



GET TO GOAL

“The American Heart Association is committed to building healthier lives free of cardiovascular disease and Stroke.”

Heart 360 Get to Goal – Hypertension Program

www.Heart360.org





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Overview:

The American Heart Association’s work to improve cardiovascular health in high-risk populations continues with a new initiative, Heart 360 Get to Goal. This program focuses on increasing physical activity, healthier eating, and better management of high blood pressure through education, tracking, and coaching individuals to “get to their goal”. The program embraces and celebrates the diversity, culture, energy, creativity and lifestyles of Americans by making healthy living a team effort.

Objective:

Enroll 360 participants, primarily African American, to receive high blood pressure screenings twice a month for 4 months consecutively beginning in January 2013 and ending June 2013. The overall objective is to utilize the initial hypertension screening to identify individuals with hypertension and provide the necessary tools and resources needed to lower their blood pressure level over the course of 4 months.

Heart 360 – Get to Goal: How It Works

The American Heart Association will focus on enrolling high-risk populations for hypertension and obesity. It will recruit, train, and register ten (10) Get to Goal Clubs by targeting recommended organizations such as Churches, Employers, Social Groups, and Health Care organizations.

The American Heart Association will recruit and train a volunteer core to serve as Get to Goal Volunteer Health Mentors & Health Screeners. The Get to Goal Volunteer Health Mentors & Health Screeners will oversee a designated Get to Goal Club and be responsible for encouraging each Get to Goal Club to schedule dates for physical and nutritional activities and bi-monthly hypertension check-in for Heart 360.

The American Heart Association will reward participants for initial Heart 360 set up, blood pressure/weight checks, and program registration with a Get to Goal gift that would include healthy lifestyle incentives.

The American Heart Association will establish a timeline of at least 4 months for implementation and completion of the Heart 360 – Get to Goal Hypertension program.

Contact:

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Partner Title: Heart 360: Participant Organization

Description:

The Heart 360 Get to Goal Hypertension Initiative is seeking to enroll 360 African-Americans within a hypertension program in which the participant will commit to receive hypertension screenings twice per month for four months consecutively between the months of January through June 2013.

Eligibility Requirements:

Ability to make a six month commitment to the Heart 360 Get to Goal Hypertension program and a desire to positively impact the overall quality of health within the community.

Responsibilities:

The Heart 360 Participating Partner is responsible for encouraging a designated number of individuals to enroll into the Heart 360 Get to Goal program. Specific responsibilities include:

- Introduce the Heart 360 Get to Goal program to its constituents and highly encourage the entire population to enroll in the program.
- Identify a location in which the hypertension screenings can be administered.
- Identify individuals within your organization who can assist with administering the hypertension screenings.
- Commit to bi-monthly reminders of upcoming hypertension screenings and other preventative measures that would assist with lowering the risk of heart disease and stroke.
- Participate in a Heart 360 Get to Goal training which will provide in-depth information about the overall program.
- Participate in all conference calls utilized to track and evaluate the progress of the Heart 360 Get to Goal program.
- Maintain good relationships with AHA staff and others involved within the program.
- Assist AHA staff with data collection and evaluation as needed.
- Collaborate with the American Heart Association to create a plan to sustain the Heart 360 Get to Goal Hypertension Initiative beyond June 2013.

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Partner Title: **Heart 360: Hypertension Screening Organization**

Description:

The Heart 360 Get to Goal Hypertension Initiative is seeking to enroll 360 African-Americans within a hypertension program in which the participant will commit to receive hypertension screenings twice per month for four months consecutively between the months of January through June 2013.

Eligibility Requirements:

Ability to make a six month commitment to the Heart 360 Get to Goal Hypertension program and a desire to positively impact the overall quality of health within the community.

Responsibilities: The Heart 360 Participating Partner is responsible for conducting hypertension screenings for a designated number of individuals over the course of 4 to 6 months. Specific responsibilities include:

- Identify licensed health care professionals within the organization who can administer hypertension screenings utilizing the equipment in which the screening organizations provide.
- Oversee a designated number of participants and administer hypertension screenings as agreed upon amongst the partnering sites and the American Heart Association.
- Assist with any health concerns and/or issues a participant may have and provide necessary health information to address such concerns.
- Encourage and assist all participants to input hypertension screening results via www.heart360.org no later than the day after the hypertension screening is conducted.
- Participate in a Heart 360 Get to Goal training which will provide in-depth information about the overall program.
- Participate in all conference calls utilized to track and evaluate the progress of the Heart 360 Get to Goal program.
- Maintain good relationships with AHA staff and others involved within the program.
- Assist AHA staff with data collection and evaluation as needed.
- Collaborate with the American Heart Association to create a plan to sustain the Heart 360 Get to Goal Hypertension Initiative beyond June 2013.

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Partner Title: Heart 360: Get to Goal Health Coach

Description:

The Heart 360 Get to Goal Hypertension Initiative is seeking to enroll 360 African-Americans within a hypertension program in which the participant will commit to receive hypertension screenings twice per month for four months consecutively between the months of January through June 2013.

Eligibility Requirements:

Ability to make a six month commitment to the Heart 360 Get to Goal Hypertension program and a desire to positively impact the overall quality of health within the community.

Responsibilities: Encourage and motivate 10 participants of a Get to goal club to join and complete the Heart 360 Get to Goal Hypertension program. Specific responsibilities include:

- Oversee a Get to Goal Club of at least 10 participants and create a schedule for their bi-monthly hypertension screening for Heart 360.
- Recognize the participants’ efforts for taking steps to manage their health factors through phone calls, e-mails, positive affirmations, text messages, and/or small incentives.
- Encourage and assist all participants to input hypertension screening results via www.heart360.org no later than the day after the hypertension screening is conducted.
- Commit to bi-monthly reminders of upcoming hypertension screenings and other preventative measures that would assist with lowering the risk of heart disease and stroke.
- Participate in a Heart 360 Get to Goal training which will provide in-depth information about the overall program.
- Participate in all conference calls utilized to track and evaluate the progress of the Heart 360 Get to Goal program.
- Maintain good relationships with AHA staff and others involved within the program.
- Assist AHA staff with data collection and evaluation as needed.
- Collaborate with the American Heart Association to create a plan to sustain the Heart 360 Get to Goal Hypertension Initiative beyond June 2013.

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Heart 360 Measures of Success:

The Heart 360 – Get to Goal program will be measured based upon: 1) 360 Participants enrolling into a 4 to 6 month program in which each will received two (2) hypertension screenings per month for four (4) months consecutively, 2) Participants engagement within physical and nutritional activities to lower risks of heart disease and stroke, Participate’s increasing knowledge of signs and symptoms of heart disease and stroke, preventative measures to lower risks of heart disease and stroke, 4) Participant’s satisfaction of the Heart 360 program via both entry and exit interview evaluations, 5) Porportion of enrolless with controlled blood pressure (<140/90), and 6) Average change in systolic and diastolic blood pressure.

Benefits:

The Heart 360 initiative will benefit the target population by enhancing linkages between communities, service organizations, academic institutions, and health care facilities. These linkages will:

- Establish a network of health partners linking providers to organizations that have high and sustained access to populations at higher risk of hypertension such as churches, social organizations, schools.
- Reduce barriers to access clinical and other preventive services by identifying perceived and actual barriers and coordinating multi-prong response to those community identified barriers.
- Positively impact individual health Improvement measures such as change in weight, BMI, hypertension, increase in physical activity and improved nutrition habits, and increase in confidence and capacity to maintain or improve health.
- Positively impact community improvement measures such as: change in practices to coordinate referrals across sectors, change in environment to support wellness, prevent and reduce obesity and hypertension; and level of sustained community involvement in community planning efforts.

Monthly Reports:

All partnering organizations will receive a monthly report providing updates & information about the current status of the hypertension program, the number of participants screened, and the percentage changes in hypertension levels if applicable.