

National Day of Action: Roll Up Your Sleeves!

Participant Guide



**Measure Up
Pressure Down®**

Thursday, May 5, 2016

**Hosted by AMGA Foundation's
Measure Up/Pressure Down® Campaign**

National Day of Action Overview



The Measure Up/Pressure Down® *National Day of Action: Roll Up Your Sleeves!* event is celebrated each May during National High Blood Pressure Education Month. On this one day – Thursday, May 5, 2016 – we ask Measure Up/Pressure Down® supporters and other organizations to roll up their sleeves and take an “action” to increase awareness, detection, or control of high blood pressure in their community. These actions can take different forms, based on your audience, capabilities, and resources. Sample action ideas taken by organizations in past years begin on page 5.

Our Theme

The “Roll Up Your Sleeves!” theme encourages:

- Medical groups, health systems, and other organizations – from community organizations to corporate offices and employers – to roll up their sleeves and emphasize the importance of blood pressure management
- Patients to literally roll up their sleeves and have their blood pressure measured and take steps to control the disease

Past Impact

With your involvement, our National Day of Action can continue to engage millions of patients and providers across the country about blood pressure management. In its first two years, 210 participants have taken “actions” that reached 141.7 million Americans.

Benefits of Participation

By participating in this year’s National Day of Action, you can not only help us set a new record for number of participants and reach, but also benefit from:

- **Visibility:** Receive national recognition through our campaign website, social media, press release, media outreach, and impact report. We’ll also help your team with local media outreach to earn kudos among your patients and community members.
- **Teamwork:** Leverage this day to rally your care teams and staff around blood pressure control and a common goal.
- **Community Engagement:** Offer your services to local community members and advance your reputation in the area.

Keep reading for action ideas, how to report your plans and results, and resources to support your National Day of Action efforts on May 5.

About Us



About Measure Up/Pressure Down®

AMGA Foundation, the nonprofit arm of the AMGA, launched Measure Up/Pressure Down® – a three-year national campaign to improve care and reduce the burden of high blood pressure – on November 29, 2012. The goal of the three-year campaign is to have 80 percent of high blood pressure patients in control of their condition. To date, the campaign has improved hypertension detection and control for over half a million patients. Though Measure Up/Pressure Down® officially concluded on December 31, 2015, certain activities such as the National Day of Action will continue in 2016.

Measure Up/Pressure Down® includes nearly 150 medical groups and health systems such as Mayo Clinic, Cleveland Clinic, Kaiser Permanente, and Geisinger Health System. The campaign also brings together national partners and sponsor organizations to work collectively to provide patients and communities information and tools that facilitate lifestyle changes, medication adherence, and other keys to successful blood pressure control. For more information about the campaign, visit www.MeasureUpPressureDown.com.

About AMGA Foundation

AMGA Foundation is AMGA's nonprofit arm that enables medical groups and other organized systems of care to consistently improve health and health care. AMGA Foundation serves as a catalyst, connector and collaborator for translating the evidence of what works best in improving health and health care in everyday practice. To learn more, visit www.amga.org/foundation

National Day of Action Checklist



Participation in the National Day of Action takes four easy steps. Follow this simple checklist:

- 1. Select an “action” for May 5.** Collaborate with other team members and departments – such as Marketing, Health Education, or Community Outreach – to determine what “action(s)” your organization will take for the National Day of Action. Have no fear – you don’t need to start from scratch. Flip to page 5 for a list of action ideas from past years.
- 2. Share your National Day of Action plans with us by May 1.** Your commitment to blood pressure awareness, detection, and control deserves to be recognized! By sharing your plans with us, we will publicize your participation and increase your visibility. Simply fill out the four-question form available at: <http://www.MeasureUpPressureDown.com/NDA2016>. Share this information by April 15 and you can win big – see below!
- 3. Take your “action” on May 5.** Remember, your “action” has the potential to help those in your community and across the nation with (or at-risk of) high blood pressure.
- 4. Send us your results by June 1.** By sharing the results of your action, we can measure our total impact (we set a record of 84.3 million Americans reached during last year’s event!) and recognize your organization in media, social media, and more. We welcome photos, links, and other evidence of your “action” along with estimates of the number of people reached. If you’re not sure how to count this, our team is here to help and can provide guidance! We will send an email on May 6 with information on how to submit your results.

GIVEAWAY!

If your organization submits its “action” plans using the above form by Friday, April 15, 2016, you will be entered to win promotional items from Measure Up/Pressure Down® to use in your National Day of Action efforts!

Featured “Action” Ideas



Not sure where to start or what to do? New this year, we've highlighted three activities led by AMGA Foundation and Measure Up/Pressure Down[®] that you can easily adopt as your “action” on May 5:

- 1. Participate in our Twitter chat on May 5 at 1-2 p.m. Eastern.** We're hosting a Twitter chat (#HBPchat) alongside campaign partner Million Hearts[®] on Thursday, May 5 from 1-2 p.m. Eastern. To join, please see page 10 of this document for more information – including our handles, Twitter chat hashtag, and images to promote your participation.
- 2. Play our “Choose Your Path” video for patients.** Measure Up/Pressure Down[®] developed a patient education video that can be displayed at your organization. Viewers follow “Henry” as he learns how one person with high blood pressure can control their outcomes depending on their lifestyle choices. This four-minute, animated video is designed to educate and empower those with or at risk of high blood pressure. Play this video on waiting room or lobby televisions, share on social media, or post to your website as your “action” on May 5. To obtain video files and embed codes, please refer to page 10 of this document.
- 3. Display our hypertension tip sheets.** To accompany our hallmark patient education material, *Circulation Nation: Your Roadmap to Managing High Blood Pressure*, Measure Up/Pressure Down[®] created a series of 10 tip sheets – each focused on a specific high blood pressure risk factor. Disseminate tip sheets to your providers and patients or print and display as posters in exam rooms or waiting areas. Please refer to page 10 of this document for links.

“Action” Ideas



The following “action” ideas have been among the most popular by participating AMGA members, non-profit partners, sponsors, and other National Day of Action supporters over the past two years.

Also new this year, our “Spotlight on Success” vignettes below feature “actions” from past years – including how organizations implemented these “actions” and saw impact in their communities. You can also visit our [2014](#) and [2015](#) National Day of Action web pages to see what “actions” you and other organizations have taken on in the past.

- **Post content about high blood pressure and healthy living to your website, blog, or social media.** Spread the word to your digital followers about the dangers of uncontrolled high blood pressure, the importance of control, and tips for healthy living. Sample blog content, web badges and banners, and social media posts with accompanying shareable images are included on page 10. And, be sure to join our Twitter chat (#HBPchat) on May 5 at 1 p.m. Eastern!



Spotlight on Success: Summit Medical Group

Among many other “actions” in 2014 and 2015, we posted educational articles on our website focused on lowering blood pressure with diet and exercise, and high blood pressure’s role as the quiet contender for a patient’s health. These patient-centric articles continue to empower our patients with evidence-based information and have engaged several newly acquired practices and physicians into our quality improvement culture, as they have witnessed our commitment to improving blood pressure control rates and subsequent impact on patient care.

- **Offer free blood pressure screenings.** Nearly 20% of those with high blood pressure don’t even know they have it. On May 5, offer free blood pressure screenings in your clinic lobby for your patients, staff, and the general public. Or, partner with a large employer or office building in the area to offer screenings. Be sure to consider how you’ll refer those with high blood pressure readings – whether they’re your patients or not.

“Action” Ideas (continued)



Spotlight on Success: Quincy Medical Group



During last year’s National Day of Action, we provided free blood pressure screenings across the city, as well as for our own staff in employee lounges. This was a great opportunity to engage so many people in our community about the importance of blood pressure control and our ability to help them manage this disease.

- **Engage media around the National Day of Action.** Your commitment to blood pressure control and improvement can be a compelling angle for local news media, particularly during National High Blood Pressure Education Month and the National Day of Action. Work with your Marketing/Public Relations department to develop a press release and pitch to local media outlets for coverage. Consider offering interviews with your leadership or providing blood pressure screenings to anchors on-air. Page 10 provides a press release template to assist with media outreach. Our campaign staff, with a background in public relations, can also provide support for local media pitching.
- **Distribute fun promotional materials highlighting blood pressure.** From stress balls and stickers to pens and pins, nearly everyone appreciates fun promotional items. Consider ordering and distributing these to your staff, patients with appointments this day, or at free community screenings. Be sure to see page 4 on how you could win free Measure Up/Pressure Down® items in advance of May 5.



Spotlight on Success: Prevea Health

For our first National Day of Action, we provided “I Got My Arm Squeezed” temporary tattoos to staff that got their blood pressure checked. These were a huge success within the clinic. The tattoos engaged our staff and also prompted many questions from patients that allowed for education on the importance of regular blood pressure screening.



“Action” Ideas (continued)

- **Request an official proclamation from an elected official.**

Work with the governor or mayor’s office to issue a proclamation designating your organization’s participation in the Measure Up/Pressure Down® *National Day of Action: Roll Up Your Sleeves!* event. Visit your city or state’s website for more information about the process – some will even allow you to request the proclamation online.



Spotlight on Success: Premier Medical Associates, P.C.

Being recognized by Pennsylvania Governor Tom Corbett with a state-wide declaration was a historic occasion for our medical group, and would not have happened without the Measure Up/Pressure Down® National Day of Action. This declaration showcased our hypertension control efforts to the entire state – and continued to motivate our care teams and patients to manage the disease.

- **Present certificates of achievement to care teams, providers, and sites of care based on hypertension control rates.** Managing hypertension – whether you’re a patient or provider, care team or site of care – can be a challenge. What better way to recognize those who have met their goals than by presenting them with a certificate of achievement or similar award on May 5?
- **Post signage about blood pressure in relevant clinic areas.** The campaign’s [Provider Toolkit](#) offers signs, posters, and related resources for use by participating AMGA members and other supporters. Consider posting a sign about accurate blood pressure measurement techniques near the monitors or a poster with your clinic’s hypertension control goals in a staff room.
- **Host an educational brown bag lunch or training for staff.** Blood pressure is extremely important to your staff – not only do they work as a team to detect and control patients’ blood pressures, but many likely have the condition themselves. On this year’s National Day of Action, take time to educate and engage your employees and staff around this dangerous condition. If you’re providing lunch, be sure there are heart-healthy options! Our “It Takes a Team” video (see page 10 for more information) is a great resource that reminds all staff of the critical role everyone plays in blood pressure management.

“Action” Ideas (continued)



- **Create a competition among employees.** Who doesn't love to show off their smarts? For this year's National Day of Action, create a friendly competition among your employees by distributing a blood pressure IQ quiz and rewarding winners or hosting a heart-healthy potluck and awarding staff with the most popular dishes. Prizes offered by participants in past years have included gift cards, gym membership, fitness trackers, or other electronics.

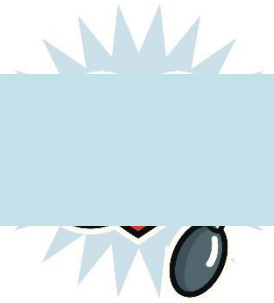


Spotlight on Success: Baptist Medical Group

In Memphis and beyond, we used the National Day of Action in 2014 and 2015 to focus on employee engagement. A friendly competition challenged all employees to get their blood pressure checked and rewarded the clinic with the highest participation rates. It was a great opportunity to remind employees to know their own numbers and take steps to manage high blood pressure.

- **Implement a new campaign plank.** For AMGA members participating in Measure Up/Pressure Down[®], you committed to implementing one of eight evidence-based care processes (“campaign planks”). If you're looking to further advance your blood pressure control efforts, consider implementing a new [campaign plank](#) for this year's National Day of Action and moving forward.
- **Join the Diabetes: Together 2 Goal[®] campaign.** Two-thirds of those with diabetes report having hypertension or taking prescription medications to lower their blood pressure. Take your commitment to the next step and join 125 AMGA peers in the Diabetes: Together 2 Goal[®] campaign. This campaign aims to collectively improve care for 1 million people with Type 2 diabetes – which includes hypertension detection and control along with other measures. To join, contact together2goal@amga.org or click [here](#).

Sample Materials for Your Use



To support your National Day of Action efforts, Measure Up/Pressure Down[®] developed a myriad of sample materials for your use. The following materials are available at <http://www.MeasureUpPressureDown.com/NDA2016>.

- Twitter Chat Promotion and Posts
- “Choose Your Path” Patient Video
- “It Takes a Team” Care Team Video
- Hypertension Tip Sheets
- Web Badges and Banners
- Social Media Posts
- Website Content & Blog Posts
- Press Release Template
- Proclamation Request Template
- Certificate of Achievement Template

Contact Information



For questions about National High Blood Pressure Education Month or the Measure Up/Pressure Down® *National Day of Action: Roll Up Your Sleeves!* event, please contact:

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