CHECK. CHANGE. CONTROL.®

EVIDENCE-BASED HIGH BLOOD PRESSURE MANAGEMENT PROGRAM INCLUDES REMOTE MONITORING, MENTORING, AND TRACKING TO EMPOWER PEOPLE TO TAKE OWNERSHIP OF THEIR HEALTH.

FOUR MONTH EDUCATION SESSIONS RECOMMENDED.

PARTICIPANTS ENCOURAGED TO TAKE REGULAR READINGS OVER 4 MONTHS.

TARGET AUDIENCE: INDIVIDUALS WITH HBP

POTENTIAL SITES: EMPLOYERS, PATIENTS IN CLINICS FOCUSING ON HTN CONTROL, COMMUNITY SITES.
CHECK. CHANGE. CONTROL.®

CHECK. CHANGE. CONTROL.® WAS FOUNDED ON SUCCESSFUL EVIDENCE-BASED PRACTICES FROM THE AMERICAN HEART ASSOCIATION PILOT PROGRAM, CHECK IT, CHANGE IT.

THE CHECK IT, CHANGE IT PROGRAM PROVED TO BE ESPECIALLY EFFECTIVE AMONG THE TARGET POPULATION OF AFRICAN AMERICANS (Thomas et al. (2012). Check It, Change It: A Community-Based Intervention to Improve BP Control).
CHECK. CHANGE. CONTROL.® ENGAGES PARTICIPANTS

DEVELOPED TO SUPPORT HYPERTENSION MANAGEMENT AMONG THE ADULT POPULATION.

CHECK. CHANGE. CONTROL.® ENGAGES PARTICIPANTS, EMPHASIZING 3 IMPORTANT ASPECTS OF MANAGING HYPERTENSION:

1. Checking for high blood pressure and symptoms;
2. Changing lifestyle and seeking treatment;
3. Controlling hypertension by taking preventative measures.
CHECK. CHANGE. CONTROL.® LIFECYCLE

Recruit Community Partners with Shared Goals to Drive BP Control

Assess results at end of 4-month initiative and encourage continued tracking

GOAL:
Reduce participants' systolic blood pressure by at least 10mmHG

Enroll Participants to Track Weekly Readings for 4 Months

Site provides education on reducing blood pressure.
WHY IT WORKS?

KEY EVIDENCE-BASED SCIENTIFIC PRINCIPLES

SELF MONITORING MAKES A DIFFERENCE
• Proven track record for taking blood pressure readings at home or outside of the healthcare provider office setting.
• Use of digital self-monitoring and communication tool
• Charting & tracking improves self-management skills related to blood pressure management.

PERSONAL INTERACTION MAKES A DIFFERENCE
• Coaches can motivate and encourage participants.

MULTICULTURAL PROGRAM INVESTMENTS MAKE A DIFFERENCE
## RESULTS – AUG 2012 TO JUNE 30, 2017

- Enrollment: 71,145 individuals (Using AHA digital trackers)
- Blood Pressure Readings: 280,051

### AVERAGE DROP IN SYSTOLIC & DIASTOLIC BLOOD PRESSURE

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Average Drop in Systolic BP*</th>
<th>Average Drop in Diastolic BP*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. ’12-June ’13 (Heart360 Campaigns)</td>
<td>5.68 mmHg</td>
<td>2.87 mmHg</td>
</tr>
<tr>
<td>July’13-June ’14 (Heart360 Campaigns)</td>
<td>13.95 mmHg</td>
<td>9.48 mmHg</td>
</tr>
<tr>
<td>July ’14-June ’15 (Heart360 Campaigns)</td>
<td>12.04 mmHg</td>
<td>8.75 mmHg</td>
</tr>
<tr>
<td>July ’14-June ’15 (iHealth sites)</td>
<td>11.65 mmHg</td>
<td>8.69 mmHg</td>
</tr>
<tr>
<td>July ’15-June ’16 (Heart360 Campaigns)</td>
<td>11.99 mmHg</td>
<td>8.67 mmHg</td>
</tr>
<tr>
<td>July ’16-June ’17(Heart360 Campaigns)</td>
<td>11.24 mmHg</td>
<td>7.31 mmHg</td>
</tr>
<tr>
<td>July ‘16-June ‘17 (CCC Tracker Campaigns)</td>
<td>12.90 mmHg</td>
<td>9.10 mmHg</td>
</tr>
<tr>
<td>July ‘16-June ‘17 (Heka app)</td>
<td>12.34 mmHg</td>
<td>8.30 mmHg</td>
</tr>
<tr>
<td>Overall Avg. (pilot year to present)</td>
<td>11.47 mmHg</td>
<td>7.89 mmHg</td>
</tr>
</tbody>
</table>

*Based on users with at least 2 BP readings taken, with at least 7 days between first and last reading*
CHAMPION IMPLEMENTS THEIR BP PROGRAM

1. CHAMPION MEETS WITH AHA STAFF TO PLAN PROGRAM
2. OBTAIN SR. LEADERSHIP SUPPORT
3. CREATE TIMELINE/PLAN FOR IMPLEMENTATION
4. IDENTIFY AMBASSADORS (CHAMPION, CHW)
5. HOST TRAINING FOR AMBASSADORS – CCC BASICS, TRACKING TOOL
6. SET ENROLLMENT GOALS
CHAMPION IMPLEMENTS THEIR BP PROGRAM

7. GET THE WORD OUT
8. ENROLL CCC PARTICIPANTS
9. HOST KICK-OFF EVENT
10. IMPLEMENT 4-MONTH PROGRAM
11. CELEBRATE SUCCESS
CHAMPION/AMBASSADOR DO’S AND DON’TS

WHEN DISCUSSING BLOOD PRESSURE, “DO:”

Provide monitoring and feedback such as:
• Remind participants to take their own BP readings each week for a minimum of four months.
• Identify and note to the participant which of the standard BP measurement categories the participant’s weekly readings fall into.
• Identify and note to the participant whether the participant’s BP readings have increased, decreased, or remained stable.

“DON'T:”

Volunteers are not to make any medical diagnoses about, or prescribe treatment for, the participant.
CHAMPION/AMBASSADOR DO’S AND DON’TS

VOLUNTEERS MAY BE GIVEN ACCESS TO THE TRACKING TOOL AND PARTICIPANTS WILL BE ABLE TO SHARE THE HEALTH DATA THEY ENTER INTO THE SYSTEM WITH YOU THROUGH THE TOOL.

VOLUNTEERS ARE OBLIGATED TO PROTECT THE PRIVACY OF THE PARTICIPANT’S DATA AND MAY NOT DISCLOSE ANY DATA TO ANYONE OTHER THAN THE PARTICIPANT.

IF PARTICIPANT'S DATA IS ACCIDENTALLY DISCLOSED TO A THIRD PARTY, VOLUNTEERS MUST LET THE PARTICIPANT KNOW AS SOON AS POSSIBLE.
TO BEGIN TAKING POSITIVE STEPS TOWARDS BLOOD PRESSURE CONTROL, SIGN UP FOR THE CHECK. CHANGE. CONTROL® TRACKER AT HTTPS://WWW.CCCTRACKER.COM/

REGISTER USING CAMPAIGN CODE: XXXXX
Signing up as a participant is simple, enter

- Campaign code
- Username
- email address
- Password
- mobile number
- Check the box to agree to terms and conditions
- Click Register and an account is created.
Blood Pressure reading added successfully. Keep up the good work!

BLOOD PRESSURE

<table>
<thead>
<tr>
<th>Date</th>
<th>Systolic</th>
<th>Diastolic</th>
<th>Systolic Hypertension</th>
<th>Diastolic Hypertension</th>
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<tr>
<td>05 Dec</td>
<td>118</td>
<td>75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>04 Dec</td>
<td>125</td>
<td>80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>07 Dec</td>
<td>116</td>
<td>72</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Each reading represents the average of the total number of readings done in that day.

Hypertensive Crisis (Hypertension) stage 2 (Hypertension) stage 1 Elevated Normal
CCC TRACKER

Full Name: Velvet Heart
Username: VelvetH
Email: VelvetHeart@hotmail.com
Birth Year: 1970
Gender: Female
Country Code: +1
Mobile Number: Ex. (202) 555 0137
Ethnicity: White
Zip Code: 75206
City: Dallas
State: Texas

Communication settings and preferences: Emails and Texts (SMS)

Enter your mobile phone number for text (SMS) features including, alerts, communications, and add BP readings.

Country Code: +1
Mobile Number: Ex. (202) 555 0137

PROCEED
PARTICIPANTS CAN SET UP TEXT (SMS), EMAIL OR IN-PLATFORM REMINDERS HERE FROM THE REMINDERS SECTION.
Welcome to the American Heart Association's Check, Change, Control® Tracker

Check Change Control uses self-monitoring and tracking of blood pressure readings at home to help you achieve and maintain a healthy heart. Sign up today to start managing your heart health!
CREATE A NEW VOLUNTEER ACCOUNT

Salutation
Mr

UserName
FosterKeithley

Numbers and letters are allowed.

Password
********

6 character minimum.

Confirm Password
********

6 character minimum.

Birth Year
1971

Country Code
+1

Mobile Number
(XXX) XXX-XXXX

Fax Number
2147061576

Enter Zip Code
75231

State
Texas

City
Dallas

☑ By checking this box I acknowledge that I have reviewed and I agree to the terms and conditions outlined in the subscription agreement, terms of service, and privacy policy.

Register
## CCC TRACKER

### MY PARTICIPANTS

<table>
<thead>
<tr>
<th>PARTICIPANT NAME</th>
<th>EMAIL</th>
<th>LAST READING</th>
<th>SYSTOLIC</th>
<th>DIASTOLIC</th>
<th>HEART RATE</th>
<th>SOURCE</th>
<th>ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>JaymeK</td>
<td><a href="mailto:jayme.keithley@att.net">jayme.keithley@att.net</a></td>
<td>Dec 03, 2017, 05:31 PM</td>
<td>134</td>
<td>66</td>
<td></td>
<td>Text (SMS)</td>
<td>Disconnect</td>
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<tr>
<td>BeckyP</td>
<td><a href="mailto:beckypressure3@outlook.com">beckypressure3@outlook.com</a></td>
<td>Nov 09, 2017, 02:30 PM</td>
<td>130</td>
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<td>0</td>
<td>Home</td>
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<td>Ableheart</td>
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<td>Dec 04, 2017, 10:58 AM</td>
<td>118</td>
<td>75</td>
<td>0</td>
<td>Home</td>
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<tr>
<td>VelvetH</td>
<td><a href="mailto:VelvetHeart@hotmail.com">VelvetHeart@hotmail.com</a></td>
<td>Dec 07, 2017, 02:50 PM</td>
<td>118</td>
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<tr>
<td>Evanston</td>
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<td>150</td>
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<td>0</td>
<td>Home</td>
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<tr>
<td>NanceT</td>
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<td>Dec 07, 2017, 02:53 PM</td>
<td>116</td>
<td>72</td>
<td>0</td>
<td>Home</td>
<td>Disconnect</td>
</tr>
</tbody>
</table>
HOW YOU CAN HELP

• Visit www.heart.org/ccc and sign-up for the Check. Change. Control.® Tracker
• Review resources on our CCC Community Partner page and share with your participants
• Share information on Check. Change. Control. with your site
• Become a Check. Change. Control. Champion and lead a program at your site