



# OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH

LEADING AMERICA TO HEALTHIER LIVES

## 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

- Welcome and Introductions
- Background
- Overview of the Challenge
- Timeline
- Resources and Organizations
- Questions
- Follow Up



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

## HEALTH TRANSFORMATION

Catalyze a health promoting culture

## HEALTH INNOVATION

Foster novel approaches and solutions

## HEALTH RESPONSE

Respond to emerging health challenges

## HEALTH OPPORTUNITY

Advance health opportunities for all

**LEADING AMERICA TO HEALTHIER LIVES**



# HHS OFFICE ON WOMEN'S HEALTH (OWH)

## 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

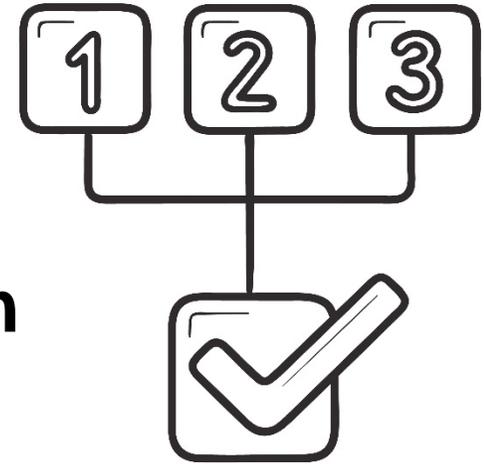
- OWH created this challenge to identify **innovative**, pre-existing programs that that care for women with hypertension who are **pregnant and/or postpartum**
- Programs should include attention to **racial/ethnic and urban/rural disparities**
- The goal of this innovative competition is to **demonstrate 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](https://www.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](mailto:hypertensionchallenge@hhs.gov)
- Submission of < 5 pages describing the program
- Detailed instructions are available on [challenge.gov](https://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>
- Hear Her Campaign <https://www.cdc.gov/hearher/index.html>
- Million Hearts <https://millionhearts.hhs.gov/index.html>



# Questions



OFFICE OF THE  
ASSISTANT SECRETARY FOR HEALTH

# Future Webinars

Next webinar will **October 30, 2020** (link will be available on <https://www.challenge.gov/>)



OFFICE OF THE  
ASSISTANT SECRETARY FOR HEALTH

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](mailto:HypertensionChallenge@hhs.gov)



# HOW TO CONNECT WITH US



**W**omenshealth.gov  
girlshealth.gov



[facebook.com/HHSOWH](https://facebook.com/HHSOWH)



[twitter.com/womenshealth](https://twitter.com/womenshealth)  
[twitter.com/SaludDLaMujer](https://twitter.com/SaludDLaMujer)  
[twitter.com/girlshealth](https://twitter.com/girlshealth)



[youtube.com/WomensHealthGov](https://youtube.com/WomensHealthGov)



[pinterest.com/womenshealth](https://pinterest.com/womenshealth)





**Kara Elam, PhD, MPH, MS**

**Courtney Gustin, DrPh, CNM**

Office on Women's Health  
Office of the Assistant Secretary for Health

[WWW.HHS.GOV/ASH](http://WWW.HHS.GOV/ASH)

[WWW.WOMENSHEALTH.GOV](http://WWW.WOMENSHEALTH.GOV)

[WWW.GIRLSHEALTH.GOV](http://WWW.GIRLSHEALTH.GOV)

[@WOMENSHEALTH](https://twitter.com/WOMENSHEALTH)

