An Update: Release the Pressure

Right Care Initiative
May 10th, 2021

OLIVER T. BROOKS, MD
Chief Medical Officer, Watts Healthcare Corporation
Immediate Past President, National Medical Association (NMA)
Chairman, immunize Los Angeles (LA) Families Coalition
Past President, CA Immunization Coalition
Member, ACIP COVID-19 Vaccine Work Group
Co-Chair, CA State covid-19 Vaccine Development Work Group
Release the Pressure—Hypertension Control Project

Release the Pressure is about creating a space for Black women to know they’re supported.

RTP is a constant reminder that Black women can boldly, proactively, and unapologetically take time to release the pressure in their lives everyday that’s negatively impacting their health and wellbeing. It’s more than going on a walk or measuring your blood pressure—we want to create a sisterhood for women across the country to remind each other how remarkable they are.
Hypertension in AA Females

<table>
<thead>
<tr>
<th></th>
<th>Non-Hispanic Black</th>
<th>Non-Hispanic White</th>
<th>Non-Hispanic Black / Non-Hispanic White Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Men</strong></td>
<td>57.2</td>
<td>50.2</td>
<td>1.1</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>56.7</td>
<td>36.7</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>57.1</td>
<td>43.6</td>
<td>1.3</td>
</tr>
</tbody>
</table>

Heart Disease Death Rate in AA Females

### Death Rate:

<table>
<thead>
<tr>
<th>Age-adjusted heart disease death rates per 100,000 (2018)</th>
<th>Non-Hispanic Black</th>
<th>Non-Hispanic White</th>
<th>Non-Hispanic Black / Non-Hispanic White Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>270.6</td>
<td>213.1</td>
<td>1.3</td>
</tr>
<tr>
<td>Women</td>
<td>168.6</td>
<td>130.7</td>
<td>1.3</td>
</tr>
<tr>
<td>Total</td>
<td>212.0</td>
<td>168.1</td>
<td>1.3</td>
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</tbody>
</table>

Coalition Members
# Meet the Heart Health Squad

| The American Medical Association’s mission is to promote the art and science of medicine and the betterment of public health. | The mission of the American Heart Association is to be a relentless force for a world of longer, healthier lives. | The AMA Foundation’s mission is to bring together physicians and communities to improve the nation’s health. |
Meet the Heart Health Squad

<table>
<thead>
<tr>
<th>Association of Black Cardiologists, Inc.</th>
<th>Minority Health Institute, Inc.</th>
<th>National Medical Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>The mission of the Association of Black Cardiologists is to promote the prevention and treatment of cardiovascular disease, including stroke, in Blacks and other minorities and to achieve health equity for all through the elimination of disparities.</td>
<td>The mission of the Minority Health Institute is to advance the health and wellness of communities of color and those in financial need.</td>
<td>The National Medical Association promotes the collective interests of physicians and patients of African descent. The mission of the organization is to advance the art and science of medicine for people of African descent through education, advocacy, and health policy to promote health and wellness, eliminate health disparities, and sustain physician viability.</td>
</tr>
<tr>
<td><strong>Heart Healthy Squad Coalition Agencies</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------</td>
<td></td>
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</tr>
</tbody>
</table>

### Converge

Converge is a Black woman owned social-justice consulting firm whose purpose is to accelerate the creation of a radically just new world, where communities of color thrive.

### Idlewild

Mission is to elevate + inspire diverse audiences through unforgettable live experiences. Our bottom line is to grow our clients’ bottom lines through revenue-generating live events & experiences. We specialize in building 360 marketing and live event strategies which include everything from financial projections, sponsorship activation & integration concepts to production and execution plans.
Goals of RTP
Goals & Metrics of RTP

By 2025, 5 million adults with hypertension have their blood pressure (BP) at goal.

Overarching Goal

Campaign Metrics
- 300K take RTP Pledge
- 75K watch SMBP training video and track BP
- 40K to engage with physicians

Activity Metrics
- Social Media Tactics
- Virtual Events
- Traditional Media Outreach
- Email Distribution
- Website Views
Take the Release the Pressure Pledge

1. I, __________, pledge to Release The Pressure daily by:

- Setting a Blood Pressure Goal with a Health Care Professional
- Monitoring My Blood Pressure at Home
- Activating My Wellness Plan
- Checking in with My Squad
Self Managed Blood Pressure (SMBP) Training
Current RTP Metrics

- Pledges: 6,117
- SMBP Training Video: 59,592
- Instagram Followers: 345
- Website Views: 2,932
- Website 7-Day Challenges: 82
## Website (4/22/2021 - 4/29/2021)

<table>
<thead>
<tr>
<th>Page title and screen class</th>
<th>Views</th>
<th>Users</th>
<th>New users</th>
<th>Views per user</th>
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</thead>
<tbody>
<tr>
<td><strong>Totals</strong></td>
<td>2,532</td>
<td>2,098</td>
<td>1,408</td>
<td>1.207</td>
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<tr>
<td>1 Release The Pressure – Take The Pledge</td>
<td>1,763</td>
<td>1,898</td>
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<td>2 Her Heart Summit 2021 – Release The Pressure</td>
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<td>107</td>
<td>64</td>
<td>3.327</td>
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<tr>
<td>3 Thank You – Release The Pressure</td>
<td>94</td>
<td>57</td>
<td>7</td>
<td>1.649</td>
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<tr>
<td>4 About Us – Release The Pressure</td>
<td>84</td>
<td>52</td>
<td>6</td>
<td>1.615</td>
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<tr>
<td>5 Wellness Vision Board – Release The Pressure</td>
<td>50</td>
<td>41</td>
<td>5</td>
<td>1.22</td>
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<tr>
<td>6 Release the Stress – Release The Pressure</td>
<td>39</td>
<td>36</td>
<td>5</td>
<td>1.083</td>
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<tr>
<td>7 Release Unhealthy Habits Challenge – Release The Pressure</td>
<td>26</td>
<td>30</td>
<td>11</td>
<td>0.867</td>
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<td>8 Take the Pledge – Release The Pressure</td>
<td>22</td>
<td>29</td>
<td>15</td>
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<tr>
<td>9 Empowerment Zone – Release The Pressure</td>
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<td>26</td>
<td>4</td>
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<tr>
<td>10 Self-Care Inspiration for Her Heart – Release The Pressure</td>
<td>27</td>
<td>25</td>
<td>9</td>
<td>1.08</td>
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</tbody>
</table>

**NOTE** The Her Heart Summit 2021 page shows up due to testing but the link has not been released yet.
Pledges

GRAND TOTAL 6,117

43 New Pledges

<table>
<thead>
<tr>
<th>Week</th>
<th>Total Pledges</th>
<th>New Pledges</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/29/21</td>
<td>6,117</td>
<td>43</td>
</tr>
<tr>
<td>4/22/21</td>
<td>6,074</td>
<td>63</td>
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<tr>
<td>4/15/21</td>
<td>6,011</td>
<td>27</td>
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<tr>
<td>4/8/21</td>
<td>5,984</td>
<td>53</td>
</tr>
<tr>
<td>4/1/21</td>
<td>5,931</td>
<td>458</td>
</tr>
</tbody>
</table>
Video Stats

SMBP Training Video

59,592 views (as of 4/29) | AMA YouTube: 1,419 views
(up 19 views from last week at 1,400)
Tom Joyner interviews: 58,240

Black Women Making History:
Art as Therapy for Her Heart

38 views (as of 4/29)
ESSENCE FB Live: 42K + Views

RTP 2021 National Virtual Vision Board Party
- Full Event

118 views (as of 4/29)

GirlTrek Interview:
Putting Yourself First

25 views (as of 4/22)
Previous Events & Initiatives
Previous RTP Events & Initiatives

Weathering: Erosion by Racism Panel
November 18th 2020

This panel convened Black Physicians to address how the current environment is affecting the state of Black Health in America, especially heart health and how people can take control of their health.

National Virtual Vision Board Party
February 13th 2021

We centered this convening around Improving heart health in the Black community by bringing Black women together to develop a plan that starts by declaring self-care a priority and more than a buzzword. We guided women on navigating love, work and wellness through self-care as an act of resistance in the face of structural racism.
Black Women Making History: Art as Therapy for Her Heart
March 24th 2021

Release the Pressure highlighted Black women artists at the helm of using art as a healing space and expression of self-love as therapy for Black women. The initiative, “Black Women Making History,” aimed to celebrate how art centering Black women is therapy for her heart.

Our goal was to highlight how engaging with the arts can be an act of self-care and self-love for Black communities, as art can be a powerful form of therapy and healing. For Black women, even being reflected in art can evoke a sense of pride and well-being.

RTP Her Heart Summit
May 8th 2021

The Her Heart Summit is a national celebration of Black women’s health and sisterhood featuring influencers in motherhood, mindfulness, fitness and more. This summit will center the narrative of Black women are juggling a lot as mothers, professionals, partners, community leaders and much more – all while managing life through a global pandemic, political unrest and ongoing racial tension. It acknowledges juggling it all has taken a significant toll on Black women’s health and well-being. In fact, more than half of Black women over the age of 20 have heart disease.
Future of RTP
Future of Release the Pressure

1. Practice What You Preach - Start by taking the pledge yourself, then share the message with your patients via in person conversations, digital materials
2. Email - Provide campaign information via email
3. Collaboration opportunities (virtual events, initiatives, interviews, speaking engagements, etc.)
4. Share the Message with your Squad via Social
5. Community outreach
6. Create content
Follow our Social Channels & Website!

Website: https://releasethepressure.org/
Instagram: @rtpressure
Facebook: https://m.facebook.com/RTPressure

Oliver T. Brooks, MD,
Chief Medical Officer, Watts HealthCare Corporation
Immediate Past President, National Medical Association