

HEALTHY HEARTS @WORK

a worksite initiative for blood pressure control



The Goal

A new initiative called *Healthy Hearts @ Work* (HH@W), now available to employers, aims to improve employee blood pressure control in the St. Louis area. The goals are to:

- Educate employees about high blood pressure,
- Identify cases of uncontrolled high blood pressure, and
- Encourage worksite policies supporting health and wellness.

Why Address Blood Pressure Control?

- Known as the “silent killer,” high blood pressure usually shows no symptoms.
- One in three individuals in America has high blood pressure, costing \$93.5 billion in health care services, medications, and missed days of work.
- High blood pressure damages vital organs and is a factor in 69% of heart attacks, 77% of strokes, and 74% of heart failure cases.

The Initiative

HH@W is a **free** program. It was developed by the St. Louis Area Business Health Coalition in collaboration with the Missouri Heart Disease and Stroke Prevention Program. Employers choose from a menu of participation options (see box); one or more can be selected. The options were developed with input from St. Louis company representatives.

Roles and Commitment

- Employers will be selected for this initiative based on willingness to implement one or more strategies to address blood pressure control and to evaluate program effectiveness.
- The HH@W project team will provide employers with **free** support, resources, and evaluations needed to implement the selected menu component(s).

The Impact- What Will Employers Gain?

- **Prevention:** Identification of uncontrolled blood pressure which could prevent stroke, heart attack, kidney failure, diabetes and missed days of work.
- **Free:** Materials (posters, flyers, emails, floor mats, etc.) for program implementation are provided at no cost. Blood pressure screening fees are subsidized for BHC members.
- **Choice:** There are 5 different options that can be customized to fit the needs of employer.
- **Support:** The HH@W project team will create a corporate culture of health and wellness.

Interested in Participating?

Contact Lauren Schulte at 314.721.7800 or lschulte@stlbhc.org.

Participation Options

1. Corporate Health Assessment

- Onsite assessment of worksite programs, policies, social supports, and environmental factors.
- Results include:
 - Written summary of findings and *Corporate Health Index* score for benchmarking,
 - Option for presentation of results to company leadership.
 - Low-cost recommendations for improvement.

2. CardioBenefits®

- Employee communication tool to link blood pressure control education and needs with health insurance benefits coverage.

3. Blood Pressure CheckUp

- Onsite blood pressure screenings provided by trained nursing staff.
- Thirty-day follow-up consultation for employees identified with elevated blood pressure levels, including coordination of health care access when necessary.

4. Campaign-in-a-Box

- One-week turn-key blood pressure control promotion campaign, including all employee communications and implementation materials.
- Campaign is designed to increase:
 - Awareness of blood pressure values,
 - Number of employees getting screened, and
 - Knowledge of recommended sodium consumption limits.

5. Environmental Factor Change

- Identification and implementation of changes to one or more environmental factors to encourage heart healthy habits.

