



For more information about the NHCI, please visit our website: [www.heart.org/hbpcontrol](http://www.heart.org/hbpcontrol)

## What is the National Hypertension Control Initiative?

In December 2020, the American Heart Association was awarded a total of \$32 million through a series of cooperative agreements with the US Department of Health & Human Services (HHS) to address hypertension in racial and ethnic minority populations over a three years. The newly formed collaboration, named the National Hypertension Control Initiative (NHCI), brings together the American Heart Association, the U.S. Department of Health and Human Services (HHS) Office of Minority Health (OMH), and the Health Resources and Services Administration (HRSA) Bureau of Primary Health Care in an evidence-based, community-driven effort to improve blood pressure control among the most vulnerable populations in our country.

The NHCI will work to address hypertension rates in 350 HRSA funded health centers and community-based organizations. The program's goal is to increase blood pressure control by working in tandem with community members, businesses, organizations, and community health centers across the country to remove barriers to health equity and improve health for under-resourced communities.

To achieve success in this initiative, the AHA will take the following approach:



**Train the trainers** – Provide proper blood pressure measurement training and technical assistance to help the health centers achieve a 80% blood pressure control rate among their patients.



**Enlist Neighbors** – Connect with and enroll community-based businesses and organizations to become touchpoints with blood pressure resources, social determinants of health resources, and tools in their local communities, thus helping to eliminate some of the barriers to access for many people with a focus on under-resourced communities.



**Empower & Inspire Action** – Provide blood pressure measurement and management information directly to patients so they can have the power and knowledge to begin taking control of their blood pressure. Additionally, we will connect them with resources close to them by linking them to businesses, organizations, and health centers that serve their neighborhoods with blood pressure monitoring devices.

This project is supported by cooperative agreements (CPIMP211227 and CPIMP211228) with the Office of Minority Health (OMH) of the U.S. Department of Health and Human Services (HHS), as part of a financial assistance award totaling \$14.6 million in partnership with the Health Resources and Services Administration (HRSA). The contents do not necessarily represent the official views of, nor an endorsement by OMH/OASH/HHS or the U.S. Government. For more information, please visit <https://www.minorityhealth.hhs.gov/>