

WHO IS IT FOR?

The project is open to residents of Northern Manhattan who want to participate and have blood pressure of 120/80 or higher.

WHERE AND WHEN WILL IT TAKE PLACE?

We will screen volunteers for high blood pressure at local hospitals, community organizations and events in Northern Manhattan starting in early 2011.

WHAT WILL PARTICIPANTS DO?

Those who choose to participate will answer questions about their health in a brief survey. Participants will be in one of three groups, with each group getting different types of health education materials to see which works best to lower their blood pressure.

WHAT DO PARTICIPANTS GET?



Project SHARE staff will provide education materials about high blood pressure and ways to control it, including diet, physical activity, quitting smoking, stress management and taking medication if needed. We will also connect participants with appropriate local health care resources.

To thank them for helping us with this project, participants will receive a gift, such as movie tickets or gift cards. We also believe that participants will feel a sense of empowerment in reaching their personal goals of weight loss, healthier eating or smoking cessation.

HOW LONG?

Participants will be involved for one year, and will complete a survey at the beginning, middle and end of that time to see if they lowered their blood pressure compared with when they started the program.

For more information, contact **Michelle Smith**, Project Coordinator at 646-284-9740 or email mes2163@columbia.edu.