



High Blood Pressure Control

Frequently Asked Questions

What is the campaign?

The campaign is a national public service advertising (PSA) campaign created by the American Heart Association (AHA), the American Medical Association (AMA) and the American Stroke Association (ASA) in partnership with the Ad Council. The campaign raises awareness about the importance of high blood pressure control. High blood pressure is a condition where your blood pressure (the force of the blood flowing through 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. The new PSAs were developed pro bono by Havas Adrenaline and feature dramatic imagery and real stories from survivors of heart attack and stroke to encourage adults to speak with their doctor and take steps to manage their blood pressure.

Who is the target audience?

Adults ages 35-64 who have uncontrolled high blood pressure

- Most people with high blood pressure know their blood pressure numbers, but many don't follow their HBP plan because they feel fine and don't notice any symptoms.
- Understanding the life-threatening risks associated with high blood pressure prompts people with high blood pressure to make the lifestyle changes necessary to manage their condition.

What are the media components of the campaign?

The campaign includes the following assets, each available in English and Spanish and in multiple sizes where applicable:

- TV (:60, :30, :15, :10)
- Radio (:60, :30, :15)
- Magazine and Newspaper
- Outdoor
- Web Banners

How do I get copies and access the public service announcements?

PSAs are available on the PSAs tab of this toolkit, which also contains a link to psacentral.org place for all media outlets to access broadcast/print-quality materials.

- Media can register for a free PSA Central account.
- Locate the campaign by selecting "High Blood Pressure" under the "Campaign" drop down menu.
- Please adhere to talent expiration dates as noted on PSA Central. Ad Council will update dates as needed over time.
- Please note that PSAs on PSA Central cannot be altered in any way, including addition of logos or local statistics.

What is the Ad Council?

The Ad Council is a private, non-profit organization with a rich history of marshaling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of public service campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns visit adcouncil.org, like us on [Facebook](#), follow us on [Twitter](#) or view our PSAs on [YouTube](#).

What are the campaign objectives?

By raising awareness of the consequences of uncontrolled high blood pressure the campaign aims to motivate people to talk with their doctor to recommit to a treatment plan for their high blood pressure.

What is the main message?

Uncontrolled high blood pressure has serious consequences, including heart attack and stroke, and you could be at risk. Talk with your doctor to create or evolve a treatment plan. To learn more visit LowerYourHBP.org or BajeSuPresion.org.

How and when was the campaign distributed?

The Ad Council distributed the PSA campaign materials in October 2017.

How will the campaign be evaluated?

Program evaluation is a critical component of every Ad Council campaign. To assess a campaign's effectiveness and impact, the Ad Council adheres to a rigorous framework of evaluation for each campaign. This framework establishes metrics early in the campaign process to ultimately measure each campaign's exposure, recognition, engagement and impact among identified target audiences.

Specific methodologies used to measure each of these evaluative components include: donated media support, press coverage, consumer response, consumer tracking studies and national trend studies. These methods continue to evolve based on the new media landscape and consumer behavior. Interactive metrics have become an important element in campaign evaluation including web analytics, website usability testing and social media tracking.

How can I get involved with the campaign?

There are many ways to get involved. The [High Blood Pressure Toolkit](#) includes helpful information and thought-starters on how to engage your community or organization in the effort to manage high blood pressure. Additionally, sharing messages and social media content about high blood pressure on your channels is an easy and quick way to lend your support. Sample social media posts and copy can also be found on the campaign toolkit.

If you have more time, you can help promote the campaign with your local media. See the “How to Get PSAs Placed” document for thought-starters. Please contact your primary contact at AHA, AMA, or ASA for further assistance.

Who do I email with questions?

Please contact your primary contact at AHA/ASA or AMA with questions. For questions related to specific media requests, you may also contact the Ad Council media team at www.psacentral.org/contactsus

American Heart Association / American Stroke Association

The American Heart Association is the nation’s oldest and largest voluntary organization dedicated to fighting heart disease and stroke. Founded by six cardiologists in 1924, the organization now includes more than 22.5 million volunteers and supporters. AHA funds innovative research, fights for stronger public health policies, and provides critical tools and information to save and improve lives. Their nationwide organization includes 156 local offices and more than 3,000 employees. The American Stroke Association was created as a division in 1997 to bring together the organization’s stroke-related activities. For more information visit heart.org. Information is available in [English](#) and [Spanish](#).

American Medical Association

The American Medical Association is the premier national organization providing timely, essential resources to empower physicians, residents and medical students to succeed at every phase of their medical lives. Physicians have entrusted the AMA to advance the art and science of medicine and the betterment of public health on behalf of patients for more than 170 years. For more information, visit ama-assn.org.