OFFICE ON WOMEN’S HEALTH

HYPERTENSION INNOVATOR AWARD COMPETITION

INNOVATIVE METHODS OF BLOOD PRESSURE MONITORING AND FOLLOW-UP IN WOMEN DURING PREGNANCY AND/OR POSTPARTUM
Welcome and Introductions
Agenda

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OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH (OASH): THE ROADMAP FOR A HEALTHIER NATION

HEALTH TRANSFORMATION
Catalyze a health promoting culture

HEALTH RESPONSE
Respond to emerging health challenges

HEALTH INNOVATION
Foster novel approaches and solutions

HEALTH OPPORTUNITY
Advance health opportunities for all

LEADING AMERICA TO HEALTHIER LIVES
Vision

All women and girls achieve the best possible health

Mission

The Office on Women’s Health provides national leadership and coordination to improve the health of women and girls through policy, education, and innovative programs.

Goals

- Inform and influence policies
- Educate the public
- Educate professionals
- Develop and expand innovative approaches
OFFICE ON WOMEN’S HEALTH PROGRAMS

MOVE YOUR WAY
MATERNAL HEALTH

Improving the health and wellness of families through increased physical activity during pregnancy and postpartum

IT’S ONLY NATURAL

Improving breastfeeding rates among African American women

POSTPARTUM DEPRESSION

Lowering the barriers women face in talking to their health care provider about symptoms
Hypertension and Maternal Impacts

- **Heart Disease** is the leading cause of death for American women and 13% of women of childbearing age have chronic hypertension.

- **In the United States**, high blood pressure happens in 1 in every 12 to 17 pregnancies among women ages 20 to 44.

- Pregnancy-related mortality for Black women and American Indian and Alaska Native women are two to three times higher than for White, Hispanic, and Asian Pacific Islander women.

- Geographical disparities also exist as pregnant women living in rural America face barriers to maternity care.

- **Prevention of complications related to hypertension** can vastly improve outcomes and quality of life for patients.
Overview of the Challenge

• OWH created this challenge to identify innovative, pre-existing programs that care for women with hypertension who are pregnant and/or postpartum

• Programs should include attention to racial/ethnic and urban/rural disparities

• The goal of this innovative competition is to demonstrate sustainability and the ability to replicate and/or expand a program that provides effective monitoring and follow-up of hypertension for women who are pregnant and/or postpartum
Overview of the Challenge- Phases

Competition will be in three phases:

1. Identification of **Successful Programs**
2. Awarding Plans for **Sustainability** and **Replication**
3. Awarding Programs that have **Replicated** or **Expanded**
Overview of the Challenge- Eligibility

• An individual or entity shall have registered to participate in the competition under the rules promulgated by the Office on Women’s Health

• See challenge.gov for full rules
Overview of the Challenge- How to Apply

• Register by sending an entry naming an official representative to hypertensionchallenge@hhs.gov

• Submission of < 5 pages describing the program

• Detailed instructions are available on challenge.gov
Overview of the Challenge- Judging Criteria

**Phase 1:**

- Previously demonstrated effectiveness (statistical significance) in: controlling hypertension in women who are pregnant and/or postpartum AND/OR increasing continued monitoring of hypertension in women who are pregnant and/or postpartum: (40%)

- Ability of the program to address racial/ethnic disparities and/or urban/rural disparities: (20%)

- Use of evidence-based approaches to target gaps in diagnosis, prevention, and treatment of women with hypertension who are pregnant and/or postpartum: (20%)

- How the program is innovative at targeting gaps in diagnosis, prevention, and treatment of women with hypertension who are pregnant and/or postpartum: (20%)
Overview of the Challenge- What we are looking for

• A one-paragraph executive summary that clearly states how the program has previously demonstrated effectiveness (statistical significance) in: controlling hypertension in women who are pregnant and/or postpartum AND/OR increasing continued monitoring of hypertension in women who are pregnant and/or postpartum;

• A description of how the program addresses racial/ethnic disparities and/or urban/rural disparities;

• A description of how the program uses evidence-based approaches to target gaps in diagnosis, prevention, and treatment of women with hypertension who are pregnant and/or postpartum; and

• A description of how the program is innovative at targeting gaps in diagnosis, prevention, and treatment of women with hypertension who are pregnant and/or postpartum
Timeline

**Phase 1**
Application: September 30-**November 16, 2020**

**Phase 2**
Application: September 29-**October 30, 2021**

**Phase 3**
Application: September 29-**October 30, 2022**
Resources and Organizations

- CDC Blood Pressure and Pregnancy [https://www.cdc.gov/bloodpressure/pregnancy.htm](https://www.cdc.gov/bloodpressure/pregnancy.htm)
- Hear Her Campaign [https://www.cdc.gov/hearher/index.html](https://www.cdc.gov/hearher/index.html)
- Million Hearts [https://millionhearts.hhs.gov/index.html](https://millionhearts.hhs.gov/index.html)
Questions
Future Webinars

Next webinar will **October 30, 2020** (link will be available on [https://www.challenge.gov/](https://www.challenge.gov/))
Please see https://www.challenge.gov/ for detailed information

Additional feedback or questions about this challenge can be sent via e-mail to

HypertensionChallenge@hhs.gov
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