



High Blood Pressure Control Campaign

Local Activation and Event Ideas

Community Activation Ideas

- Distribute materials (posters and postcards) to healthcare providers, local conferences, community centers and at events.
- Encourage attendees to learn more at LowerYourHBP.org.

Event and On-Site Engagement:

- Incorporate campaign PSAs into event programs:
 - Host a viewing of the TV PSAs.
 - Feature posters as part of event collateral.
- Incorporate campaign messaging into speaking opportunities:
 - Include campaign talking points to spread the word about the campaign and PSAs.
 - Highlight stats about high blood pressure and the urgency and importance at a local level.
 - Lead an in-person Q & A session about high blood pressure and tips on how it can be managed.
- Set up an on-site information Booth:
 - Visit LowerYourHBP.org and answer any questions about diagnosis, treatment and lifestyle programs.

Online Engagement:

- Place campaign web banners on local websites or event promotion pages.

