

National High Blood Pressure Education Month

2018 TOOLKIT



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130 Is Too High

This toolkit includes resources to help you easily engage with alliance organizations and community members as we work together to meet our goal of 3 million blood pressure checks during the month of May.



Spanish/English Twitter chat: special guest Chef Ronaldo shares how to make healthier eating a part of life in Hispanic culture; time 5pm Central



National High Blood Pressure Education Month begins



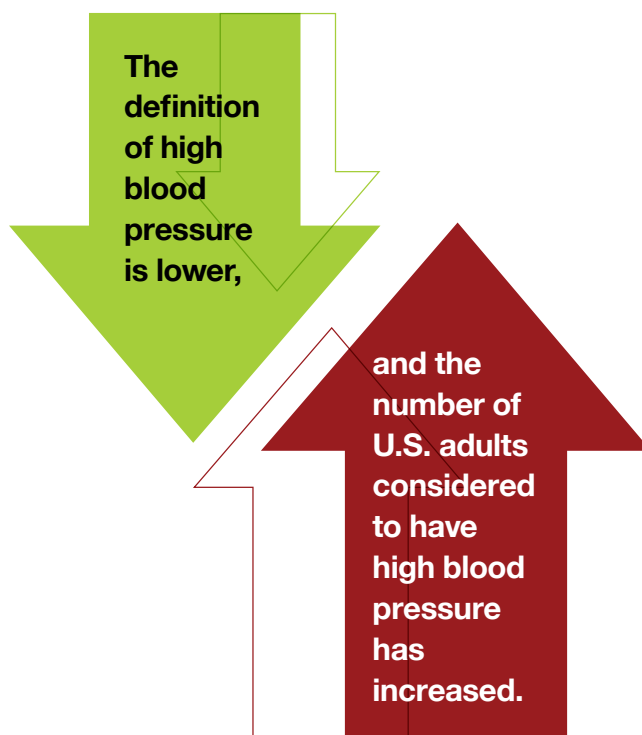
Satellite media tour



World Hypertension Day



National High Blood Pressure Education Month concludes; be sure to submit all of your BP checks



CAMPAIGN OVERVIEW

In past years, we've launched our high blood pressure education initiatives in mid-April, culminating with an announcement on World Hypertension Day of all the blood pressure checks our affiliates have conducted. This year, the campaign will take place during the entire month of May — and we've compiled a brand-new toolkit of resources designed to make National High Blood Pressure Education Month a win-win event for everyone involved.

How Has Our Definition of High Blood Pressure Changed? And Why?

As our new blood pressure chart shows, systolic pressure of less than 120mmHg is considered to be in the normal range, while 120–129 is classified as elevated. A number of 130–139 is Stage 1 hypertension.

Blood Pressure Category	Systolic mm Hg (Upper number)		Diastolic mm Hg (Lower number)
Normal	Less than 120	and	Less than 80
Elevated	120 – 129	and	Less than 80
High Blood Pressure (Hypertension) Stage 1	130 – 139	or	80 – 89
High Blood Pressure (Hypertension) Stage 2	140 or higher	or	90 or higher
Hypertensive Crisis (Consult your doctor immediately)	Higher than 180	and/or	Higher than 120

Our new guidelines are based on compelling data that show a rising risk of heart attack, stroke and other consequences of high blood pressure at any point above a systolic level of 120mmHg — and at 130mmHg, that risk doubles when compared to levels in the normal range. We've also moved away from the term “prehypertension” since elevated blood pressure in the 120–129 range holds its own risks.

With this change in the definition of high blood pressure, nearly half of all U.S. adults have high blood pressure, compared to 1 in 3 under previous guidelines. Despite the increase in the number of Americans who are now considered to have hypertension, we expect only a small increase in the percentage of U.S. adults for whom medication is recommended. As always, lifestyle management will remain the first and preferred line of defense.

130 is too high. Do you know where you stand?

Join our Blood Pressure Check Challenge!



#CheckIt



130

heart.org/bplevels

Our Goal: 3 Million Blood Pressure Checks in One Month

Checking blood pressure regularly is an important part of keeping high blood pressure controlled. Also, many people with high blood pressure don't even know they have it. That's why we want to persuade as many people as possible to get a blood pressure check this May. This year, we also have an opportunity to reach people under age 45 since the new guidelines have tripled the number of men and doubled the number of women with high blood pressure in this millennial/Gen-X age group.

We've set a goal of 3 million blood pressure checks during May, which is National High Blood Pressure Education Month, and we need your help to reach our goal — and ultimately save lives. This campaign will launch on May 1 and will conclude on May 31.

YOUR ROLE

As a result of new guidelines, more Americans will discover their blood pressure is above a healthy limit. That's why we need your help encouraging people to check their BP and find out where they are on the [new blood pressure chart](#). The following materials, including key messages, social media messages and various outreach tools, will support your efforts for a successful National High Blood Pressure Education Month. Materials should be used unaltered.

Here are a few ways you can help us get the word out:

- » Use [#CheckIt](#) when posting about National High Blood Pressure Education Month. (Choose from a number of prepared messages in the Social Media section.)
- » Encourage individuals to click the “I've Checked My Blood Pressure” button at heart.org/bplevels to make sure their blood pressure check is counted.
- » Once again, we're proud to be working in collaboration with the World Hypertension League to make World Hypertension Day, **May 17**, a part of our outreach efforts.
 - Encourage your alliance organizations to host blood pressure screening events on or around World Hypertension Day.
 - Share World Hypertension Day announcements and other important blood pressure messages.
 - Add [#WorldHypertensionDay](#) to your regular [#CheckIt](#) social media tag on May 17 only.
- » Follow the AHA ([@American Heart](#)) on Twitter for more details on the campaign as they're announced.

Getting involved with National High Blood Pressure Education Month not only gives you a great opportunity to engage with your community — it also sets the stage for follow-up with participants to further AHA goals around [Check. Change. Control.](#) and to further engage [Target: BP](#) participants in the AHA mission.

Every blood pressure check counts — including daily checks for the same person — so be sure to turn in your numbers by **May 31** to make sure each one is counted!

KEY MESSAGES

The following messages can be shared on your website or in blog posts, newsletters or handouts to encourage everyone to get involved during National High Blood Pressure Education Month. Simply click on the image to download, and copy and paste the text.

Message 1:

130 Is Too High



Under new [American Heart Association](#) guidelines announced in 2017, the definition of high blood pressure is lower, and the number of U.S. adults considered to have high blood pressure has increased. Younger people are impacted the most, as high blood pressure has tripled among men under 45 and doubled among women in the same age group.

High blood pressure is often symptomless and can be a “silent killer” at any age — and the only way to know your risk is to have your blood pressure checked. This May, during National High Blood Pressure Education Month, do yourself and your family a favor:

1. Have your blood pressure checked and review the categories at heart.org/bplevels to understand what your numbers mean.
2. Be counted as someone who knows their numbers at heart.org/bplevels. Click on the “I’ve Checked My Blood Pressure” button!
3. Encourage the people you care about to know their numbers, too.

Message 2:

Make Changes that Matter



Do you know the signs of high blood pressure? It's a trick question — because HBP, also known as the “silent killer,” typically has no symptoms. That's why it's so important to check your blood pressure and take steps to control your numbers.

May is National High Blood Pressure Education Month.

Check your blood pressure and find out where your numbers fall on the new American Heart Association [blood pressure chart](#) — and make changes that matter.

Adjusting your habits now — like moving more and reducing sodium — can help you avoid a high blood pressure diagnosis and stay strong for the future. And by [tracking your BP](#) at home, you'll be the first to see how your healthy new habits are affecting your numbers.

Message 3:

Keep It Low



Even if your numbers are within the normal range on the new American Heart Association [blood pressure chart](#), May is the perfect month to check your blood pressure and give your lifestyle a checkup. Blood pressure naturally rises as you age, so consistency is key in keeping it low. Are you eating a heart-healthy diet? Cutting

out excess sodium? Limiting alcohol? Avoiding cigarettes? Making exercise a regular part of your routine? If so, keep up the good work! And if not, we'd like to encourage you to kick-start some healthy habits during National High Blood Pressure Education Month to help keep your BP low.

SOCIAL MEDIA MESSAGES

Throughout the month of May, you are welcome to share posts from any of the AHA accounts, including:

Facebook — [Facebook.com/AmericanHeart](https://www.facebook.com/AmericanHeart)

Twitter — [@American_Heart](https://twitter.com/American_Heart)

Instagram — [american_heart](https://www.instagram.com/american_heart)

Social Media Images (downloadable)



SAMPLE POSTS



3 Million Blood Pressure Checks in One Month



World Hypertension Day

- » VIDEO: 130 is too high for a lot of things. Including blood pressure. <http://bit.ly/2oFMPXj> Check yours and be counted toward our goal of 3 million BP checks in May. heart.org/bplevels #CheckIt
- » Don't stress out or anything, but you might have high blood pressure. Now's the time to check it. heart.org/bplevels #CheckIt #adulging
- » 3 million BP checks by May 31? Challenge accepted. #CheckIt today and be counted at heart.org/bplevels.
- » High blood pressure often has no symptoms. Don't wait another day to #CheckIt. heart.org/bplevels
- » On World Hypertension Day, spread the word by sharing social media announcements from the AHA and [World Hypertension League](http://WorldHypertensionLeague.org) as they support May Measurement Month. On this day, you may also want to use #WorldHypertensionDay in your posts.
- » Do you know your BP numbers? If you don't, today's the day to #CheckIt and be counted at heart.org/bplevels #WorldHypertensionDay.
- » ICYMI: High blood pressure is bad. Causes heart attacks and strokes. Check your BP and tell us you did via heart.org/bplevels. #CheckIt #WorldHypertensionDay
- » 103 MILLION U.S. adults have high blood pressure — a reading of 130/80 or higher. Knowing your numbers is Step 1 in knowing if you're one of them. Step 2 is letting us know you know at heart.org/bplevels. #CheckIt #WorldHypertensionDay

Education & Wellness

- » New blood pressure guidelines mean more adults under 45 have HBP. The good news? Lifestyle management is your first line of defense. heart.org/bplevels. #CheckIt
- » Too much sodium can raise your blood pressure. Learn about sneaky sources of sodium and tips for avoiding them. <http://bit.ly/2F6egAP> #CheckIt

PROMOTION & OUTREACH

These AHA items can be purchased to enhance your events.

#CheckIt Stickers

Check. Change. *Control.* blood pressure stickers can be purchased from AHA Shop Heart. Packaged in rolls of 100, they're a perfect way for those who get their BP checked to show off that they took charge of their health!

Ordering link for [AHA affiliate staff](#)

Ordering link for [all others](#)

Patient Education

AHA high blood pressure health education brochures can be purchased from Staywell to distribute at events. Check out the full catalog [here](#).

Still Haven't Found What You're Looking For?

The American Heart Association's online store has even more ways to raise awareness and help people keep their blood pressure in check — including new wallet-sized BP logbooks.

Ordering link for [AHA affiliate staff](#)

Ordering link for [all others](#)



FamilyWize Prescription Cards are now available. These free Prescription Savings Cards can help patients save on all FDA-approved medications, including those treating high blood pressure.

Email Carolina at cfojo@familywize.org the following information:

- Number of packs requested (150 cards per pack)
- Mailing address
- Name of organization and your title

Orders typically arrive within two weeks.

Use this email template to get the word out.

General Announcement Email Template: All Audiences

Subject: May is the month to know your blood pressure numbers

Under the new [American Heart Association guidelines](#), nearly half of all Americans have high blood pressure. And since the month of May is National High Blood Pressure Education Month, it's the perfect time to check your BP and learn what your numbers mean. High blood pressure often has no symptoms, which means you could be at an increased risk for heart attack, stroke, kidney disease and other health problems without even knowing it. This month, #CheckIt — then check the new BP categories at heart.org/bplevels to learn what your numbers mean.

TOOLS & RESOURCES

BLOOD PRESSURE CHARTS

[English](#)

[Spanish](#)

[Traditional Chinese](#)

HOW TO MEASURE YOUR BLOOD PRESSURE INFOGRAPHIC

[English](#) [Spanish](#) [Chinese](#)

GO RED FOR WOMEN

[English](#) [Spanish](#) [Chinese](#)

ONLINE SUPPORT

[High Blood Pressure Support Network](#)

ONLINE TRACKER

[Check. Change. Control. Tracker](#) —
XXXXX Campaign Code

VIDEO

[2018 “130 Is Too High”](#)

WEBSITE

[heart.org/hbp](#)

[heart.org/bplevels](#)

CAMPAIGN HASHTAG

#CheckIt

Additional resources can be found at [heart.org/hbp](#) under [Find Tools & Resources](#).

CONTACT INFORMATION

For more information on the initiatives in this toolkit, contact:

American Heart Association

BLOOD PRESSURE CHECK CHALLENGE

Amy Ciarochi

214-706-1361

amy.ciarochi@heart.org

MEDIA QUESTIONS

Maggie Francis

214-706-1382

maggie.francis@heart.org

[heart.org/hbp](#)

APPENDIX

Message 1:

 **American Heart Association**
Sponsored Like Page

Under new blood pressure guidelines, 130 is too high. Do you know your numbers?



**130: Great for IQs.
Bad for blood pressure.**
#CheckIt

Use Your Head. Check Your Blood Pressure.
The only way to know if your blood pressure is too high is to #CheckIt. May is the month to know your numbers, and learn what they mean.

heart.org/bplevels Learn More

Message 2:

 **American Heart Association**
Sponsored Like Page

Most of the time, high blood pressure has no symptoms. The best way to know if your numbers are putting you at risk is to #CheckIt, monitor your blood pressure at home and make lifestyle changes that matter.



Not every risk is easy to spot.
#CheckIt

Know Your Numbers.
It's National High Blood Pressure Awareness Month. Don't wait another day to #CheckIt.

heart.org/bplevels Learn More

Message 3:

 **American Heart Association**
Sponsored Like Page

Is your blood pressure within the normal range? #CheckIt to be sure — and make positive lifestyle changes to keep it low.



MMModeration. Your blood pressure will thank you.
#CheckIt

Keep It Low.
It's National High Blood Pressure Month! Know your numbers, and discover how good it feels to make changes that matter.

heart.org/bplevels Learn More