

High Blood Pressure Control

CAMPAIGN SPONSOR: American Heart Association (AHA), American Stroke Association (ASA), American Medical Association (AMA)

VOLUNTEER ADVERTISING AGENCY: Arnold New York

CAMPAIGN OVERVIEW

Nearly half of all adults in the United States have high blood pressure, and 50% of those with high blood pressure do not have their condition under control. Uncontrolled high blood pressure can lead to heart attack, stroke, and other serious health issues.

However, people with high blood pressure can create a treatment plan with their doctor that can help reduce their risk.

CAMPAIGN OBJECTIVE

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

CAMPAIGN DESCRIPTION

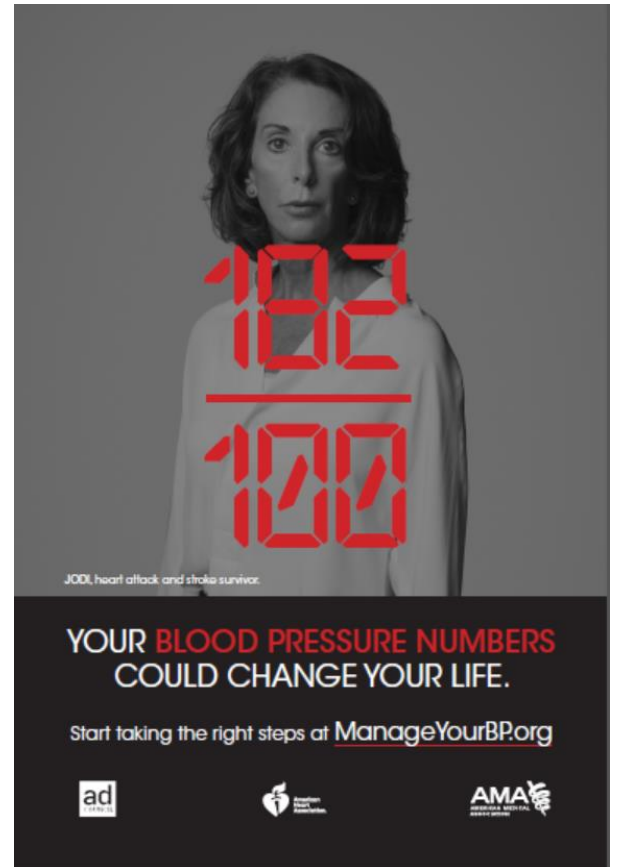
PSAs feature survivors of heart attack and stroke to encourage people who have stopped their treatment plan to restart it or talk with their doctor about creating one that works better for them.

TARGET AUDIENCE:

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

CALL TO ACTION:

Your blood pressure numbers could change your life. Start taking the right steps at **ManageYourBP.org**



DID YOU KNOW?

Nearly half of all adults in the United States have high blood pressure

50% of those with high blood pressure do not have their condition under control