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Rochester-area coalition to battle scourge of high blood pressure

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High blood pressure is so common and such a risk for strokes and heart attacks — which devastate families and are costly to the health care system — that an unprecedented coalition of Rochester-area business, health care, labor, government, education, faith and human service agencies has come together to try to improve it.

The High Blood Pressure Collaborative Work Group, a partnership of the **Rochester Business Alliance** and the Finger Lakes Health Systems Agency, announced today three steps that will affect the public:

--Everyone in the community is encouraged to fill out a six-minute, 24-question survey available to be online for the next two weeks, currently at <https://survey.vovici.com/se.ashx?s=201DFDBA4F971376>.

It will soon be available also at the websites of the United Way of Greater Rochester, uwrochester.org; Finger Lakes Health Systems Agency, www.flhsa.org; and the Rochester Business Alliance, www.rochesterbusinessalliance.com.

-- A series of free blood pressure screenings are being planned throughout the community this summer. About 29 percent of people with high blood pressure don't know they have it because it may not have any symptoms.

--Primary care offices are collaborating to share best practices and blood pressure control strategies. They might hold presentations, seminars and consultations with individual physician practices.

"Our goal is to be the healthiest community in America, and we're well on our way to doing just that," said Paul S. Speranza Jr., vice chairman and general counsel for Wegmans Food Markets, who leads the High Blood Pressure Collaborative Work Group.