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Know Your Blood Pressure 

**Rochester/Finger Lakes Community Blood Pressure Challenge  
-Frequently Asked Questions-**

**Q. What is this Challenge all about?**

A. This contest is a friendly but meaningful challenge to local employers to inspire their people to know their blood pressure number. Uncontrolled blood pressure is a leading risk factor for heart attack and stroke. Awareness of their blood pressure and what to do about it helps people live healthier lives. The “competition” is to inspire individuals to act also as teammates and get the entire community involved. Employees can also learn ways to take action to control their blood pressure.

**Q. Who is participating?**

A. This initiative is directed through employers from across the Rochester region. Thousands of employees from many organizations will take part.

**Q. As a company captain, what is my role?**

A. To engage your employees to participate as individuals and as a team, utilize available resources to educate employees, communicate best practices and company standings and creatively make this Challenge a positive experience within your company culture.

**Q. Who is eligible for the Challenge?**

A. Any employee deemed eligible by their company in the nine county Rochester region.

**Q. What are we asking eligible employees to do?**

A. Have their blood pressure taken, then record it *just once*, through an “easy enter” drop down menu on the home page of [eatwelllivewell.org](http://eatwelllivewell.org). They will enter it under their company name. Learn ways to control blood pressure and take action to control it.


**Q. Who sees the information? Is it private?**

A. The protection of personal information is an essential part of this program. Your individual information is between you and your health care providers. This challenge is about awareness and education, so employee blood pressure numbers are totally anonymous. There is NO sign-in process; therefore it is a totally de-identified blood pressure entry, and no way to connect individuals to their individual numbers. The idea is simply to obtain overall number of entries for awareness.

**Q. What information do you record?**

A. The only information tracked will be overall blood pressure readings entered, entries organized by company, and overall categories of entries – normal, pre-hypertensive, and hypertensive.

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**Q. What will you do with this information?**

A. Publicize how many blood pressures have been entered across the community. We will also publish how each company is doing based on the percent of total employees who have entered blood pressure readings. This is a community campaign and we will have fun competing in a friendly way to raise awareness and motivate people to take action. We may also publish basic categories discussed above for the entire community.

**Q. Do I need to sign-on or sign a waiver?**

A. No. The entry into the site is a simple click as long as you agree to simple site conditions.

**Q. Is this Challenge part of the *Eat Well, Live Well* Challenge we have done before?**

A. No. Though this Blood Pressure Challenge and entry is housed on the same site, it is NOT part of the EWLW Challenge that includes counting steps and cups. You can do either or both. It IS being held during the same timeframe.

**Q. Where will people have their blood pressure taken?**

A. Each company can make arrangements or direct employees to public sites/kiosks. This information is included under "Resources" in this toolkit.

**Q. What do I do if I find I have a high blood pressure reading?**

A. This challenge is intended to make you aware of your blood pressure. If you find out you have a high blood pressure reading – you are strongly encouraged to TAKE ACTION and follow-up with your physician or health care provider.

**Know your Blood Pressure....make yourself a priority!**

## Rochester/Finger Lakes Community Blood Pressure Challenge -Fact Sheet-

Welcome to a true community-wide initiative to help our employees live healthier lives through awareness of their blood pressures, and simple ways to take to control of their numbers.

### **Requested Action:**

- Easy! Employers will encourage employees to have their blood pressure taken, then record it *just once*, through an “easy-enter” drop-down menu on the home page of [ewlw.org](http://ewlw.org).
- Key: this simple Community Blood Pressure Challenge is NOT directly tied to the classic *Eat Well, Live Well* Challenge (the ‘steps and cups’ competition). *All* employers are enthusiastically invited to participate in the Community Blood Pressure Challenge and can do so *without* signing-up for the steps and cups competition.

### **Goals:**

- The Rochester region has embarked on a mission to become the healthiest community in America.
- Ties in directly to the community RBA/FLHSA High Blood Pressure Collaborative.
- Employers from all across the nine county Rochester region are invited to participate in this broad community project.
- Together we will take the challenge to engage our employees to “know their numbers,” deliver education, and motivate blood-pressure-healthy behaviors.

### **How:**

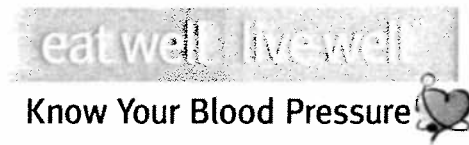
- Each organization will motivate their own employees to participate according to their respective cultures, but within a community-wide contest format.
- Participating employers can access the BP Challenge toolkit containing education pieces, best practices, screening resources, helpful links, FAQ’s, and contact numbers. See toolkit link on [ewlw.org](http://ewlw.org).
- Some potential options to engage employees: company on-site blood pressure screening days, simple incentives, or simply directing employees to local public blood pressure kiosks.

### **Why for companies:**

- Make a difference in the health of your employees and our entire community in a collaborative, fun and meaningful way.
- High blood pressure is one of the most expensive health conditions for U.S. employers. Its complications are a major cause of preventable absenteeism, reduced productivity, and disability.
- Highlight your company publicly as a leader in our community and competition.

### **Why for individuals:**

- High blood pressure increases risk for heart disease and stroke, which are leading causes of death in the United States.
- Because high blood pressure has no warning signs or symptoms, you may not know you have it.
- By getting your blood pressure checked regularly and taking a few simple steps to keep it in control, you can avoid serious health consequences and live a healthier better life for you and your family.
- Know Your Number! Be a part of the community challenge because we are in this together.

**Competition:**

- We will undertake a friendly community “competition” based upon the % of eligible employees screened.
- Cumulative totals will also be tracked. The goal is to spur engagement but allow all participants to be successful.
- A marketing campaign using other vehicles such as local media, posters, Facebook, local celebrity spokespeople, etc. will follow to augment employer efforts.
- Permission to utilize individual employer names in marketing materials is requested as part of acceptance of participation.

**When:**

- Rochester/Finger Lakes Community Blood Pressure Challenge runs March 24<sup>th</sup> – May 18<sup>th</sup>.
- Community Kickoff Event: March 6<sup>th</sup> at 200 Wegmans Market St., Rochester, NY 14625.
- Community Blood Pressure Challenge Celebration: at Corporate Challenge, May 21<sup>st</sup> at Rochester Institute of Technology.