

Title of Intervention and Website: IMPACT Blood Pressure Program

Intervention Strategies: Campaigns and Promotions, Group Education, Individual Education, Supportive Relationships, Environments and Policies

Purpose of the Intervention: To lower blood pressure in those with elevated blood pressures

Population: Employees with above average blood pressure

Setting: Blue and white collar worksites in California, Florida, Georgia and Texas that had an established on-site health promotion program; worksite-based

Partners: Worksites

Intervention Description:

- Campaigns and Promotions: Incentives such as coupons toward athletic equipment were offered upon meeting health challenges.
- Group Education: Sites offered classes and demonstrations to participants.
- Individual Education: Physician referrals were provided to all participants. Participants received a monthly package containing a personalized cover letter and information on blood pressure including behavioral changes and barriers.
- Supportive Relationships: Participants received monthly 10-minute individual counseling sessions that included an assessment of current behaviors and readiness to change, a discussion of barriers to reaching goals and compliance and goal setting for the next month.
- Environments and Policies: Sites were required to offer at least six classes or demonstration related to blood pressure control annually. Intervention participants received priority enrollment in relevant programming offered as part of the overall work site health promotion program.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Nurses, nutritionists, health educators
- Training: 16-hour IMPACT training program for health care providers
- Technology: Computer
- Space: Group meeting space, private meeting space
- Budget: Not mentioned
- Intervention: Informed consent form, mailing materials, informational sheets, class and demonstration materials
- Evaluation: Automated blood pressure device, questionnaires covering basic demographic information and medication use

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Assessment of blood pressure
 - Questionnaire gathered information on demographics and medication use

Outcomes:

- Short term Impact: Systolic blood pressure decreased significantly for those in the intervention group. Among subjects not initially taking blood pressure medication, a significantly greater portion in the intervention group started taking medication than in the control group.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: The results of implementation of IMPACT for blood pressure control suggest that screening followed by counseling of high-risk persons and personalized mailing programs can have an incremental benefit in reducing cardiovascular risk over a 1-year period. All but one of the worksite counselors for blood pressure were nurses. Although all received identical training and used a structured protocol, review of counselor notes and results revealed that nurses concentrated more on confirming physician visits and compliance with medication, whereas nutritionists focused more on nutritional requirements. An interactive management tool that could guide counselors to cover all required areas and choose appropriate challenges could increase consistency and improve results.

Citation(s):

Fielding, J. E., K. Knight, et al. (1994). "Evaluation of the IMPACT blood pressure program." *J Occup Med* 36(7): 743-6.