



## **High Blood Pressure Campaign 2017 Talking Points**

### ***For Interviews & Other Opportunities***

#### **Basic Info**

##### **What is high blood pressure?**

- When a person has high blood pressure (also known as hypertension or HBP), it means that their blood pressure, the force of the blood flowing through their blood vessels, is consistently too high.

##### **How many Americans have high blood pressure? How prevalent is high blood pressure?**

- About 103 million Americans have high blood pressure, and only half of the people with high blood pressure have the condition under control.
- Nearly half of all adults over age 20 have high blood pressure.

##### **How do you know if you have high blood pressure?**

- To find out if you have high blood pressure, you should get your blood pressure measured during regular healthcare visits.

##### **What are the symptoms of high blood pressure?**

- High blood pressure often has no signs or symptoms, and the only way to know if you have high blood pressure is to have it measured.
- Even though a person with high blood pressure might feel fine, high blood pressure damages your blood vessels and puts you at higher risk for major health issues including stroke and heart attack.

##### **Can high blood pressure be cured?**

- There is no cure for high blood pressure, but it can be managed very effectively by working with your doctor to create a treatment plan that you'll stick with over time.
- A high blood pressure treatment plan often involves lifestyle changes like making healthier food choices and adding exercise to your routine or medication, if needed.

##### **What are the consequences of high blood pressure?**

- If high blood pressure is left untreated, the damage that it causes in your circulatory system could contribute significantly to additional health problems.
- High blood pressure can lead to heart failure, heart attack, stroke, vision loss, kidney disease, and more.
- High blood pressure can lead to heart attack and stroke, which are the leading causes of death in the U.S.

## **What can someone with high blood pressure do to manage their condition?**

- A high blood pressure treatment plan can be relatively easy, but it can be difficult to stick to over time. Only half of the people with high blood pressure have the condition under control.
- If you have high blood pressure, you should work with your doctor to create a treatment plan that works for you.
- If you have high blood pressure, you should check your blood pressure regularly
- A high blood pressure treatment plan often involves diet changes, maintaining a healthy weight, adding exercise to your routine, managing your stress levels, limiting alcohol consumption, and medication, if needed.

## **New PSAs**

**Tell me about the public service advertising (PSA) campaign and what you're hoping to accomplish.**

- The AHA, AMA, and the Ad Council have launched a new PSA campaign about uncontrolled high blood pressure that reminds viewers that the condition can have serious, life-threatening consequences and that they should take urgent action by speaking with their doctor to create or modify their treatment plan together.
- Viewers are directed to create or update their plan with their doctor and to visit [LowerYourHBP.org](http://LowerYourHBP.org) to learn more.
- The target audience is adults ages 35-64 years old who have high blood pressure and don't have a treatment plan or have gone off their treatment plan.

## **Why was this campaign launched?**

- About 103 million Americans have high blood pressure, and only half of the people with high blood pressure have the condition under control.
- Research shows that few people with high blood pressure follow a treatment plan created in partnership with their doctor and that awareness of the serious consequences of uncontrolled high blood pressure motivates people to take action to manage their condition.
- The PSAs encourage people with high blood pressure to take control of their health by speaking with their doctor and creating or modifying a treatment plan together.

## **How did you determine what message would be effective in educating people about the need for a plan if they have high blood pressure?**

- The campaign is based on extensive research with people with high blood pressure.
- The key insight from the research is that adults with high blood pressure face several barriers-- time, will power and medication are the most frequently mentioned-- to managing their high blood pressure and that those barriers are difficult to overcome.

- Most people know their blood pressure numbers, but because there are often no signs or symptoms from high blood pressure, they don't feel the need to manage it. Our research shows that understanding the life-altering consequences of high blood pressure motivates people to take their high blood pressure seriously and to prioritize managing the condition with their doctor.

#### **What's the idea behind the new PSAs?**

- The new PSAs link relatable blood pressure numbers to the real consequences of high blood pressure; they highlight the stories of people who've suffered a heart attack or a stroke as a result of uncontrolled high blood pressure.
- The new PSAs also encourage viewers with high blood pressure who either don't have a treatment plan or who have gone off their plan to take urgent action and partner with their doctor on a treatment plan to greatly reduce their risk of additional major health issues.

#### **Who created these ads?**

- The "Numbers" PSAs, featuring real people who have survived the life-altering consequences of uncontrolled high blood pressure, were created by the AHA and AMA in partnership with the Ad Council, developed pro bono by Havas Adrenaline, and directed by renowned portrait photographer and film director Marco Grob.

#### **New PSAs Message**

##### **If someone has high blood pressure, what should they do?**

- You can overcome the barriers to managing your high blood pressure by partnering with your doctor to create a treatment plan that works for you and that you'll stick with over time.
- A treatment plan that you can stick with can help reduce your risk of heart disease, kidney disease, and other health risks associated with high blood pressure.

##### **Why does someone with high blood pressure need a plan?**

- High blood pressure often has no signs or symptoms, so people with uncontrolled high blood pressure might feel fine and think they don't need a treatment plan. But high blood pressure damages your blood vessels and increases your risk for heart attack, stroke and other serious conditions.
- Partnering with your doctor to create a treatment plan that you can stick to helps you maintain a lower blood pressure and lowers your risk for those serious health consequences.

##### **What steps can people with high blood pressure take to maintain their health?**

- Talk to your doctor to create or update your high blood pressure treatment plan.
- A treatment plan can include healthy lifestyle changes like adding exercise to your daily routine, eating less salt and reducing the packaged, processed foods you consume,

eating foods that are rich in potassium, reducing alcohol consumption, quitting smoking, and more.

- Earlier and better treatment of high blood pressure is saving lives, so head to [LowerYourHBP.org](http://LowerYourHBP.org) to learn more about how you can work with your doctor to create a treatment plan that works best for you and that can lower your risk for other major health issues.

### **What resources are available for people with high blood pressure?**

- If you have high blood pressure and you've struggled with sticking to your treatment plan, your doctor is a resource and source of support to help you get back on track.
- Visit [LowerYourHBP.org](http://LowerYourHBP.org) for:
  - resources on how to understand your blood pressure numbers and the risks of high blood pressure
  - a printable worksheet that provides a structure of what to do before, during and after an appointment with your doctor to help you create a personalized high blood pressure treatment plan
  - tips for managing your high blood pressure
  - resources for tracking your high blood pressure
  - links to the new PSAs and survivor stories

### **Reactive Messaging**

#### **Do these new PSAs use scare tactics to educate people?**

- Our new PSAs feature real stories from real people who have survived heart attacks and strokes— serious health events that you're at a higher risk for if you have high blood pressure.
- If you have high blood pressure, you have an opportunity to take control of your health by getting on a treatment plan and sticking to it.
- We want this campaign to help those people with high blood pressure who haven't yet suffered a stroke or a heart attack to avoid those devastating, life-altering consequences.

#### **I have high blood pressure/I don't look like the people in the ads, and I haven't had a stroke or a heart attack yet.**

- If you're living with uncontrolled high blood pressure, you might feel fine, as there are often no symptoms or signs of high blood pressure. But high blood pressure damages your blood vessels and increases your risk for heart attack, stroke and other serious conditions.
- Even if you feel fine, you should speak to your doctor to make sure you're doing everything you can to keep your numbers in a healthy range and to lower your risk for any high blood pressure-related health consequences in the future.

**Do these new PSAs push people with high blood pressure toward prescription drugs?**

- Our new PSAs encourage people with uncontrolled high blood pressure to talk to their doctor to create a plan that they can stick with to manage their high blood pressure.
- A person's treatment plan can involve diet, exercise, and medication, if needed.

**What were the costs involved?**

*[only if response needed]*

- The campaign is a multi-year partnership between the AHA, AMA and the Ad Council and was created pro bono by Havas. The PSAs will run and air in advertising time and space donated by the media.