



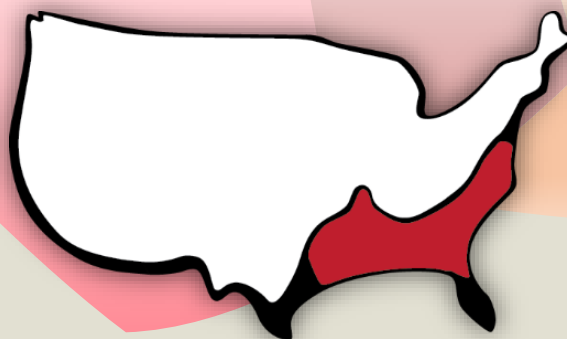
PRACTICE PARTICIPATING:  
 ▶ NORTH CAROLINA: 32 OUT OF 30  
 ▶ ALABAMA: 31 OUT OF 50



PRACTICE RECRUITMENT  
 ▶ NORTH CAROLINA: 24 OUT OF 30  
 ▶ ALABAMA: 24 OUT OF 50



PATIENT RECRUITMENT  
 ▶ NORTH CAROLINA: 395 OUT OF 750  
 ▶ ALABAMA: 365 OUT OF 1250



# Southeastern *Collaboration*

IDENTIFY STRATEGIES TO OPTIMIZE HEALTH FOR **AFRICAN AMERICAN** INDIVIDUALS WITH UNCONTROLLED HIGH BLOOD PRESSURE LIVING IN THE RURAL SOUTHEAST



OUR STRATEGY IS TO TEST **TWO INTERVENTIONS**

1. Practice facilitation to assist primary care practices to improve the processes and structure of the healthcare services they provide
2. Peer coaching to form supportive relationships intended to assist individuals to monitor their blood pressure at home, eat healthy diets, get enough exercise, and take medications to control their blood pressure

## Helping you achieve your heart healthy goals



**High blood pressure (BP) is a major health concern for most people and is estimated to affect one billion adults worldwide. High BP is a risk factor for coronary heart disease, stroke, heart failure, and other comorbidities.**

When the force of the blood flowing through your blood vessels is consistently too high, it's called hypertension or high blood pressure. High blood pressure increases the heart's workload, which can leave the heart muscle thickened and less

elastic over time, or conversely, thinned out and weaker. This leaves the heart muscle unable to pump blood efficiently, which can lead to heart failure.

In November 2017, the 2017 ACC/AHA/AAPA/ABC/ACPM/AGS/A PhA/ASH/ASPC/NMA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults was announced.

This guideline proposed that hypertension should be defined as a blood pressure of >130/80 mm Hg, and that

blood pressure between 130/80 and 139/89 mm Hg should be defined as Stage 1, with values of 140/90 mm Hg and above defined as Stage 2 hypertension. This major shift in the definition of hypertension prompted the study group to reconsider our inclusion criteria to require a mean in-clinic systolic blood pressure of 140 mm Hg over the previous year (i.e., the 150 mm Hg criterion was lowered to 140 mm Hg). This modification resulted in the trial focusing on treatment of Stage 2 hypertension according to the 2017 guidelines.

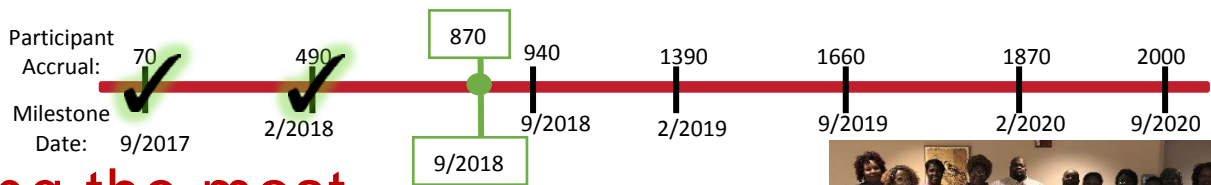
## Recruitment Update

This study will include a total of 2,000 African American participants. Participant recruitment will take place in participating practices, and 25 patients with uncontrolled hypertension per practice will be recruited. Our goal is to recruit from 80 practices: 50 from UAB, 10 from UNC, and 20 from ECU.



Recruitment Status

	Total Actual	Target to Date	Difference	% Target
University of Alabama	436	509	-73	85.7%
Eastern Carolina University	317	313	+4	101.3%
University of North Carolina	117	158	-41	74.1%
<b>Total</b>	<b>870</b>	<b>980</b>	<b>-110</b>	<b>88.8%</b>



# Getting the most from your Peer Coaching

We know that your time is valuable and we appreciate your continued participation in this important study to learn whether two strategies are appropriate to optimize health in African Americans with uncontrolled hypertension. Each and every person enrolled in this study plays an important part. By engaging with our research team, we can get the information we need to answer our critical study question.

Please talk to your Peer Coach team members; who can help you work through issues or barriers

“ I now look forward to Sundays when I talk with my coach. She is so bright and always sounds happy. ”

PARTICIPANT ASSIGNED TO A PEER COACH

you may be facing and help you to stay on track with taking your pills and coming in for your study visits!

Our research team thanks you for continuing to add to the ever-growing number of visits and calls. You are helping us learn more about how treating high BP is personalized.



“A participant wanted to commend her Peer Advisor for motivating her with the weekly phone calls. She admits she had not been taking her medication as directed but now she is taking her medication daily and eating healthier. As a result, she has seen an improvement in her blood pressure. The participant is extremely happy and appreciates this information and wanted to share it with the study team and provider.”

- SEC Community Coordinator

# Growing your clinic with Practice Facilitation

*A practice champion expressed how being in this study has boosted her confidence in her practice, she now feels confident it pulling her practice’s data (not only for hypertension but other areas too!)*



“Our practice facilitator excelled at being the cheerleader for change; and thanks to our wonderful **CHEERLEADER** Practice Facilitator we were able to change our work flow on how we check blood pressures.”

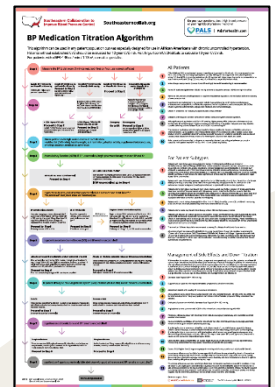
The practice facilitation intervention’s goals are to continuously provide support and training to the practice champions and staff. Via a formal mentoring relationship Between the facilitators the practices are able to

“ We also hope to empower the patient in knowing that things that they do make a difference in their health. ”

PRACTICE FACILITATOR IN NC

Re-design their workflow and improve care. Our practice facilitators have helped clinics use and understand their data and systems to make changes that have resulted in enhanced care quality and outcomes. They have helped build capacity within practices to sustain a culture of continuous improvement

using the Key Driver Framework. In the following months, the practice facilitators will distribute and teach all about the Blood Pressure Algorithm!



# Meet our Research Assistants!



**Ashley Conway**  
Age: 29  
Education: Pursing a PhD in health education promotion  
Role in study: Data Collector at UAB

“I enjoy going from place to place and interacting with the clinic staff and patients is really impactful to me; makes you really feel like you are making a difference – I’m also getting good at navigating Alabama roads and knowing the county side. There’s a great BBQ spot that’s a hole-in-the-wall in a gas station that I discovered on one of my trips into the field. The little man’s BBQ station is the best!”



**Megan Evans**  
Age: 24  
Education: BA in Art, BS in Psychology  
Role in study: Research Assistant at ECU

“My favorite patient moment was when a couple weeks ago when I had a person who was a great talker and he would tell me stories, and normally enrollment takes 1 hour, but with him it took 2.5 hours until the point where I had to finally tell him I had to go. He joked that if we ever met outside of research, we would be best friends and congratulated me on my marriage; I look forward to speaking with him at the 6 and 12 month revisit.”



**Tamara Blakeney**  
Age: 28  
Education: Pursing a MS in professional science and clinical informatics  
Role in study: Research Assistant at UNC

“I do a lot for this project; I’ve been at UNC the longest, so I know the ins and outs. A memorable moment for me has been when I was giving materials to a peer coach, she was telling me about how well it was going for her and her family; hearing that this project is helping them, and that they are glad to be part of this project. I also enjoy visiting the little cities and finding random places, like the little chocolate shop I love visiting!”



Southeastern Collaboration  
SouthEasternCollab.org