

The High Blood Pressure Collaborative

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The High Blood Pressure Collaborative is a partnership between Rochester Business Alliance and Finger Lakes Health Systems Agency.



**HIGH
BLOOD
PRESSURE
COLLABORATIVE**

Reducing stroke, heart attack
and kidney failure through
high blood pressure control



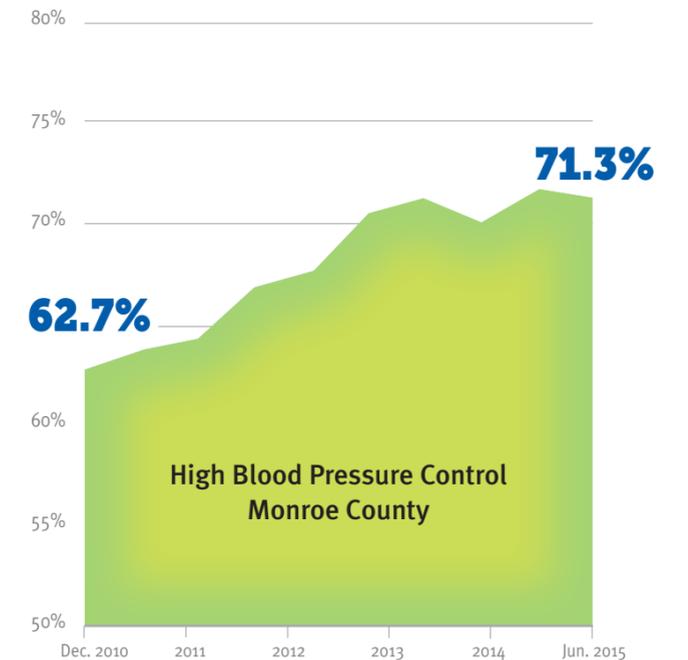
1 in 3 
ADULTS

in Greater Rochester have high blood pressure, a leading contributor to stroke, heart attack and kidney failure. But the chronic illness is relatively easy to treat, and the benefits are huge.

To manage hypertension, in 2010 our community launched the **HIGH BLOOD PRESSURE COLLABORATIVE**, a health campaign in medical practices, worksites, congregations and neighborhoods that engages more than 200 volunteers from over 70 organizations. Since then, hypertension control for adults in Monroe County has improved 13.7 percent — an increase of more than 8 percentage points over the five years of the initiative.

“The improvement that Monroe County was able to achieve in just five years is impressive and reflects a deep, community-wide commitment to health.”

—Dr. Janet Wright, executive director of Million Hearts, a health initiative of the Centers for Disease Control and Prevention, the nation’s leading public health institute



Source: FLHSA/RBA High Blood Pressure Registry. Control rates are calculated using the JNC7 Standards.

A Business-Led Health Campaign

The High Blood Pressure Collaborative is part of the broader work of Rochester Business Alliance's health care planning team. Each week for the past 10 years, the team has brought together health experts, business leaders and community partners to find effective ways of improving health in the region. The group's high blood pressure initiatives are managed through a partnership between Rochester Business Alliance and Finger Lakes Health Systems Agency.

The team's Leadership Roundtable includes the chief executive officers of the region's largest employers, hospitals and health insurance companies.

The Leadership Roundtable

Eastman Kodak
 Excellus Blue Cross Blue Shield
 Finger Lakes Health Systems Agency
 Jasco Tools
 LiDestri Food and Beverage
 MVP Health Care
 Paychex
 Rochester Business Alliance
 Rochester Institute of Technology
 Rochester Regional Health
 University of Rochester Medical Center
 Wegmans
 Xerox

CREATING A CULTURE OF HEALTH



In the doctor's office

The collaborative employs specially trained physicians, called Practice Improvement Consultants, to share with clinicians new evidence-based approaches for treating high blood pressure. For example, studies have shown that hypertension control improves when doctors schedule follow up visits every two weeks until blood pressure improves, instead of the more traditional approach of waiting months between appointments.

Building on the internationally successful community health worker model, the collaborative also supports Blood Pressure Advocates—health coaches who work one-on-one with patients through the University of Rochester's Center for Community Health.



In the workplace

The team employs a registered dietitian who has assisted with the development of healthy worksite programming at Nazareth College, Paychex, Bausch and Lomb and Trillium Health, among others. The campaign also offers the Worksite Wellness Checkup, a free online self-assessment that helps businesses identify inexpensive and effective ways to support employee wellness. The Checkup is available by creating an account at www.ihearteatwelllivewell.org/account.

In neighborhoods

More than 25 barbers and hair stylists have been trained to take blood pressures and to encourage clients to see their doctors if the readings are high. The collaborative has held community screenings and classes at the Buffalo Bills Training Camp, Imagine RIT, the Jewish Community Center, Clarissa Street Reunion and other events and venues. In partnership with New York Blood Pressure, Inc., the campaign has placed more than 100 blood pressure kiosks in Monroe County. View a Google map of locations here: <http://www.ihearteatwelllivewell.org/locations>.



In places of worship

The campaign supports a registered nurse to train laypeople to serve as health educators to their congregations and to organize conferences, like the Men's Health Conference above. In partnership with the Interdenominational Health Ministry Coalition, the team supports health ministries in more than 20 congregations.



// Collaboration is hard work and hard work every day. We are extremely grateful to our CEO group, RBA planning team and volunteers. There is nothing like this anywhere else in America."

—Paul Speranza, collaborative chair and vice chairman and secretary of Wegmans Food Markets, Inc.