

**There are nearly 80 million Americans with hypertension.**

* Of the patients that are aware and are being treated, almost half are not at goal.
* High blood pressure, or hypertension, is an independent risk factor for heart disease and stroke, but even a 5 mmHg decrease in blood pressure can reduce mortality due to heart disease and stroke by 14% and 9% respectively (INTERSALT, *Hypertension*,1991).

The purpose of this program is to eliminate high blood pressure as a health disparity among minority populations and help achieve the goal of improving cardiovascular health by 20%, while reducing cardiovascular mortality by 20% by 2020 (AHA 2020 Impact Goal).

The AHA/ASA launched the first phase of The High Blood Pressure program in January 2013, with a focus on top markets nationwide. The first phase included 18 markets selected based on hypertension prevalence and population size of people of minority populations. The next phase, Heart360 launches in July 2013.

 **Heart360 Program**is

* An **evidence-based** program, based on the success of the Check It, Change It program,
* Designed to establish **community partnerships and meaningful volunteer roles**, and is
* Focused on **innovation** and **sustainability**.

**FOUNDATIONAL PRINCIPLES AND BEST PRACTICES GUIDING Heart360**

**Program** is based on best practices learned from the AHA’s Check It, Change It pilot conducted in Durham County in 2011 (concluded March 2012), principles for volunteer engagement through the successes of Power To End Stroke, as well as other successful community-based programs identified through recent science literature reviews.

**Key evidence-based scientific principles foundational to the program include:**

1. The practice of self-monitoring and tracking of blood pressure readings at home or outside of the healthcare provider office setting.
2. Use of a digital self-monitoring and communication tool (Heart360®).
3. The practice of self-management skills related to blood pressure management.
4. Use of health mentors to motivate and encourage participants.
5. Attention to multi-cultural issues that result in hypertension being a health disparity for minority populations.

**Contact Dusty Young at 214.441.4257 or dusty.young@heart.org for any additional information.**

***Our Goal***

 **Heart360** is a Health Equity and Multicultural Initiative designed to close the gap in the treatment of high blood pressure with the goal of enrolling *30,000 Americans into an evidence-based hypertension management program by 2014.*