The purpose of this program is to eliminate high blood pressure as a health disparity among Americans and help achieve the goal of improving cardiovascular health by 20%, while reducing cardiovascular mortality by 20% by 2020 (AHA 2020 Impact Goal).

The AHA/ASA launched the first phase of the HBP program in August 2012 with a focus on top 18 markets nationwide and expanded to over 170. From July 2017-June 2018, 1,300,000+ participants enrolled, with an average drop in overall BP of 7.7 mm Hg.

The Check. Change. Control. © Program is

- An evidence-based program, based on the success of the program over the past 5 years,
- Designed to establish community partnerships and meaningful volunteer roles, and is
- Focused on innovation using online trackers and sustainability.

There are 103.3 million Americans with hypertension.

- Nearly half of adult Americans have high blood pressure based on Hypertension Guideline released by AHA on 11/13/17.
- The prevalence of high blood pressure is expected to triple among men under age 45 and double among women under 45 according to the report.
- High blood pressure, or hypertension, is an independent risk factor for heart disease and stroke, but even a 5 mm Hg decrease in blood pressure can reduce mortality due to heart disease and stroke by 9% and 14% respectively (INTERSALT, Hypertension, 1991).
- Hypertension disproportionately affects the African-American community with over 59% of African-American males and 56% of African-American females affected by high blood pressure compared to a national rate of 46%.

To begin taking positive steps towards blood pressure control, sign up for the Check. Change. Control. Tracker at www.ccctracker.com/aha. Find the campaign code on the map for your state to create an account.