

Multicultural Initiatives

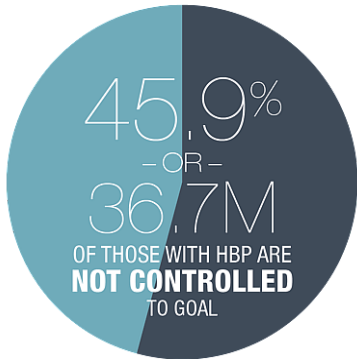
Western States Affiliate*

*changing lives in multicultural communities is why™
by improving the health of the communities*



GOAL

- MOVE -
3 MILLION
PEOPLE
TO CONTROL
- BY 2017 -



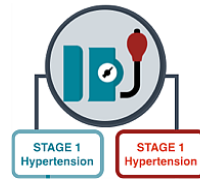
TARGET: BP™

Our new nationwide goal to help healthcare providers and patients achieve better blood pressure control at the best levels to improve health

System-level Methods for Hypertension Control

Blood Pressure

Algorithm



Clinicians



Staff



Community



Check. Change. Control

a community-based high blood pressure program

digital
tools



community
partners



health
mentors



health
education



EmPowered to Serve™

healthy
living



enhance chain
of survival



empower
communities



engage multicultural communities and volunteers to build powerful partnerships that drive health transformation by meeting people where they are

by 2017 to impact
3M PEOPLE



WE NEED YOUR HELP

\$3 MILLION

By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.

* Western States Affiliate includes Alaska, Arizona, California, Hawai'i, Idaho, Nevada, Oregon, Utah, Washington

