



American Heart Association®

Check. Change. Control.®

# Check It! New York

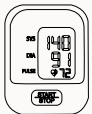
*Known as the silent killer, or hypertension, high blood pressure typically has no symptoms, but can lead to deadly health consequences such as heart attack, stroke and kidney failure.*

## Join the **Check It! Challenge** February 1, 2021 - May 31, 2021

Commit to **Check** your blood pressure at least twice a month,  
**Change** to healthier habits, and **Control** your blood pressure!

Through the **Check It! Challenge** the American Heart Association (AHA) and its allies in health are encouraging individuals, community organizations, and employers throughout the region to focus on improving blood pressure in the **Check It! Challenge**.

The **Check It! Challenge** is based on Check. Change. Control., an evidence-based hypertension management program empowering participants to take ownership of their health using blood pressure self-monitoring. The program incorporates the concepts of remote monitoring and online tracking as key features to hypertension management.



**FEBRUARY** - American Heart Month, National Wear Red Day  
Month 1 Health Topic: How to Manage Blood Pressure



**MARCH** - National Nutrition Month  
Month 2 Health Topic: Eat Smart & Add Color



**APRIL** - Move More Health  
Month 3 Health Topic: Physical Activity & Stress Reduction



**MAY** - American Stroke Month, National High Blood Pressure Education Month  
Month 4 Health Topic: Be Well & Know the Signs

#CheckIt and tell us what you are doing to lower your blood pressure!

f i t  
@AHANewYork



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# Participating in the Check It! Challenge

## Organization or Workplace

- a. Identify a **Check It! Champion** at your site, this person will be your site leader.
- b. Click on "Check It! Challenge" in the Events section of [www.heart.org/region](http://www.heart.org/region) (INSERT REGION - make editable) for a participation form. An AHA staff member will be in contact to select the blood pressure program that is right for your organization.

## Individuals

- a. Check your blood pressure at home using a validated device and/or make a plan with your medical care team to regularly check and record your blood pressure.
  - i. Individuals can visit [validatebp.org](http://validatebp.org) - the US Blood Pressure Validated Device Listing (VDL) - to check if a device is validated
  - ii. If using a public device, ensure [CDC guidelines](#) and cleaning protocols are being adhered to
- b. Record your blood pressures on the AHA Blood Pressure Tracking Log
- c. Commit to Check your blood pressure at least twice a month, Change to healthier habits, and Control your blood pressure

## Healthcare Providers & Clinics

- a. Enroll in Target: BP and apply for national recognition at [www.targetbp.org](http://www.targetbp.org)
  - i. Target: BP supports physicians and care teams by offering access to the latest research, tools, and resources to reach and sustain blood pressure goal rates.
  - ii. Participating sites may be eligible for national local recognition

## Are you up to the challenge?

Attend one of these one hour **Check It! Champion** training sessions to learn more:

- Tuesday, December 8th at 12:00 p.m.
- Thursday, December 10th at 8:00 a.m.
- Wednesday, January 6th at 8:00 a.m.
- Wednesday, January 13th at 5:00 p.m.

CONTACT: Lisa Neff, Community Impact Director, [lisa.neff@heart.org](mailto:lisa.neff@heart.org)

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