



Live Well
The Big Squeeze

TOOLKIT





THE BIG SQUEEZE

Section 1: Welcome

- a. Welcome letter
- b. Get your blood pressure under control, your life depends on it
- c. *Q and A*
- d. Previous year results
- e. Employers can help employees

Section 2: How To

- a. How-to guide
- b. *Train-the-Trainer* DVD
- c. Event tips for your company
- d. Corporate outreach email template
- e. Social media sample posts
- f. Full-page color poster
- g. Half-page color poster
- h. Full-page black and white poster
- i. Half-page black and white poster
- j. Paycheck stuffer
- k. Newsletter text
- l. Sign for bulletin boards

Section 3: Day-of-Event Documents

- a. *Are You At Risk?* flier
- b. *Complications of High Blood Pressure* flier
- c. *Blood Pressure Fact Sheet*
- d. *Know Your Numbers* flier
- e. *Take Action Against High Blood Pressure* flier
- f. Consent table tent
(in attached envelope)
- g. Consent for distribution
(in attached envelope)
- h. Surveys
(in attached envelope)
- i. Trackers
(in attached envelope)
- k. Yellow return envelope
(in attached envelope)
- l. T-shirts
(receive at *Train-the-Trainer*)

This publication was supported by the Cooperative Agreement Number 1U58DP003510-01 from the Centers for Disease Control and Prevention through the South Dakota Department of Health. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.



THE BIG SQUEEZE

Dear Partner,

The Big Squeeze includes public and private partners that share a common mission:

To imbed awareness and understanding of high blood pressure into the framework of the Sioux Falls community (individuals, employers, health care providers, and local government). The Big Squeeze is also looking to reduce the incidence of cardiovascular events caused by suboptimal identification or therapy, thereby reducing overall health care costs.

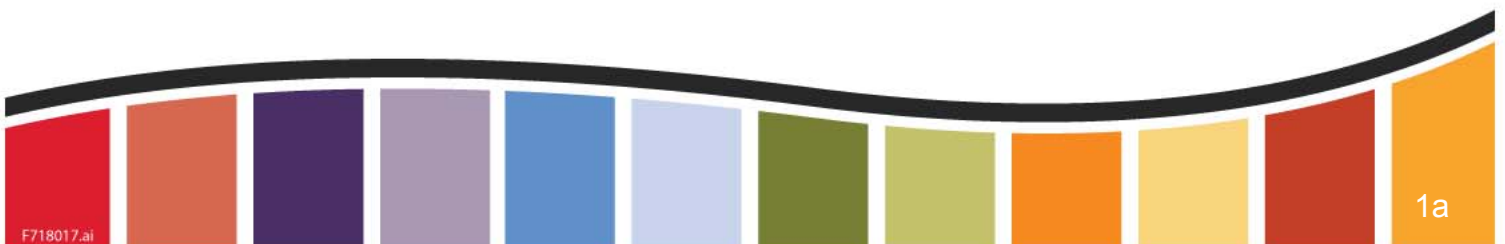
We achieve this goal by actively mobilizing participants to perform blood pressure screenings and educate citizens throughout the month of April. We call this "The Big Squeeze."

One in three Americans have high blood pressure, and only half of them have it under control. Join us in helping Americans to reduce high blood pressure and lead longer, healthier lives—especially in April.

The resources in this toolkit can help you to address high blood pressure within your business and/or in your community. They include messages for employers and health care professionals and tools to support local events. In addition, you can access other useful materials, including messages for other additional audiences, tools for media outreach, and fact sheets at millionhearts.hhs.gov.

Thank you for your commitment to The Big Squeeze. For additional information about this toolkit, log on to www.thebigsqueezesf.org or email jjjohnson@siouxfalls.org.

Sincerely,
Jen Johnson
City of Sioux Falls
Live Well Sioux Falls Project Lead



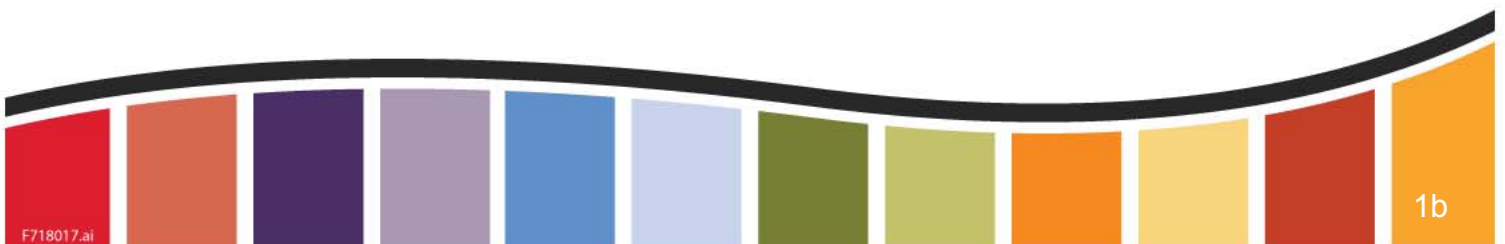


THE BIG SQUEEZE

Get your blood pressure under control. Your life depends on it.

If you have high blood pressure, you're at risk for heart attack and stroke. You can reduce your risks by knowing and controlling your blood pressure.

- ▶ Get your blood pressure checked and then monitor it regularly.
 - ▶ Eat a healthy diet, be physically active, don't smoke, and maintain a healthy weight. For more about what you can do to live a healthy lifestyle, visit www.livewellsiouxfalls.org.
 - ▶ Take your medications as prescribed to control your blood pressure and reduce your risk of heart attack and stroke.
 - ▶ If you have trouble with side effects, talk to your health care professional about other medications you can try.
- ▶ Take a moment to talk with a health care professional (a doctor, nurse, pharmacist, or community health worker) about your blood pressure. He or she can dispense advice, not just medicine.
 - ▶ **Get involved** and share your commitment to help prevent 1 million heart attacks and strokes in the next five years by taking the Million Hearts™ pledge: millionhearts.hhs.gov.





THE BIG SQUEEZE

Q & A about The Big Squeeze

Q. What is The Big Squeeze?

A. The Big Squeeze is a month-long project to encourage residents to check their blood pressure and to take action if they have high blood pressure.

Q. Who are The Big Squeeze partners?

A. Partners involved in The Big Squeeze include the American Heart Association, Avera Health, City of Sioux Falls, DAKOTACARE, Lewis Drug, local dental offices, Novartis, Sanford Health, Sioux Falls Fire Rescue, and Walgreens.

Q. Is high blood pressure a common problem?

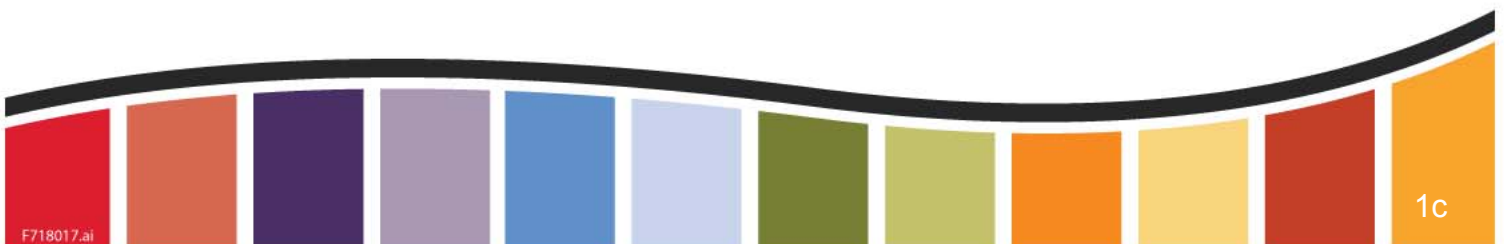
A. According to the American Heart Association, 76.4 million people in the United States currently are diagnosed with high blood pressure. That means one in three adults has high blood pressure.

Q. Why is high blood pressure such a health concern?

A. High blood pressure, also called hypertension, is often called “the silent killer” because high blood pressure often comes with no symptoms. It can increase an individual’s risk for heart attack, stroke, kidney disease, or other health complications.

Q. Who is at risk for high blood pressure?

A. Risk factors for high blood pressure include: family history, age 35 or older, tobacco use, alcohol use, physical inactivity, being overweight, and poor diet (especially having too much salt). Some population groups, including pregnant women and African Americans, are also at higher risk for high blood pressure.





THE BIG SQUEEZE

Q & A about The Big Squeeze

Q. What do the numbers in a blood pressure reading mean?

A. Blood pressure is typically recorded as two numbers, written one on top of the other. The top number, or systolic, is the higher of the two numbers and measures the pressure in the arteries when the heart beats (when the heart muscle contracts). The bottom number, or diastolic, is the lower of the two numbers and measures the pressure in the arteries between heartbeats (when the heart muscle is resting between beats and refilling with blood).

Q. How do you control high blood pressure?

A. While you cannot control some risk factors such as family history, you can help control blood pressure by eating a better diet, reducing salt intake, getting regular physical activity, maintaining a healthy weight, managing stress, avoiding tobacco/smoking, limiting alcohol intake, and following directions if you are prescribed a medication for blood pressure.



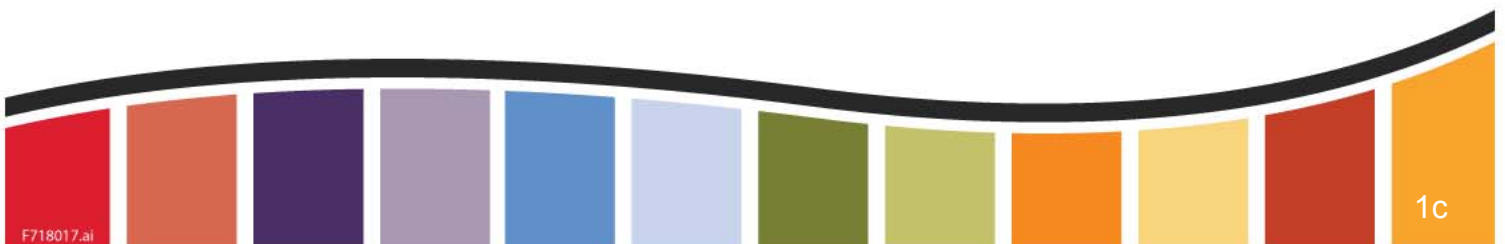
Q. Where can I get a blood pressure check with The Big Squeeze?

A. You can get a blood pressure check through your family physician or at various locations around Sioux Falls during the month of April. A complete listing of screening sites and times, as well as additional information about high blood pressure and The Big Squeeze, is available at www.thebigsqueezesf.org.

Direct media inquiries to: Jen Johnson, Sioux Falls Health Department—
jjjohnson@siouxfalls.org, 605-367-8760.

Available spokespeople include:

- Dr. Paul Amundson, Chief Medical Officer for DAKOTACARE
- Jill Franken, Director of the Sioux Falls Health Department
- Jen Johnson, Live Well Sioux Falls Project Lead
- Bill Ladwig, VP of Professional Services, Lewis Drug
- Karla Lubben, Sanford Health Parish Nursing





THE BIG SQUEEZE

The Big Squeeze 2013

2013 proved that great accomplishments can be made when numerous organizations participate in such a tremendous event. We were able to exceed our goal of 7,500 screenings.

**7,944 residents experienced
The Big Squeeze 2013!**

The data collected reflects that two-thirds of those screened had an “at risk,” “high,” or “critically high” blood pressure reading in 2013.

	Normal	At-Risk	High
	Systolic less than 120	Systolic 120–139	Systolic 140+
	Diastolic less than 80	Diastolic 80–89	Diastolic 90+
2013*	36%	41%	23%
2012	35%	48%	17%
2011	41%	41%	17%

* In 2013, we began tracking critically high-risk individuals and 1 percent landed in this category.

Our goal for 2014 is 10,000 screenings!

For a full list of screening sites, visit www.thebigsqueezesf.org.





THE BIG SQUEEZE

The Big Squeeze 2013

Current Partners:

American Heart Association

Avera Health

City of Sioux Falls Health Department

City of Sioux Falls Dental Clinic

Sioux Falls Fire Rescue

DAKOTACARE

Lewis Drug

Novartis

Sanford Health

Sioux Falls Parish Nurse Connection

Walgreens

Who We Are

The Big Squeeze is a group of public and private partners that share a common mission: To imbed awareness and understanding of high blood pressure into the framework of the Sioux Falls community (individuals, employers, health care providers, and local government). The Big Squeeze is also looking to reduce the incidence of cardiovascular events caused by suboptimal identification or therapy, thereby reducing overall health care costs.

We achieve this goal by actively mobilizing participants to perform blood pressure screenings and educate citizens throughout the month of April.

Why We Do This

High blood pressure is the silent killer that affects one in three adults. It leads to stroke, heart attacks, and death. Citizens must be aware of their blood pressure status and, if high, they can control it with diet, exercise, and/or medication.

Visit us at www.thebigsqueezesf.org.
Call Jennifer Johnson at 605-367-8760 to
become a 2014 partner or participant.





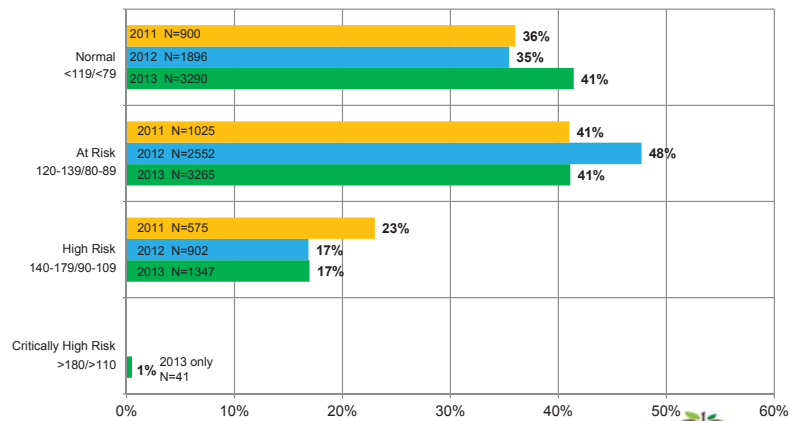
THE BIG SQUEEZE

LIVE WELL THE BIG SQUEEZE



LIVE WELL: BIG SQUEEZE DATA

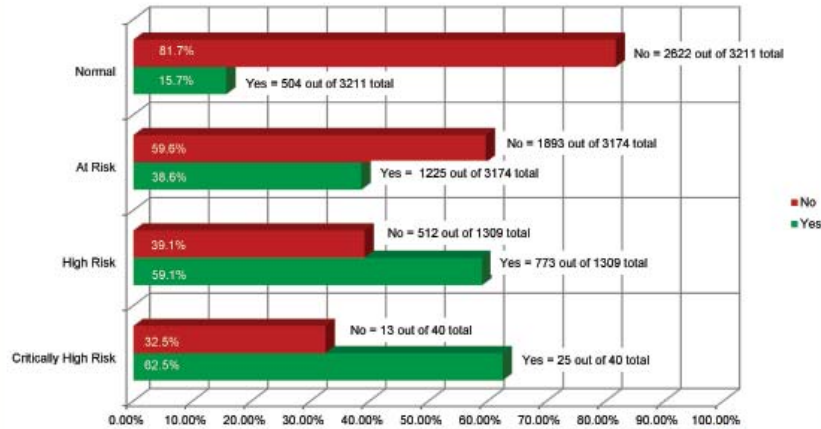
- Conducted May 2011; 2,500 screened
- Conducted May 2012; 5,350 screened
- Conducted April 2013; 7,944 screened





THE BIG SQUEEZE

QUESTION 1:
 HAVE YOU EVER BEEN TOLD BY A DOCTOR, NURSE, OR OTHER HEALTH PROFESSIONAL THAT YOU HAVE HIGH BLOOD PRESSURE?



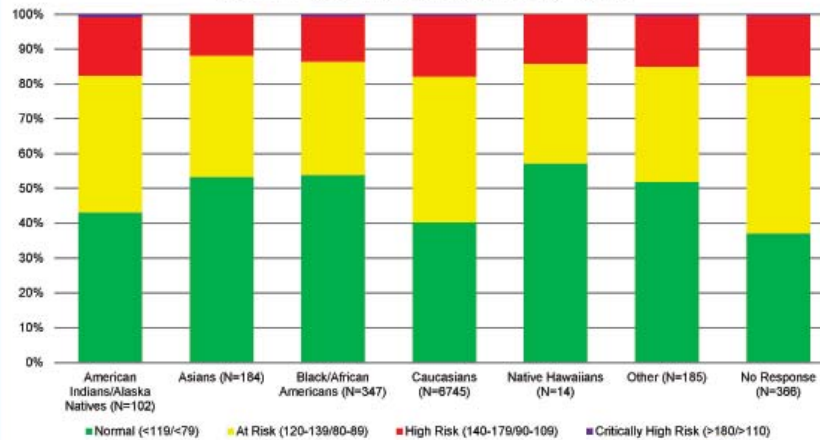
*7,734 answered Question #1 out of 7,944

**168 answered Don't Know/Not sure on Question #1

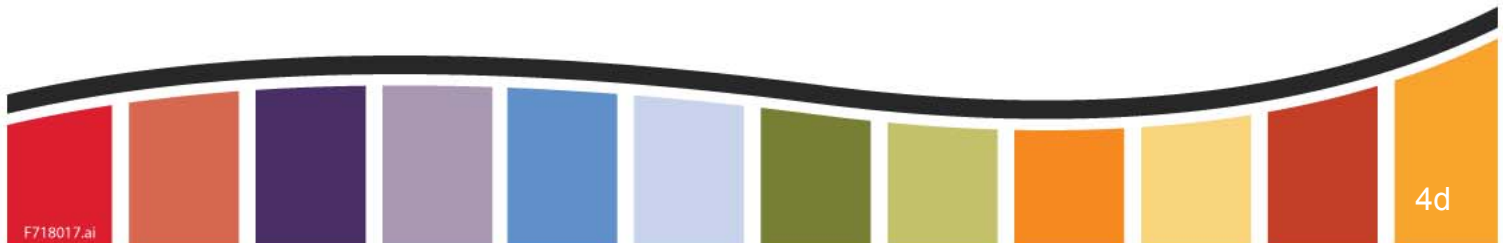


LIVE WELL: BIG SQUEEZE DATA

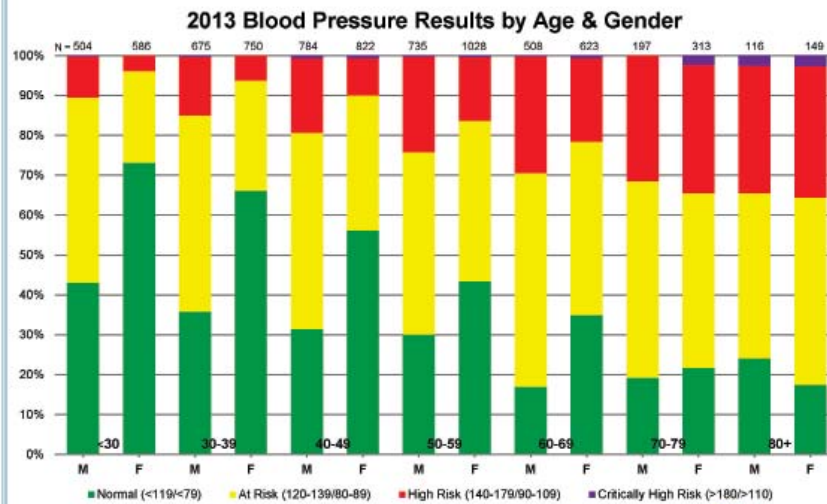
2013 Blood Pressure Results by Race



*7,577 answered this question out of 7,944 total



LIVE WELL: BIG SQUEEZE DATA



***7790 answered this question out of 7,944



SURVEY SUMMARY

- The 2013 Big Squeeze Survey of 7,944 Sioux Falls area adults found that 18% of survey participants had a high blood pressure reading.
 - Of that group, 37% had never been told by a healthcare professional that they had high blood pressure.
- While blood pressure tends to increase with age, it should not be accepted as a normal part of aging.
- On average, men have higher blood pressure – even at a young age.
- Healthier employees are more productive and have lower healthcare costs.





THE BIG SQUEEZE

THE COST OF HIGH BLOOD PRESSURE

- In the US, about 77.9 million (1 out of 3) adults have high blood pressure.
- **69%** of people who have a first heart attack, **77%** of people who have a first stroke, and **74%** of people with chronic heart failure **HAVE HIGH BLOOD PRESSURE**.*
- The costs of high blood pressure in the U.S. total almost **\$47.5 billion** annually in direct medical expenses and **\$3.5 billion** in lost productivity. (in 2009)*
 - The costs of cardiovascular disease, which is a major risk factor for high blood pressure, in the U.S. total almost **\$131 billion** annually in direct medical expenses and **\$25 billion** in lost productivity.*
- South Dakota's comprehensive smoke free law is helping to improve health.
 - Since implementation of the law, the number of patients admitted to the hospital with a primary diagnosis of Acute Myocardial Infarction (heart attack) decreased by 98 cases, or 6.6%. With an average cost of nearly \$45,000, that results in healthcare savings of \$4.2 million.*
- *Hypertension can have a substantial effect on insurance premiums.*
 - *Having high blood pressure can eventually lead to a heart attack, and insurers consider every risk factor when determining a member's rates. However, insurers also consider member compliance - if the condition is controlled through medication or lifestyle changes.*

*Source: Centers for Disease Control and the American Heart Association



COMPARATIVE DATA: HAVE YOU EVER BEEN TOLD YOU HAVE HIGH BLOOD PRESSURE?

	Yes	No
South Dakota* (2011)	31%	69%
Big Squeeze (2013)**	31.8% N=2,527	63.4% N=5,040

*South Dakota data stems from BRFSS: CDC Behavioral Risk Factor Surveillance System

**Not all participants answered the question.





THE BIG SQUEEZE

As an employer, you can help employees get their blood pressure under control. Their lives depend on it.

- ▶ Employers play a key role in helping Americans better control their blood pressure, meaning fewer deaths from heart disease and stroke.
- ▶ Prioritize control of high blood pressure, which helps prevent heart attack, stroke, and kidney failure. Help your employees follow treatment instructions and activate your staff to emphasize the importance of taking medications as prescribed.
- ▶ Track and improve blood pressure control through up-to-date health information.
- ▶ Get accurate blood pressures with the correct size cuff and with a regularly calibrated monitor.
- ▶ Use your entire team to help employees develop healthy habits like regular physical activity, lower sodium diets, and persistent use of blood pressure medication.
- ▶ Use culturally appropriate education materials to address barriers to blood pressure control.
- ▶ **The costs of high blood pressure in the U.S. total almost \$131 billion annually in direct medical expenses and \$25 billion in lost productivity.***
- ▶ **Locally, this equates to approximately \$350 million in South Dakota and about \$80 million for Sioux Falls residents.****



*Centers for Disease Control
**DAKOTACARE





THE BIG SQUEEZE

As an employer, you can help employees get their blood pressure under control. Their lives depend on it.

- ▶ Ask your employees if they take blood pressure medications as prescribed. If they're having trouble, offer tips such as:
 - Reminders from family member(s).
 - Automatic refills.
 - A different drug to ease side effects.
 - No- or low-cost options.

The Big Squeeze is partnering with Million Hearts™ and working with health care professionals and other partners to save one million hearts by 2017. In addition to improving blood pressure control among your employees, you can:

- ▶ **Take the pledge** at millionhearts.hhs.gov.
- ▶ **Drive awareness of The Big Squeeze initiative.** Include The Big Squeeze blood pressure messages in your newsletters and other communications with employees.



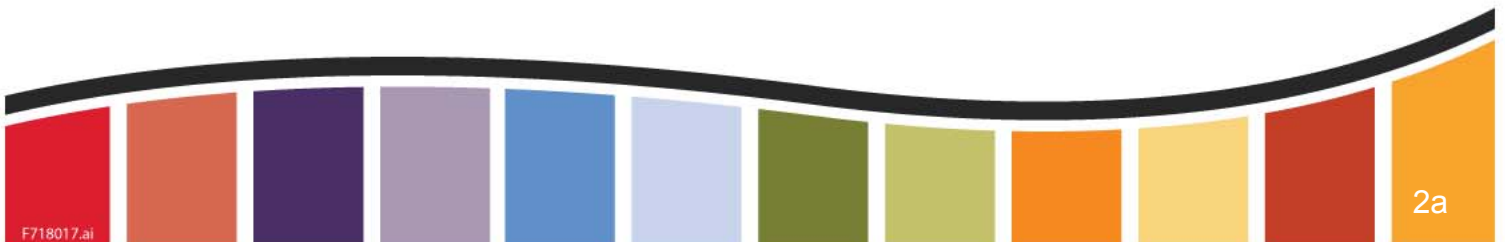


THE BIG SQUEEZE

How to: Conduct On-Site Big Squeeze Screening

On-site screener already available:

1. Contact Jen Johnson at 605-367-8031 and let her know you would like to participate.
2. Designate a day or week that your worksite will provide screenings.
3. Designate who will be doing the blood pressure screenings (one to three people depending on the number of employees you have and the duration of screenings).
4. Notify Jen Johnson (605-367-8031) of who your designated screeners are.
5. Promote The Big Squeeze within your organization beginning in March with emails, bulletin board postings, signage, and any other forms of promotion (section two of toolkit).
6. Think about incentives or a prize drawing you can have for participation.
7. Watch Train-the-Trainer DVD prior to screening day. (All screeners must watch.)
8. What you will need on screening day:
 - a. One to two tables.
 - b. Two to six chairs (two chairs per screener).
 - c. One to three blood pressure cuffs and stethoscopes (Jen Johnson can provide if needed).
 - d. Section three items from toolkit: Make enough copies for your workplace. If you need copies made, please contact Jen Johnson.
 - e. T-shirts for screeners.
9. When your screenings are complete:
 - a. Put all completed surveys in pre-addressed envelope and mail for data entry.
 - b. If desired, a printout of your workplace results can be provided.



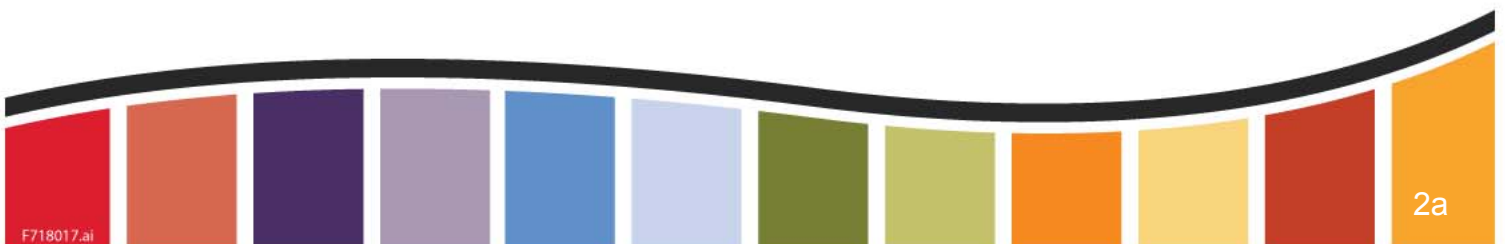
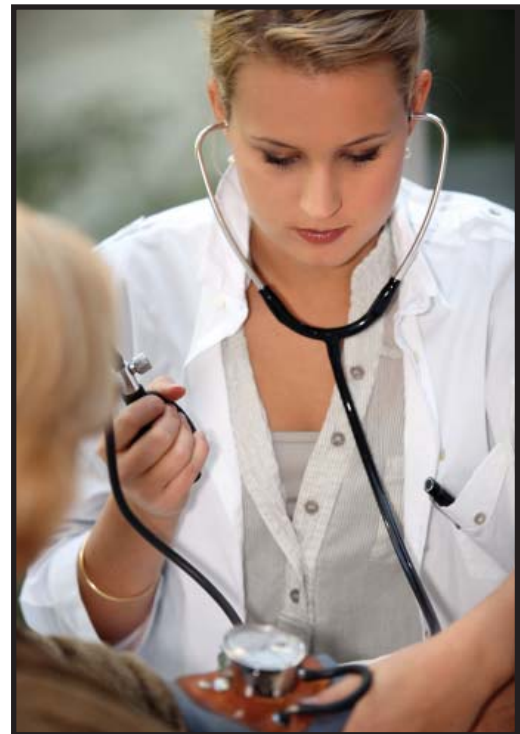


THE BIG SQUEEZE

How to: Conduct On-Site Big Squeeze Screening

Screener needed:

1. Contact Jen Johnson at 605-367-8031 and let her know you would like to participate and will be needing a screener.
2. Connect with your screener to designate a date and time for the screenings.
3. Promote The Big Squeeze within your organization beginning in March with emails, bulletin board postings, signage, and any other forms of promotion (section two of toolkit).
4. Think about incentives or a prize drawing you can have for participation.
5. What you will need to provide on screening day:
 - a. One to two tables.
 - b. Two to six chairs (two chairs per screener).
 - c. Section 3 items of your toolkit: Make enough copies for your workplace. If you need copies made, contact Jen Johnson.
6. When your screenings are complete:
 - a. Screener will send all completed surveys to Jen Johnson for data entry.
 - b. If desired, a printout of your workplace results can be provided.

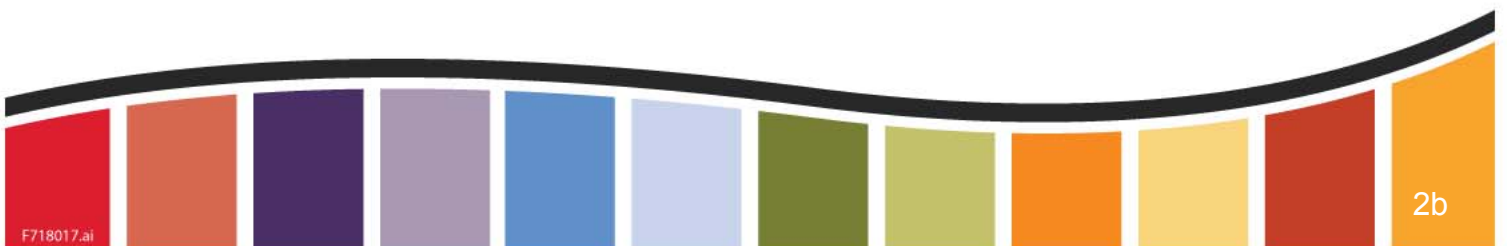




THE BIG SQUEEZE

Train-the-Trainer

Please watch the Train-the-Trainer DVD with all employees who will be administering the blood pressure screening at your workplace.





THE BIG SQUEEZE

Big Squeeze Event Tips

Use these ideas to rally your workplace to come together to prevent heart attacks and strokes. Make blood pressure education and control the focus of your event to support heart health through The Big Squeeze.

- ▶ Have blood pressure screeners available at your workplace for one entire day and allow employees to participate during work hours.
- ▶ Have a lunch-and-learn with the employee group to teach about blood pressure and to screen individuals.
- ▶ Provide a drawing or some sort of incentive to those who participate in a screening.
- ▶ Make The Big Squeeze part of your annual “health check” at your organization.
- ▶ Provide a success story of someone who has benefitted from getting their blood pressure screened.





THE BIG SQUEEZE

Work Site Announcement Email Template (No. 1)

Subject line: The Big Squeeze at [company]

High blood pressure is the silent killer that affects one in three adults. It leads to stroke, heart attacks, and death. Citizens must be aware of their blood pressure status and, if high, they can control it with diet, exercise, and/or medication.

The Big Squeeze is a group of public and private partners that share a common mission:

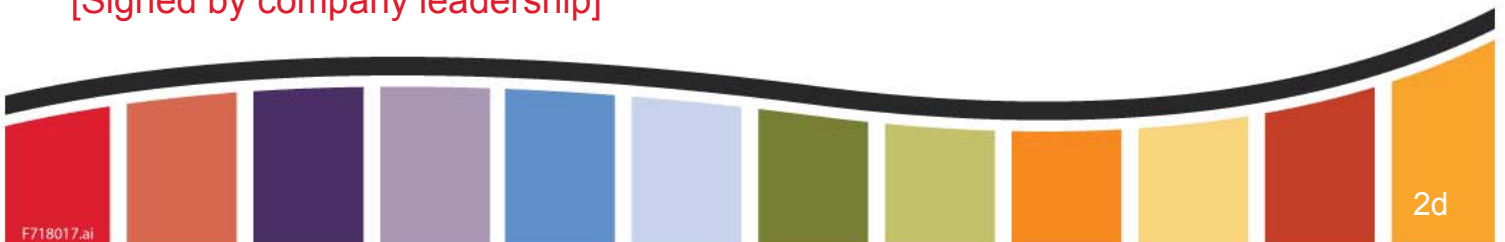
To imbed awareness and understanding of high blood pressure into the framework of the Sioux Falls community (individuals, employers, health care providers, and local government). The Big Squeeze is also looking to reduce the incidence of cardiovascular events caused by suboptimal identification or therapy, thereby reducing overall health care costs.

[Company leadership to insert personal statement of support]

All personal information and any individual results of blood pressure analyses that may be performed will be kept strictly confidential by Big Squeeze administrators. Your name will not be collected in any way during the screening. There will be no cost to you to participate.

This is our chance to fight back against a disease that takes too much. I hope you will all take part in this free screening, and I encourage you to share this message with your coworkers to join in this fight.

[Signed by company leadership]





THE BIG SQUEEZE

Work Site Announcement Email Template (No. 2)

Subject line: The Big Squeeze at [company]

The Big Squeeze is coming to [company]!

What does this mean for our company? This gives all employees a chance to get their blood pressure screened free of charge in our own facility. Volunteers [from our facility] or [will come into our facility] for [duration of time] on [date(s)] to check your blood pressure.

High blood pressure is known as the “silent killer” because often, many people have high blood pressure but do not know because oftentimes there are no side effects to this illness. If you do have high blood pressure and do not know, and therefore do not have it controlled, it can lead to heart attacks, stroke, heart failure, and many more complications.

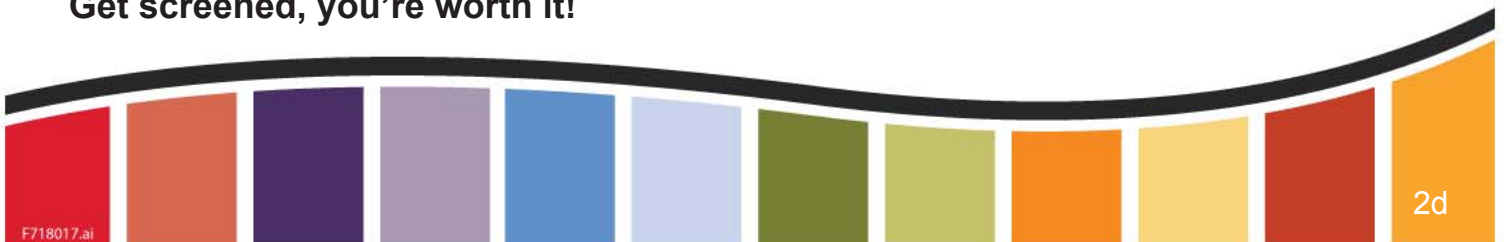
[Company leadership to insert personal statement of support]

Your screening will take approximately 5 minutes and is virtually painless.

All personal information and any individual results of blood pressure analyses that are performed will be kept strictly confidential by Big Squeeze administrators. There will be no cost to you to participate.

[Signed by company leadership]

Get screened, you're worth it!





THE BIG SQUEEZE

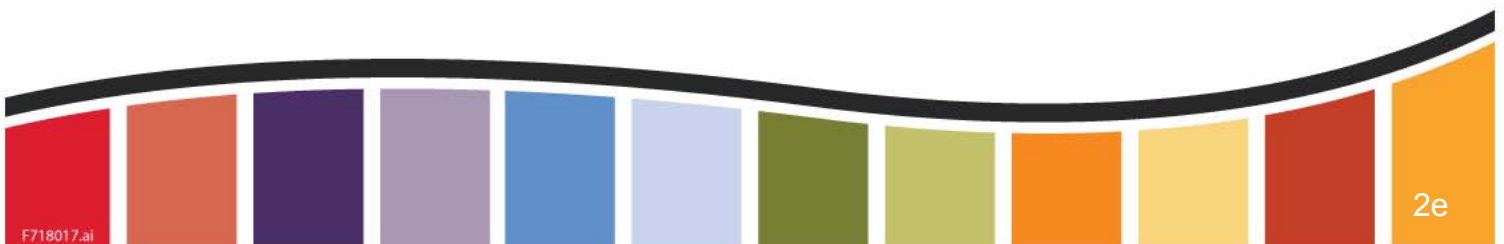
Social Media Sample Posts

Facebook

1. The Big Squeeze is coming to [insert organization name here] April [insert date here]! This is a great event that will help you “know your numbers” and save you from the “silent killer” otherwise known as high blood pressure.
2. If you could save a family member, friend, or coworker from having high blood pressure, would you? High blood pressure is a serious illness that can lead to heart attacks, stroke, and heart failure. The Big Squeeze is coming to our workplace on April [insert date here] to provide you with a free blood pressure reading. Grab a friend and get screened!
3. Ever been diagnosed with high blood pressure? You could be at risk or have high blood pressure and not even know it. High blood pressure is a “silent killer” and can strike you at any time. Get your blood pressure screened through The Big Squeeze project which is coming to [insert organization name here] on April [insert date here].

Twitter

1. The Big Squeeze is coming to [insert organization name here] in April! Know your blood pressure numbers and avoid high blood pressure. #BigSqueeze
2. Want to make a difference in the life of a friend or coworker? On April [insert date here], grab a coworker and get screened while at work. #BigSqueeze
3. Are you committed to your health? Then you will be interested in getting your blood pressure screened on April [insert date here] at [insert organization here]. #BigSqueeze





The Big Squeeze is coming to our work site in April!

By getting screened in The Big Squeeze, you have the opportunity to “know your numbers” to prevent strokes, heart attacks, heart failure and many other complications that come with having uncontrolled high blood pressure.

Screenings for The Big Squeeze will take place on

_____ from _____

at the _____.



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Screenings for The Big Squeeze will take place on [date of enrollment] from [enrollment time] at [location].



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Screenings for The Big Squeeze will take place on [date of enrollment] from [enrollment time] at [location].



You can join the movement for blood pressure awareness through The Big Squeeze. By joining, you will “know your numbers” which will allow you to start controlling your blood pressure if needed. If your blood pressure is under control, you are able to continue to track it on a regular basis.

The Big Squeeze is recruiting men and women from throughout the Sioux Empire to participate in this **free** screening. Anyone is eligible to participate so grab your coworkers and get screened because you're worth it!

For more information, contact your supervisor.



You can join the movement for blood pressure awareness through The Big Squeeze. By joining, you will “know your numbers” which will allow you to start controlling your blood pressure if needed. If your blood pressure is under control, you are able to continue to track it on a regular basis.

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THE BIG SQUEEZE

Newsletter Text

Have you been wondering where your blood pressure is at? Do you have a family history of high blood pressure? Both of these are great reasons to get your blood pressure screened on a regular basis. The Big Squeeze is coming to [\[insert organization here\]](#) on April [\[insert date here\]](#)! This is an initiative that began with local Sioux Falls partners in efforts to raise awareness about blood pressure. The mission of The Big Squeeze is:

To imbed awareness and understanding of high blood pressure into the framework of the Sioux Falls community (individuals, employers, health care providers, and local government). The Big Squeeze is also looking to reduce the incidence of cardiovascular events caused by suboptimal identification or therapy, thereby reducing overall health care costs.

One in three Americans have high blood pressure, and only half of them have it under control. Join The Big Squeeze in helping Americans to reduce high blood pressure and lead longer, healthier lives.

[Get screened. Stay well. You're worth it!](#)





THE BIG SQUEEZE

The Big Squeeze High Blood Pressure is the Silent Killer

- Only about one-half of U.S. adults with known high blood pressure have it properly controlled.
- Known as the “silent killer,” it can be controlled.
- Throughout April, check your blood pressure as part of The Big Squeeze in Sioux Falls.

To learn more about The Big Squeeze and where you can get your blood pressure checked visit: www.thebigsqueezesf.org.

Supported by:

The American Heart Association, Avera Health, City of Sioux Falls Dental Clinic, City of Sioux Falls Health Department, DAKOTACARE, Lewis Drug, Novartis, Sanford Health, Sanford Parish Nurse Connection, Sioux Falls Fire Rescue, and Walgreens.



Are You at Risk?

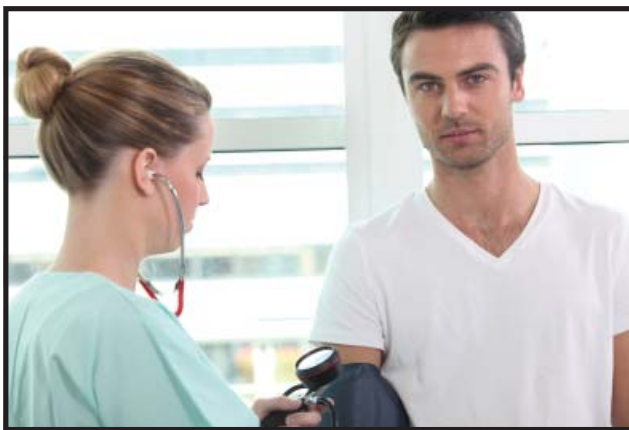
What is high blood pressure?

Blood pressure (BP) is created by the force of your blood pushing against the artery walls as it circulates and the force of the artery walls as they resist blood flow. High blood pressure means the pressure in your arteries is elevated.

Why is it dangerous?

High blood pressure may lead to:

- ▶ Stroke
- ▶ Heart attack
- ▶ Heart failure
- ▶ Kidney failure



Could I be at risk for high blood pressure?

You are at higher risk if you are:

- ▶ African American
- ▶ Drinking more than 1-2 alcoholic drinks per day
- ▶ Eating a high-salt diet
- ▶ Inactive
- ▶ Overweight
- ▶ Related (by blood) to someone who has high blood pressure
- ▶ Smoke on a regular basis

How can I tell if I have high blood pressure?

High blood pressure is known as the "silent killer" because you may have high blood pressure and not even know it. There are usually no signs or symptoms. The only way to know if your blood pressure is high is to get it checked regularly. This can be done at pharmacies such as Lewis Drug or Walgreens or with your health care provider.



THE BIG SQUEEZE

Complications of High Blood Pressure

High blood pressure means the pressure of blood in your arteries is elevated. High blood pressure or hypertension is when your numbers are consistently 140/90 mm Hg (millimeters of mercury) or greater.

High blood pressure can lead to:



77% of Americans treated for a first **stroke** have blood pressure over 140/90.



69% of Americans who have a first **heart attack** have blood pressure over 140/90.



74% of Americans with **congestive heart failure** have blood pressure over 140/90.

The time is now to take action!

High blood pressure can often be lowered and managed with lifestyle changes such as quitting smoking, exercising more, eating a better diet, and, if necessary, medication. If you don't know what your blood pressure is, schedule an appointment with your local pharmacy such as Lewis Drug or Walgreens or with your health care provider to find out. Talk to your health care provider before beginning any lifestyle changes.



THE BIG SQUEEZE

What You Need to Know: High Blood Pressure

You have the power to lower your blood pressure and live a healthy, full life. High blood pressure, also called hypertension, raises your risk for heart disease, stroke, kidney disease, and damage to your eyes. This worksheet will give you tips on how to eat less salt, check your blood pressure at home, and learn about your medicines.

Know your blood pressure numbers.

What do these numbers mean?

157 / 98

Systolic (upper):

This is the amount of pressure it takes for the heart to squeeze blood to the body.

Diastolic (lower):

This is the amount of pressure when the heart is relaxed and filling with blood.

Normal blood pressure	Less than 120 and less than 80
Prehypertension	120–139 or 80–89
High blood pressure	140 or higher or 90 or higher

Write your recent numbers here: ___ / ___

Eating less salt can help lower your blood pressure. Salt is also called sodium on food labels. Try to eat no more than 1500 mg of sodium a day. One teaspoon of salt has 2300 mg of sodium. Don't add salt to food while cooking or eating.

How to read a food label:

1. Look at the serving size and servings per container. This can has two servings.
2. Look at the mg of sodium. In this can, a one cup serving has 400 mg of sodium. This whole can has 800 mg of sodium.

Nutrition Facts	
Serving Size 1 cup (246g) Servings Per Container 2	
Amount Per Serving	
Calories 90	
Total Fat 2g	
Saturated Fat 0.5g	
Cholesterol 25mg	
Sodium 400mg	
Total Carbohydrate 11g	
Dietary Fiber 1g	



THE BIG SQUEEZE

Check your blood pressure at home.

Checking your blood pressure at home will help you and your doctor or nurse see if your numbers are normal or high. Ask your doctor or nurse to help you find a home blood pressure monitor. Don't use finger or wrist monitors.

The first time you take your blood pressure at home, do it on both arms. After that, use the arm that had the highest numbers.

How to check your blood pressure:

1. Use a cuff that fits your arm (example: adult large, or extra large). Ask your doctor or nurse what size to use.
2. Rest for 5 minutes before you take your blood pressure.
3. If you drink alcohol, smoke, or exercise, wait for 30 minutes before you take your blood pressure.
4. Sit with your back against a chair and both feet on the floor. Rest your arm on a table at heart level. Don't cross your legs.
5. Take your blood pressure two times a day at the same time for seven days. Save your number on the machine or write them down. Show these numbers to your doctor or nurse.



View product ratings of blood pressure monitors at www.pcna.net/patients.

Learn about your medicines.

Most people with high blood pressure need two or three medicines to lower blood pressure.

Your doctor or nurse may need to change your medicines to find what works best for you. This is normal.



Check off the things you will do:

- Ask your doctor or nurse if there is a best time to take your medicines, like before or after a meal, in the morning, or at night.
- Always use a pill box, even if you only take one medicine each day.
- Ask your family or friends to remind you to take your medicines.
- Write down your medicines and always carry this list with you. Show it to your doctor or nurse at each visit.
- At the pharmacy, ask for bottles with large print and tops that are easy to open.
- If you feel bad after taking a medicine, talk with your doctor or nurse right away.
- Don't stop taking your medicines until you talk with your doctor or nurse.



THE BIG SQUEEZE

Know Your Numbers

76.4 million US adults have been diagnosed with high blood pressure—and approximately 33 percent of them do not know they have it. If you are one of the people who has high blood pressure and doesn't know it, you may be at risk for developing serious health complications in the future.

What is high blood pressure?

Blood pressure is the force of blood against your artery walls as it circulates through your body. Blood pressure normally rises and falls throughout the day, but it can cause health problems if it stays high for a long time. High blood pressure is when your numbers are consistently 140/90 mm Hg (millimeters of mercury) or greater.

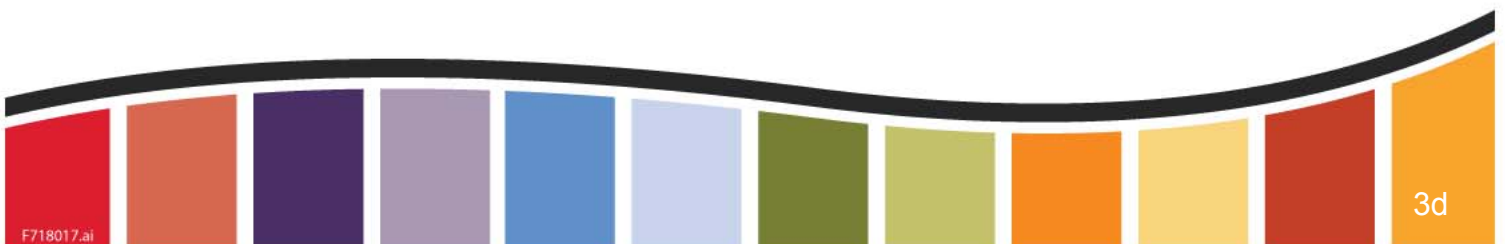
What do the numbers mean?

140	Mm Hg	The pressure when your heart beats (systolic)
90		The pressure when your heart rests (diastolic)

A normal blood pressure reading for most adults is less than 120/80 mm Hg.

Do you know your numbers?

If you don't know what your blood pressure is, schedule an appointment with a health care professional or participate in The Big Squeeze annually. If you do have high blood pressure, it could lead to a stroke or a heart attack. High blood pressure can often be lowered and managed with lifestyle changes, and, if necessary, medication. Talk to your health care professional before beginning any lifestyle changes.





THE BIG SQUEEZE

Take Action Against High Blood Pressure

Get screened	This will tell you what your blood pressure is.	<ul style="list-style-type: none"> • Big Squeeze locations: visit www.thebigsqueezesf.org • Lewis Drug • Walgreens • Healthcare provider
Know your goal	Know your blood pressure numbers and work with your healthcare professional to determine your personal blood pressure goal. Follow the action steps below and schedule regular checkups to stay on track.	Talk about goals with your family and closest friends so you have them as your support system.
Lose weight	Lose weight if necessary. If you are overweight, you may be putting too much strain on your heart. When you lose weight, your blood pressure often decreases.	Control weight-gain through regular exercise and a healthy diet.
Eat healthy meals*	Eat healthy, well-balanced meals low in saturated fat, trans fat, and sodium. Changing to a healthy diet may reduce your high blood pressure.	<ul style="list-style-type: none"> • Fruits • Vegetables • Whole-grains • High-fiber foods • Lean meats and fish • Low-fat dairy products
Stop smoking	Call the QuitLine at 1-866-SD-QUITS (1-866-737-8487) to get help through tobacco cessation coaches.	<ul style="list-style-type: none"> • Utilize free resources such as the QuitLine. • Use family and friends as a support system.
Limit your salt intake	Salt contains sodium and sodium holds excess fluid in your body and puts an added burden on your heart. Recommended daily limit is less than 1,500 mg per day.	<ul style="list-style-type: none"> • Decrease the amount of packaged, processed foods you eat. • Read food labels and look for low sodium content.
Be active*	Exercise at least 30 minutes on most or all days of the week. Regular physical activity helps reduce your blood pressure, control your weight, and reduce stress. Start slowly and choose activities you really enjoy.	Make time in your daily routine to exercise, even if only for ten minute bouts of time.
Limit alcohol	Limit your intake of alcohol.	<ul style="list-style-type: none"> • Females should consume less than three drinks per day. • Males should consume less than five drinks per day.
Take medicine as directed	Take medicine the way your health care professional tells you. Do not stop treatment on your own. If you have problems or side effects, call your health care professional.	Take all doses of medicine unless directed otherwise by a healthcare professional.

*Always talk to your health care professional before starting any weight loss, dietary, or exercise program.





I hereby request that the health screening be performed for me. In consideration of my voluntary participation in this health screening, I hereby release Big Squeeze administrators, officers, employees, agents, and volunteers from any and all damages and liability arising from or in any way connected to the examinations and data derived from this screening. I have been informed that: (1) the data derived from this health screen is to be considered as preliminary only and is in no way conclusive, and (2) the results from this screen will not be sent to my physician, and that the responsibility for initiating a follow-up examination to confirm any of the results and obtain advice and treatment is mine and not that of my physician or the organization associated with this screening.

The Big Squeeze

I hereby request that the health screening be performed for me. In consideration of my voluntary participation in this health screening, I hereby release Big Squeeze administrators, officers, employees, agents, and volunteers from any and all damages and liability arising from or in any way connected to the examinations and data derived from this screening. I have been informed that: (1) the data derived from this health screen is to be considered as preliminary only and is in no way conclusive, and (2) the results from this screen will not be sent to my physician, and that the responsibility for initiating a follow-up examination to confirm any of the results and obtain advice and treatment is mine and not that of my physician or the organization associated with this screening.



The Big Squeeze—April 2013

Age: _____ Gender: M or F

Race: American Indian and Alaska Native Asian Black or African American
 Native Hawaiian or other Pacific Islander White Other

Are you of Hispanic or Latino Origin? Yes or No

1. Have you ever been told by a doctor, nurse, or other health professional that you have high blood pressure? Yes Told borderline high or pre-hypertensive No Don't know/Not sure

2. If you have been diagnosed with high blood pressure, are you currently on medication to control it? Yes No Don't know/Not sure Not Applicable

3. If you are on blood pressure medication, do you take it as prescribed? Yes No Not Applicable

Screener Use Only

Blood Pressure _____

Comments _____

Level 1—Normal (119 or less and 79 or less)

Level 2—At Risk (120–139 or 80–89)

Level 3—High Risk (140–179 or 90–109)

Level 4—Critically High Risk (180 or greater or 110 or greater)

Location _____

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L718002.indd

Check off the things you will do:

- Eat more fresh fruits and vegetables.
 - Cook with fresh herbs and spices or use vinegars and lemon juice for flavor.
 - Rinse canned foods like vegetables, beans, and tuna with water to remove salty liquid.
 - For salads, choose oil and vinegar. When eating out, ask for dressing on the side.
 - When shopping, choose reduced sodium, low sodium, light sodium, or sodium free foods.
- Foods to avoid:**
- Fast food like pizza, tacos, burritos, cheeseburgers, fries, and fried chicken.
 - Ham, bacon, corned beef, hot dogs, sausage, salt pork, packaged meats, and cheese.
 - Salty foods in cans and jars like pickles, sauces, dips, salad dressings, soups, and broths.
 - Packaged foods like salty snacks and chips, mixes for sauces, rice and noodle meals.
 - Frozen meals and foods that contain soy sauce or are marinated, smoked, or cooked in broth.

Locations to get your blood pressure checked throughout the year:

- Health care provider
- Lewis Drug
- Walgreens

Big Squeeze Partners

American Heart Association, Avera Health, City of Sioux Falls Dental Clinic, City of Sioux Falls Health Department, DAKOTACARE, Lewis Drug, Novartis, Sanford Health, Sanford Parish Nurse Connection, Sioux Falls Fire Rescue, and Walgreens.

A718001.indd

High Blood Pressure

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Track your blood pressure today!

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