage approach in their respective markets. CHWs will provide feedback on training implementation.

Packaging current AHA resources as courses and submitting all these for CHW Accreditation in the selected states, with the vision of amplifying the Continued Education and capacity building for CHWs.

Gathering information from CHWs for process and resources improvement, to disseminate the training programming nationally by connecting the program with additional resources for sustainability.

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

Long-Term Timeline 2023
- 3 months
- 9 months
- 12 months

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