



**PCNA**

Preventive Cardiovascular  
Nurses Association

# **PCNA: Initiatives to Support Hypertension Management**



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# MAKING AN IMPACT

## About PCNA

PCNA is the leading nursing organization dedicated to preventing cardiovascular disease through assessing risk, facilitating lifestyle changes, and guiding individuals to achieve treatment goals.



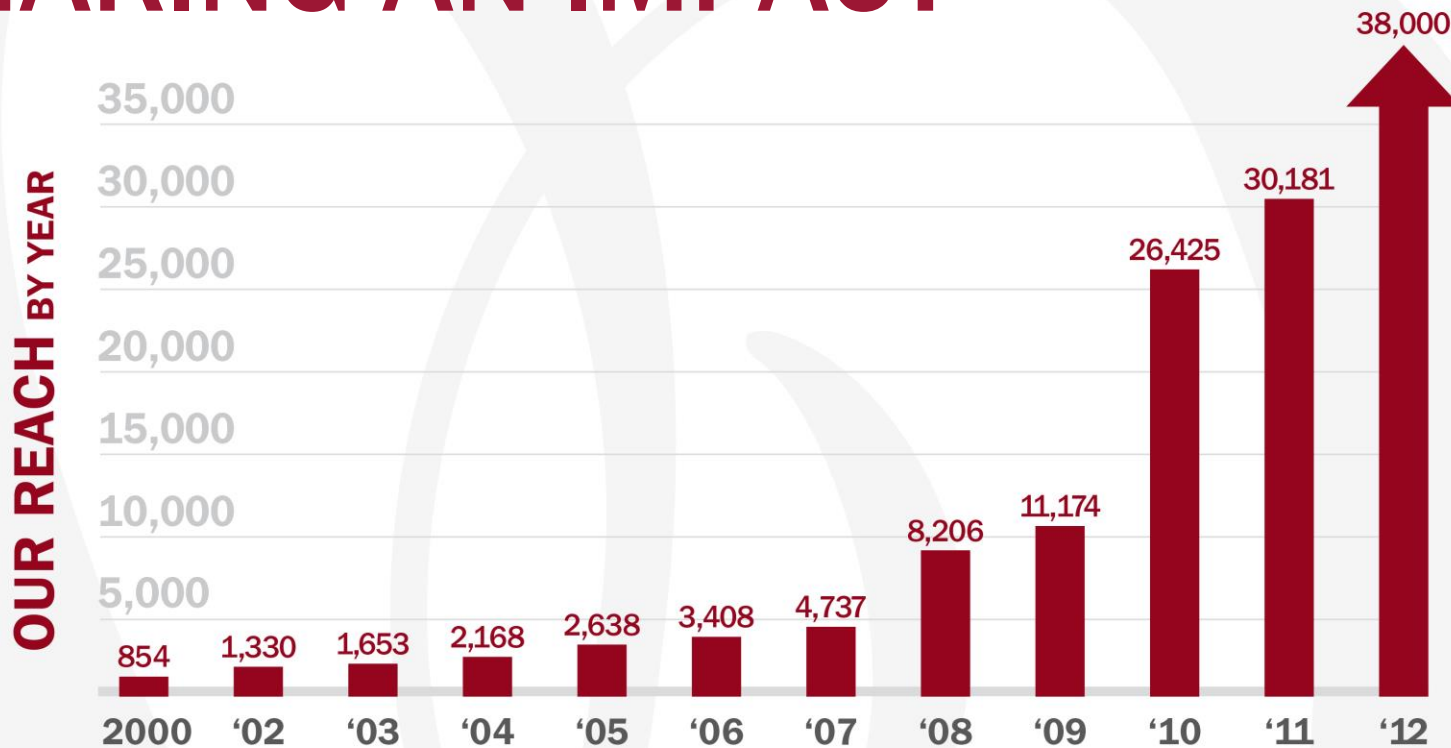
# MAKING AN IMPACT

## Our Mission

The current state of health care demands that nurses and advanced practice nurses play a leading role in identifying and implementing cardiovascular risk reduction strategies. PCNA is committed to the continued education and support of nurses so they may successfully rise to this challenge.



# MAKING AN IMPACT



PCNA represents more than 35,000 health care professionals, mostly nurses and advanced practice nurses, who continue to have a significant impact on cardiovascular health worldwide.



# EDUCATING PATIENTS

## HELPING PATIENTS HELP THEMSELVES

**61%** of PCNA Members are using PCNA-developed patient tools with their patients at least once per week

**42%** of PCNA Members use PCNA patient tools at least once per day

**95%** of Members who used the PCNA cholesterol booklet said they have seen patients better understand how high cholesterol may cause heart attack or stroke



# EDUCATING PATIENTS



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## What You Need to Know

# High Blood Pressure

You have the power to lower your blood pressure and live a healthy, full life. High blood pressure, also called hypertension, raises your risk for heart disease, stroke, kidney disease, and damage to your eyes. This worksheet will give you tips on how to eat less salt, check your blood pressure at home, and learn about your medicines.

## Know your blood pressure numbers

### What do these numbers mean?

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#### Systolic (upper):

This is the amount of pressure it takes for the heart to squeeze blood to the body.

#### Diastolic (lower):

This is the amount of pressure when the heart is relaxed and filling with blood.

Normal blood pressure	Less than 120 and less than 80
At risk for high blood pressure	120-139 and 80-89
High blood pressure	140 or higher or 90 or higher

Write your recent numbers here: \_\_\_\_ / \_\_\_\_

## Eat less salt

Eating less salt can help lower your blood pressure. Salt is also called sodium on food labels. Try to eat less than 1500mg of sodium a day. 1 teaspoon of salt has 2300mg of sodium. Don't add salt to food while cooking or eating.

### How to read a food label:

1. Look at the serving size and servings per container. This can has 2 servings.
2. Look at the mg of sodium. In this can, a 1 cup serving has 400mg of sodium. This whole can has 800mg of sodium.

Nutrition Facts	
Serving Size 1 cup (246g)	Servings Per Container 2
Amount Per Serving	
Calories 90	
Total Fat 2g	
Saturated Fat 0.5g	
Cholesterol 25mg	
Sodium 400mg	
Total Carbohydrate 11g	
Dietary Fiber 1g	

### ✓ Check off the things you will do:

- ☐ Eat more fresh fruits and vegetables.
- ☐ Cook with fresh herbs and spices or use vinegars and lemon juice for flavor.
- ☐ Rinse canned foods like vegetables, beans, and tuna with water to remove salty liquid.
- ☐ For salads, choose oil and vinegar. When eating out, ask for dressing on the side.
- ☐ When shopping, choose reduced sodium, low sodium, light sodium, or sodium free foods.

### Foods to avoid:

- Fast food like pizza, tacos, burritos, cheeseburgers, fries, and fried chicken
- Ham, bacon, corned beef, hot dogs, sausage, salt pork, packaged meats, and cheese
- Salty foods in cans and jars like pickles, sauces, dips, salad dressings, soups, and broths
- Packaged foods like salty snacks and chips, mixes for sauces, rice and noodle meals
- Frozen meals and foods that contain soy sauce or are marinated, smoked, or cooked in broth

## Lo que necesita saber sobre la

# Presión Arterial Alta

Usted puede bajar su presión arterial y vivir una vida sana y plena. La alta presión arterial, o hipertensión, aumenta el riesgo a sufrir enfermedades del corazón, del riñón, embolias o provocar daño a sus ojos. Este folleto le dará ideas de cómo tomar menos sal, chequear su presión en casa, y aprender sobre sus medicamentos.

## Comprenda los números de presión arterial

### ¿Qué significan estos números?

157 / 98

#### Sistólica (superior):

Es la cantidad de presión que necesita su corazón para bombear la sangre por todo el cuerpo.

#### Diastólica (inferior):

Es la cantidad de presión cuando el corazón se relaja y se llena de sangre.

Presión arterial normal	Menos de 120 y menos de 80
En peligro de presión arterial alta	120-139 y 80-89
Presión arterial alta / hipertensión	140 o superior y 90 o superior

Escriba aquí sus números más recientes: \_\_\_\_ / \_\_\_\_

## Menos sal

Menos sal ayuda a bajar la tensión. La sal también se llama sodio en las etiquetas nutricionales. Intente consumir menos de 1500mg de sodio al día. 1 cucharadita de sal tiene 2300mg de sodio. No añada sal a la comida cuando cocine o coma.

### ¿Cómo leer una etiqueta nutricional?

1. Mire el tamaño por ración y las raciones por envase. Esta lata tiene 2 porciones.
2. Mire los mg de sodio. En esta lata, una taza tiene 400mg de sodio. El contenido total de la lata es de 800mg de sodio.

Datos de Nutrición	
Tamaño por Ración 1 taza (246g)	Raciones por Envase 2
Calorías 90	
Grasa Total 2g	
Grasa Saturada 0.5g	
Coolesterol 25mg	
Sodio 400mg	
Carbohidrato Total 11g	
Fibra Dietética 1g	

### ✓ Marque lo que usted va a hacer:

- ☐ Comer más fruta y verduras frescas.
- ☐ Cocinar con hierbas y especias frescas o usar vinegars y jugo de limón para dar sabor.
- ☐ Lavar los alimentos enlatados, como verduras, frijoles y atún, para eliminar la sal.
- ☐ Usar aceite y vinagre para ensaladas. Cuando coma fuera, pida que le sirvan el aderezo aparte.
- ☐ Cuando compre, elija alimentos con sodio reducido, bajos en sodio, o libres de sodio.

### Alimentos a evitar:

- Comida rápida como pizza, tacos, burritos, hamburguesas con queso, papas fritas y pollo frito
- Jamón, tocino, carne curada, perros calientes, salchichas, puerco salado, carnes envasadas y queso
- Alimentos salados en latas o frascos como pepinillos, salsas, aderezos, sopas y caldos
- Alimentos envasados como aperitivos y chips salados, mezclas para salsas, comidas preparadas con arroz o fideos
- Congelados y alimentos que contengan soja o que estén marinados, ahumados o cocinados en caldo



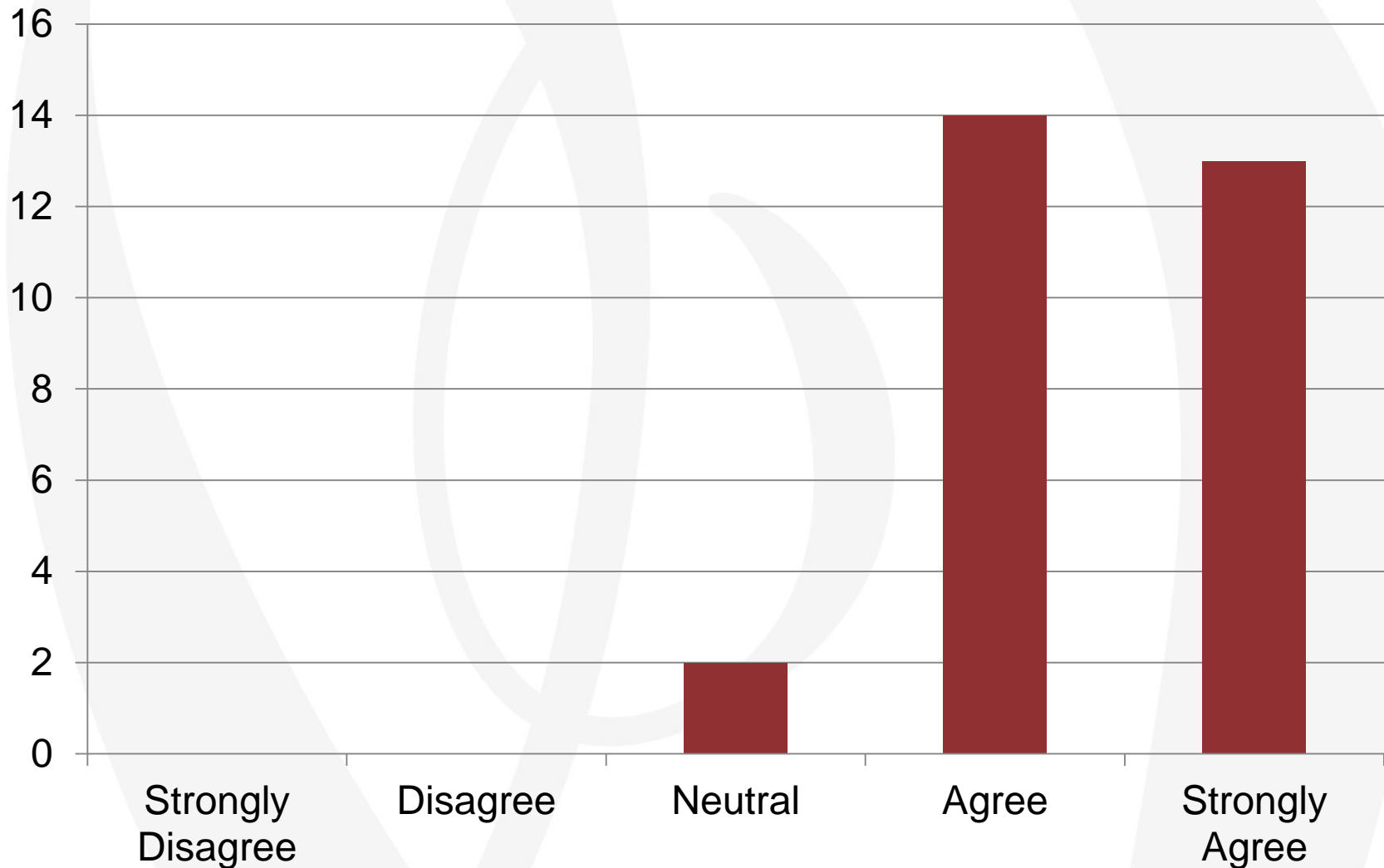
# PCNA Partners with Million Hearts™

Distributed booklet to 40 member providers for evaluation pilot study

- Received full metrics from 30 participants
  - 27 agreed or strongly agreed that they found the tool helpful for engaging their patients in a more active partnership for controlling blood pressure

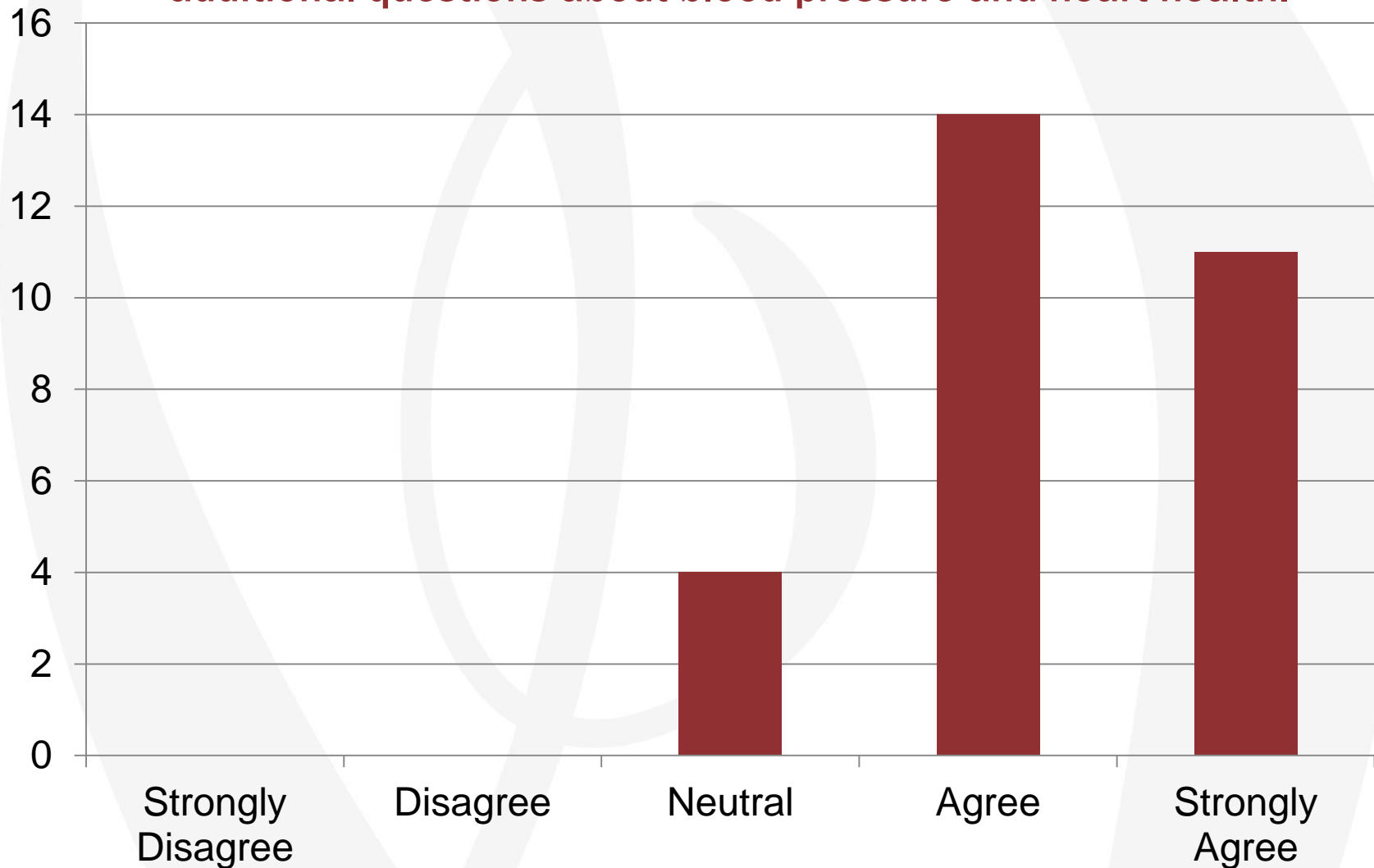


**The interactive features of the brochure helped to engage my patients in a more active partnership with me in managing their blood pressure.**

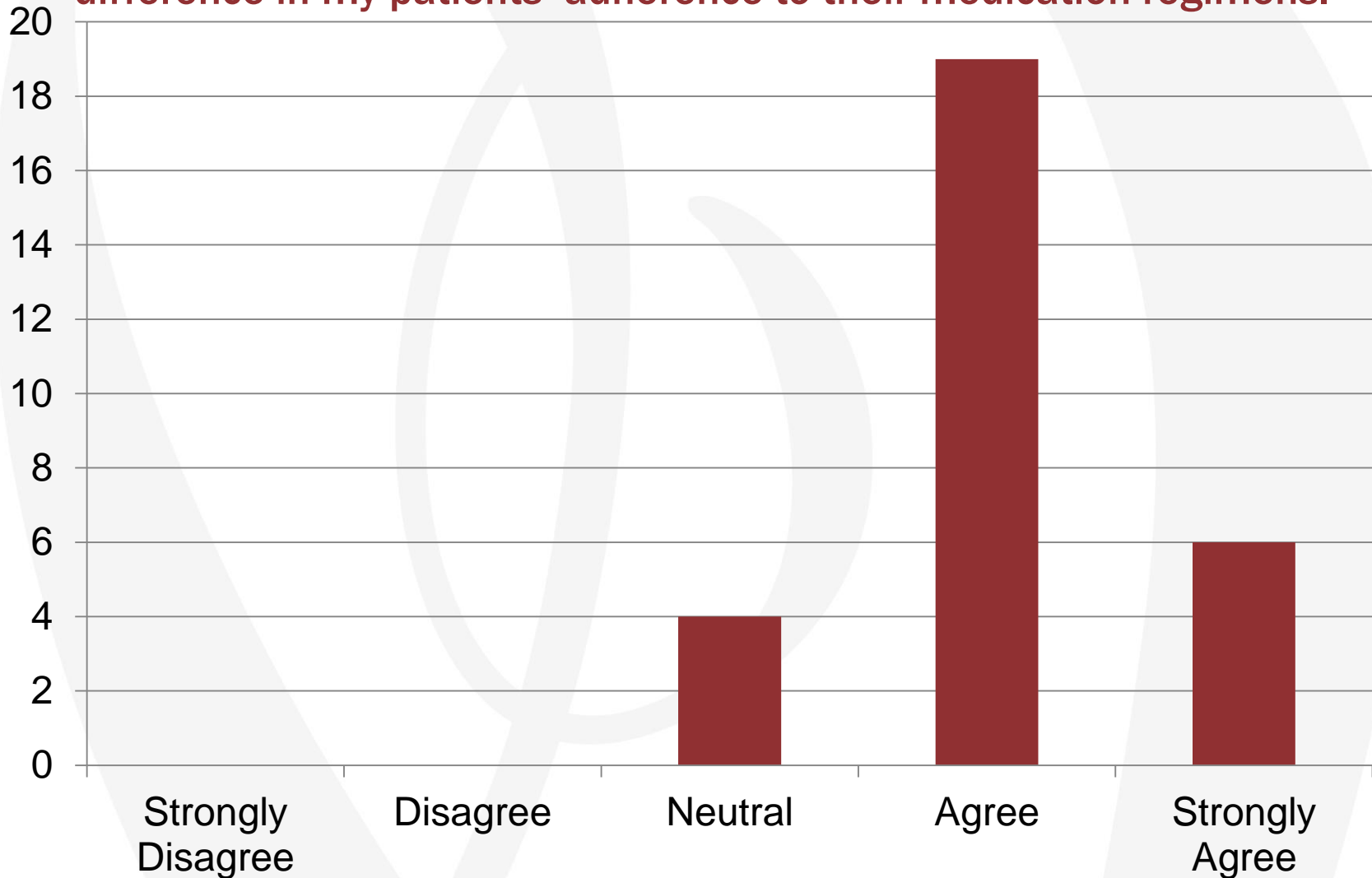




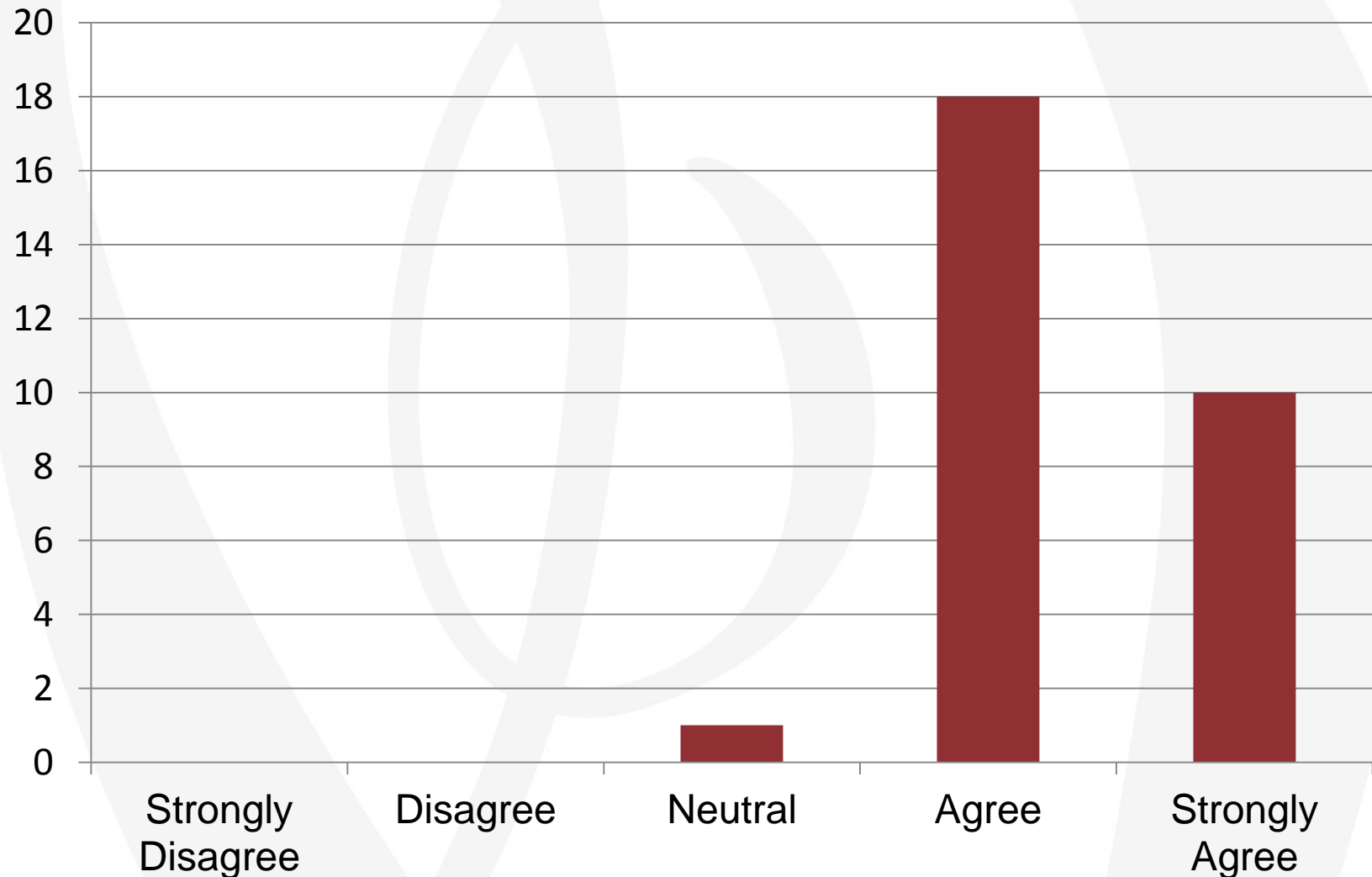
**Use of the revised brochure has prompted my patients to ask additional questions about blood pressure and heart health.**



**The information about blood pressure lowering medicines has made a difference in my patients' adherence to their medication regimens.**



**The information about the role of physical activity, heart-healthy eating, sodium restriction and moderation in alcohol intake helped move my patients along the continuum to making and/or maintaining appropriate changes in lifestyle habits.**



# Feedback from Pilot Participants

*“Many of the clients that we work with are low income or in shelters. Most cannot afford to purchase a blood pressure monitoring device. These clients come to community blood pressure clinics for follow-up, education, and monitoring. Clients **enjoyed the interactive quiz sections.** The section on blood pressure medications was helpful to many of the clients. One nurse stated, ‘I have been working in this area for 12 years and fell this is the **best tool I have used**’”*



# Feedback from Pilot Participants

*"I am very impressed with this particular teaching tool regarding home BP management and getting to goal. The idea to incorporate the **"tape measure" in the booklet was the best innovation** I've ever seen! I use it all the time and will be requesting more booklets. Thank for offering this valuable tool. I have been encouraging all my HTN patients to monitor BP at home because it **encourages patient participation in their own health** care and welfare. This booklet is really the finest I have ever worked with. The **patients do not find it over-bearing.**"*

# Feedback from Pilot Participants

*“The educational info in the brochure is great. It is very **thorough but also easy for the patients to understand.** Every educational material I have used from PCNA is excellent, and I **appreciate the fact that the materials are free of charge, especially since our hospital's budget has decreased significantly** for educational materials for patients.”*

# PCNA Partners with Million Hearts™

In response to the Vital Signs report, “Getting Blood Pressure Under Control,” the Preventive Cardiovascular Nurses Association (PCNA) released a newly updated “How Do You Measure Up?”

- Featured in the Million Hearts 2012 Annual Report

## PCNA Partners with Million Hearts® to Help Control Blood Pressure

In response to the CDC Vital Signs report, “Getting Blood Pressure Under Control,” the Preventive Cardiovascular Nurses Association (PCNA) has released a newly updated “How Do You Measure Up?” interactive and educational booklet. The 14-page document is designed to help patients understand their blood pressure numbers and how they can work with their health care team to achieve optimal blood pressure. The new version also includes a tear-out measuring tool to determine blood pressure cuff size.



**2012**

Building strong partnerships for progress






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*Requirements*  
*for Patient Education Material:*  
**Assuring Engagement  
& Readability**  
*Revised 1.17.12*



### A. What Should Be Included



The purpose, intended audience, and overall intent of the material should be reflected in the title and introduction. The content should be driven by what the reader needs and wants to know and should help clarify areas that may be difficult to understand, or easily misunderstood. The content must reflect an awareness of cultural diversity in the intended audience. New concepts and key points should be repeated and summarized. The content




must reflect the most recent evidence-based guidelines of national professional societies. PCNA developed materials will be revised or sunsetted promptly should new evidence-based guidelines reflect a significantly divergent update in key information. Because too much information can overwhelm readers, in general, key concepts should be limited to 4-5 at most. Three is optimal.

#### What is Familial Hypercholesterolemia?

- FH is a hereditary high blood cholesterol problem. If a parent has the FH gene, there is a 1 in 2 chance that their child will have FH.
- When a person has FH, the liver cannot clear cholesterol out of the body in the usual way. People with FH have extremely high blood cholesterol levels even when they are infants or children.
- High blood cholesterol levels can lead to clogged arteries. Clogged arteries can cause a heart attack, a stroke, or other circulation problems. This can happen at a young age in people who have FH.
- There are many people with high blood cholesterol levels. Only about 1 in 500 people has FH. People with FH have extremely high blood cholesterol levels.

### C. The Writing Style and Approach to the Reader (Continued)



The tone of the message should convey warmth and support; this is particularly important when encouraging the reader to take action or make a change in his/her health behavior. Small, practical steps should be suggested. Strategies to engage the reader include brief quizzes, stories, quotations, or blank spaces which the reader is encouraged to complete. Instructions/calls to action should be realistic and specific.

Try to incorporate analogies that will be meaningful to the reader, such as “a 4 ounce serving of meat would be the size of a deck of playing cards.” Avoid the use of statistical references in favor of terms like “many” or “half.” If needed for emphasis, add the statistics in parentheses, such as “Very few (25%) heart attack patients are referred to cardiac rehab.”

If content refers to health risks or information that may be alarming, information/instructions on what to do to reduce risk or treat the condition should be provided. Readers relate best when examples are real and relevant to them. The material should provide credible references and sources for additional information.

#### Quiz

Please circle Yes or No in the right column.

- |          |   |           |
|----------|---|-----------|
| <b>1</b> | Will salt cause your blood pressure to go up?                           | Yes OR No |
| <b>2</b> | Is eating fruits and vegetables every day good for your blood pressure? | Yes OR No |
| <b>3</b> | Will losing weight lower your blood pressure?                           | Yes OR No |
| <b>4</b> | If you eat less calories, will you lose weight?                         | Yes OR No |

Quiz Answers: 1.Yes, 2.Yes, 3.Yes, 4.Yes



## HEART HEALTHY TOOLBOX

[HOME](#) | [CLINICAL TOOLS](#) | [TOOLS FOR HEALTHCARE PROVIDERS](#) | [HEART HEALTHY TOOLBOX](#)



# Resource Center

FOR HEALTH CARE PROFESSIONALS & THEIR PATIENTS



### PROFESSIONAL RESOURCES



### HEALTHY EATING RESOURCES



### TOTAL HEALTH RESOURCES



### EXERCISE & PHYSICAL ACTIVITY RESOURCES



#### Tools for Healthcare Providers

- [Pocket Guide](#)
- [Laminated Cards](#)
- [Downloadable Online Forms](#)
- [Heart Healthy Toolbox](#)

#### Education for your Patients

- [Blood Pressure](#)
- [Cholesterol](#)
- [Triglycerides and HDL](#)
- [Get Tough on Angina](#)
- [Atrial Fibrillation](#)
- [Antiplatelet Therapy](#)
- [Familial Hypercholesterolemia](#)
- [Geriatric Nursing](#)



- **Anticipate challenges**
- **Plan strategies to navigate barriers**



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**A Heart Healthy  
TOOLBOX**

LIFESTYLE CHANGE TOOLS FOR  
HEALTH CARE PROFESSIONALS & THEIR PATIENTS





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- Abundant white space
- Pictures used to reinforce info

## Sodium Content in Foods



### Where's the Salt – Really?

#### Sources of salt in our grocery bag

- 35%** come from grains and grain products like breads, cereals and pastries
- 26%** come from meat and meat products which often have sodium added for flavoring
- 8%** come from milk and milk products like milk, cottage cheese, and cheeses

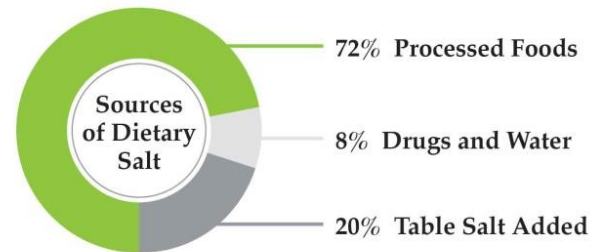


#### Top 10 foods the salt in our diets come from

- |                                |                                 |
|--------------------------------|---------------------------------|
| <b>1</b> Breads and rolls      | <b>6</b> Sandwiches             |
| <b>2</b> Cold cuts/cured meats | <b>7</b> Cheese                 |
| <b>3</b> Pizza                 | <b>8</b> Pasta mixed dishes     |
| <b>4</b> Poultry               | <b>9</b> Meat mixed dishes      |
| <b>5</b> Soups                 | <b>10</b> Savory (salty) snacks |

For each of these foods,  
you can find products that  
are lower in sodium than  
others. Reading the label and  
making a low sodium choice  
can make a big difference!

*Top Ten List: CDC Vital Signs February 2012*



Almost all of us eat too much salt. The chemical name for salt is sodium chloride. Too much sodium can increase your risk for high blood pressure. High blood pressure has been called the “silent killer” because there are often no symptoms. So, the only way to know if you have it is to get your blood pressure checked.

Where does sodium come from? Most of the sodium we eat comes from processed foods and foods prepared in restaurants. Only about 20% of our sodium comes from the salt shaker. The majority comes from processed foods and the remainder from drugs like antacids and water from water softeners using salt.



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Healthy Eating Resources: Sodium Content in Foods

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- **Practical examples**

Portion Control



## Size Matters

How do you control your eating when you live in a supersized world?

One way is to use simple things that you know as references for the right portion sizes.



- Deck of Cards = 3 oz Cooked Meat



- A Fist = 1 cup
- Half a fist = ½ cup

Use for rice, potatoes, grains, cereal, side dishes



- A Thumb = 1 Tablespoon

Use for salad dressings, sour cream, whipped cream, gravy, mayonnaise

- ½ a thumb = 1½ teaspoon

Use for margarine, butter



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- Warm,  
encouraging tone

## Starting a Physical Activity Program



# That First Step

## Getting Started

- Your nurse or doctor can help you find out whether or not you need to do a stress test before you start being more active. This is very important if you have not been active for some time or if you have health problems.
- Pick an activity that you like to do. Be realistic given where you live and what your body can do! Try to choose more than one activity to prevent boredom and to have a plan for bad weather days.
- Examples of activities that may help your heart health include: walking, jogging, swimming, bicycling, rowing, tennis, and dancing.
- Find a friend who likes to do the same activity that you do! This will help you stay on track with your activity program.
- Stretch only after you are warmed up (unless your doctor or nurse says you should stretch before due to a previous injury or chronic condition). Stretching cold muscles could injure them.
- Start slowly and increase your time to your daily/weekly goal.
- Start with 10 minutes a day of light to moderate activities. Try to add 3-5 minutes to your daily exercise each week. Continue to add time this way until you are able to exercise for 30 minutes. At 30 minutes, you may also wish to increase how hard you are working (known as exercise intensity).

### Kinds of exercise I can do and would like to do:

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### How much physical activity should I get?

Ask your nurse or doctor how much is right for you, especially if you have heart disease or other health concerns. The goal for most adults is 30 minutes of moderate physical activity on most days of the week.

You may also choose to count steps per day using a pedometer to monitor your progress. A good way to start with a pedometer is to wear it every day for a week so you can get an idea about the average number of steps you are now taking every day. Then you can make a plan to increase this a little every week. So if you find out that you are taking about 3,000 steps a day, set a goal of 3,500 steps a day for the first week. Aim for 4,000 steps a day the next week. You will soon be up to 10,000 steps, or about 5 miles!

My activity goal is \_\_\_\_\_ minutes per day \_\_\_\_\_ days of the week.



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Exercise & Physical Activity Resources: Starting a Physical Activity Program

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TOOLBOX**

LIFESTYLE CHANGE TOOLS FOR  
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- PCNA is committed to working with like-minded organizations to encourage implementation of evidence-based strategies targeting cardiovascular risk reduction
- We look forward to continuing our work together to educate clinicians and patients in a multi-pronged approach to improving management of hypertension
- Please visit <http://pcna.net/>