



High Blood Pressure Control

Campaign Fact Sheet

Campaign Sponsors:

American Heart Association (AHA),
American Stroke Association (ASA),
American Medical Association (AMA)

Volunteer Advertising Agency:

Havas Adrenaline

BACKGROUND:

About 85 million Americans (1 in 3 adults over age 20) have high blood pressure, but only half of those individuals have their condition under control. High blood pressure is when your blood pressure (the force of the blood flowing through your blood vessels) is consistently too high. Uncontrolled high blood pressure can lead to heart failure, heart attack, stroke, vision loss, kidney disease, and even death. However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk for heart attack, stroke, and other HBP-related health issues.

CAMPAIGN OBJECTIVE:

Raise awareness of the consequences of uncontrolled HBP and motivate people to talk with their doctor to recommit to a treatment plan.

CAMPAIGN DESCRIPTION:

While most people know their blood pressure numbers, many don't follow their HBP plan because they feel fine and don't notice any symptoms. Their numbers are not tangible or urgent. The campaign, featuring real survivors of heart attack and stroke, underscores the urgency of managing HBP by linking relatable blood pressure numbers to the real effects of high blood pressure. The campaign encourages people to talk with their doctor to create or evolve a treatment plan and visit LowerYourHBP.org to learn more about high blood pressure.

TARGET AUDIENCE:

Adults age 35-64 who have uncontrolled high blood pressure and have stopped following their treatment plan.



DID YOU KNOW?

- 50% of those with high blood pressure do not have their condition under control.
- 1 in 3 American adults has high blood pressure.