* **Week 1**

SUBJECT: Exciting New Opportunity with the American Heart Association & Mercy Health

Dear Employees:

I am excited to let you know that [Insert: Company Name] is partnering with the American Heart Association & Mercy Health to offer an evidence-based wellness and blood pressure management program called Check. Change. Control. ALL staff members are encouraged to sign up regardless of whether they have high blood pressure or not. This educational program focuses on simple changes you can make to improve your overall health and wellness! To participate follow this link <https://ccctracker.com/> to register for the Check. Change. Control. tracker tool & complete the welcome survey here: [Welcome Survey](https://forms.office.com/Pages/ResponsePage.aspx?id=tQ-rzv_3tEig0J9275bs-XP0iHAkaNNBhhRq3aH_KsVUOFhUVk80RUVTSjY0Tk9NNkJPRUNGMlhESy4u). Use campaign [Insert 5 alpha-numeric code XXXXX] to get started tracking and monitoring your blood pressure. Be sure to check the Resources tab in your account for a User Guide that explains all features. Those who complete the two steps above will receive a water bottle, complements of the American Heart Association!

Sincerely, [Name, Title]

(Attached) LS7 Infographic

(Attached) CCC BP Screening Poster

* **Week 2**

SUBJECT: How is overall health and blood pressure connected?

High Blood Pressure is often called the “silent killer” because there are no symptoms. Knowing and managing your blood pressure is one of the best things you can do for your overall heart health. Learn more about blood pressure from Dr. Michael Todd, Vice President Direct to Business, Mercy Health here: <https://youtu.be/uWm7pcAXi1U>. Reminder: to sign up for Check. Change. Control. tracker tool click here: <https://ccctracker.com/> Use campaign [Insert 5 alphanumeric code XXXXX] to get started tracking your blood pressure. We encourage you to check your blood pressure at a pharmacy kiosk or at home if you have access to an at home blood pressure cuff. For more information on blood pressure, visit the following American Heart Association website: <https://www.heart.org/en/health-topics/high-blood-pressure> & view the attached PDF (What Can I Do To Improve My Blood Pressure).

Sincerely, [Name, Title]

(Attached) What Can I Do to Improve My Blood Pressure

* **Week 3**

SUBJECT: Reminder to upload your blood pressure reading

Dear Check. Change. Control. Participants:

Thank you for your participation in the Check. Change. Control. program. High blood pressure is mostly a symptomless condition, which is why it’s called the "silent killer." The first step in managing your blood pressure is monitoring your blood pressure on a regular basis. That means everybody needs to get their blood pressure checked by a healthcare professional, at a pharmacy kiosk, or at home. Call to Action: Please upload at least one blood pressure reading by using the American Heart Association’s online Check. Change. Control. Tracker tool <https://ccctracker.com/> by the end of this week. For more information on blood pressure, go to: <https://www.heart.org/en/health-topics/high-blood-pressure> and view the attached PDF (Consequences of High Blood Pressure).

Sincerely, [Name, Title]

(Attached) [Consequences of High Blood Pressure](https://www.heart.org/-/media/files/health-topics/high-blood-pressure/consequences-of-high-blood-pressure-infographic-pdf-ucm_464947.pdf)

* **Week 4**

SUBJECT: What does sodium have to do with it?

Dear Check. Change. Control. Participants:

Did you know that reducing your sodium intake can lower your systolic blood pressure (top number) by 5-6 points? Most Americans eat more than twice the American Heart Association’s recommended amount of sodium. Chances are, that includes you even if you rarely pick up the saltshaker. The worst part is most of us don’t realize how much salt we’re taking in. But sure enough, salt is sneaking up on us, mostly when we go out to restaurants or eat packaged foods. Check out this video to learn more from Dr. Michael Todd, Vice President Direct to Business, Mercy Health: <https://youtu.be/H_52DjHgQog>. The excess amounts of sodium we’re eating put us at risk for elevated blood pressure which means an increased risk of heart disease and stroke. Call to Action: Learn how to cut back on sodium by reading the attached PDF (Sodium Can Be Sneaky) and complete the week 4 survey here: [Week 4 Survey](https://forms.office.com/Pages/ResponsePage.aspx?id=tQ-rzv_3tEig0J9275bs-XP0iHAkaNNBhhRq3aH_KsVUQ1BEUVdGVDVaMkdBVjdLMk1LUkJQR0g5Wi4u) to receive a salad shaker, complements of the American Heart Association!

Sincerely, [Name, Title]

(Attached) [Sodium Can Be Sneaky](https://www.heart.org/-/media/aha/h4gm/pdf-files/sodium-can-be-sneaky-infographic.pdf?la=en)

* **Week 5**

SUBJECT: Friendly Reminder

Dear Check. Change. Control. Participants:

We are into month two of the Check. Change. Control. program. By now, we hope you are beginning to see a drop in your blood pressure (if you were in the elevated stage or above). Did you know that just a 5-point drop in systolic blood pressure reduces your risk of death from stroke by 14%! Knowing the warning signs of stroke increases your chances of survival and quality of life after a stroke even further! Call to Action: Learn the warning signs of stroke by remembering the word F.A.S.T. (Face Drooping, Arm Weakness, Speech Difficulty and Time to Call 911). Don’t forget to upload your blood pressure reading using the Check. Change. Control tracker tool <https://ccctracker.com/> by the end of the week and view the attached PDF’s for additional information.

Sincerely, [Name, Title]

(Attached) [How too much sodium affects your health](https://www.heart.org/-/media/aha/h4gm/pdf-files/excess-sodium-infographic-english.pdf?la=en&hash=DA12A2E7F3329960D469268EB22EC5CCDB588805)

(Attached) [The Easy Way to Eat Healthy](https://www.heart.org/-/media/aha/h4gm/pdf-files/how-much-should-i-eat-infographic-pdf.pdf?la=en&hash=FFF66A79E2926585E5098A6448DEE52B89568BF0)

* **Week 6**

SUBJECT: Add Color

Dear Check. Change. Control. Participants:

Swapping out processed snacks for colorful, fresh fruits and vegetables can help lower your risk for high blood pressure and other chronic conditions. A healthy diet is one of your best weapons in the fight against heart disease. Check out the American Heart Association’s recommendations for healthy eating here <https://www.heart.org/en/healthy-living/healthy-eating/eat-smart> and by viewing the attached PDF’s (5 Reasons to Add Color and Added Sugar).

Sincerely, [Name, Title]

(Attached) Added Sugar Infographic

(Attached) 5 Reasons to Add Color

* **Week 7**

SUBJECT: Reminder

Dear Check. Change. Control. Participants:

These days, adults are spending more time at work than ever before. An unfortunate side effect is that, as a nation, we are becoming more inactive and we’re packing on the pounds! This is a huge problem because physical inactivity doubles the risk of heart disease! So, let’s get moving at work and home! Call to Action: Walk during your breaks and/or lunch this week. Also, check out this message from Dr. Michael Todd, Vice President Direct to Business, Mercy Health here: <https://youtu.be/1Kxq7VYWC1M> and complete the month two survey found here: [Month Two Survey](https://forms.office.com/Pages/ResponsePage.aspx?id=tQ-rzv_3tEig0J9275bs-XP0iHAkaNNBhhRq3aH_KsVUNDg3QjBOQU5FWUw5RFNBMEhOVEpGQkJNSC4u).

Sincerely, [Name, Title]

[Sip Smarter](file:///C%3A%5CUsers%5Cvalerie.weber%5CDesktop%5CSip%20Smarter) (Attached)

* **Week 8**

SUBJECT: 150 Minutes per week

Dear Check. Change. Control. Participants:

Are you fitting in at least 150 minutes of heart-pumping physical activity per week? That could be 50 minutes 3 days per week or just 30 minutes 5 days per week. If not, you’re not alone. Only about one in five adults and teens get enough exercise to maintain good health. Being more active can help all people think, feel and sleep better and perform daily tasks more easily. Reminder: Don’t forget to take your blood pressure this week and fit in some physical activity. Physical activity not only helps control high blood pressure (HBP or hypertension), it also helps, strengthen your heart, and lower your stress level. A strong heart and general emotional health are all good for your blood pressure. For more information please read the attached PDF (How much physical activity do you need).

Sincerely, [Name, Title]

(Attached) [How much physical activity do you need?](https://www.heart.org/-/media/files/healthy-living/healthyforgood_physicalactivity_adult_infographic_final.pdf?la=en&hash=6007B34509708A5DADFC52713D049A0BA8484534)

* **Week 9**

SUBJECT: Check.Change.Control

Dear Check. Change. Control. Participants:

Taking medication correctly may seem like a simple or personal matter, but non-adherence (or not taking medication as directed) is a complicated and common problem. People do not realize the real damage or consequences of non-adherence. When patients with chronic conditions such as [cardiovascular disease](https://www.heart.org/en/health-topics/consumer-healthcare/what-is-cardiovascular-disease) do not take medication as directed, the repercussions can be severe. For instance, not keeping blood pressure in check can lead to [heart disease](https://www.heart.org/en/health-topics/consumer-healthcare/what-is-cardiovascular-disease/coronary-artery-disease), [stroke](http://www.strokeassociation.org/), and kidney failure.

Call to Action: Check out this message from Dr. Michael Todd, Vice President Direct to Business, Mercy Health here: <https://youtu.be/7AYTSqXTXsw> and complete the week 12 survey here: [Week 12 Survey](https://forms.office.com/Pages/ResponsePage.aspx?id=tQ-rzv_3tEig0J9275bs-XP0iHAkaNNBhhRq3aH_KsVUMlNFNDdBU1BHRTZaWExKV1ZNSkRaU1RMWC4u) to receive a lunch bag, complements of the American Heart Association!

Sincerely, [Name, Title]

* **Week 10**

SUBJECT: Stop Stress in Its Tracks

Dear Check. Change. Control. Participants:

Did you know that stress is experienced in many ways? How much stress you experience and how you react to it can lead to a variety of health problems which is why it is important to know what you can do about it. View the attached PDF to learn how to stop stress in its tracks.

Also, don’t forget to walk during your breaks and upload your blood pressure reading using the online tracker <https://ccctracker.com/> by the end of the day.

Sincerely, [Name, Title]

(Attached) [Stop Stress in Its Tracks](https://www.heart.org/-/media/aha/h4gm/pdf-files/stopstress_smaller.pdf?la=en&hash=01EEB091A858FC6ED7A6A3ADFAAACF6112426712)

* **Week 11**

SUBJECT: Reminder

Dear Check. Change. Control. Participants:

Learning to balance healthy eating and physical activity can help you fight stress and maintain overall wellness. Take it from people who have successfully maintained a healthy weight for example: 98% have modified their eating habits and 94% have increased their physical activity, especially walking. In addition, they have experienced other benefits such as reduced stress and an increases sense of well-being, view attached PDF’s (Fight Stress with Healthy Habits and Loving Kindness Meditation) for more info. Reminder: Do not forget to get in your daily walk and upload your blood pressure reading using the online Check. Change. Control tracker tool <https://ccctracker.com/> by the end of the week.

Sincerely, [Name, Title]

(Attached) [Fight Stress with Healthy Habits](https://www.heart.org/-/media/aha/h4gm/pdf-files/fightstressinfographic_bewell.pdf?la=en&hash=352EF2206AA477DA2A07CF6573EFCE5DC49B718B)

Attached) Loving Kindness Meditation

* **Week 12**

SUBJECT: Thank-you!

Dear Check. Change. Control. Participants:

Thank you for participating in Check. Change. Control. We hope that you have gained some valuable information and made some lifestyle changes that you can continue past the program, including regularly monitoring your blood pressure. Please complete the post-survey here [Post Survey](https://forms.office.com/Pages/ResponsePage.aspx?id=tQ-rzv_3tEig0J9275bs-XP0iHAkaNNBhhRq3aH_KsVUNzBWS0I2VFZSME5XRkFaMjBSUFFWNUs5Wi4u) to access your certificate of completion.

Sincerely, [Name, Title]

(Attached) Life’s Simple 7