



High Blood Pressure Control Campaign Blog Post Template

The Pressure Is On: Manage Your High Blood Pressure Today!

If you have high blood pressure, you may not see or feel symptoms. But the results of high blood pressure, like heart attack or stroke are far from invisible or silent. If you don't think this could happen to you, you are not alone! There are about 116 million people with high blood pressure in the United States, and 50% of those affected do not have their blood pressure under control. That is nearly half of all adults over the age of 20 that are at risk of serious health problems.

That's why the American Heart Association, American Stroke Association, and the American Medical Association have partnered with the Ad Council to launch a public service advertising (PSA) campaign to help people take control of their high blood pressure. The campaign features real stories from people about the dramatic effect uncontrolled high blood pressure had on their lives.

High blood pressure is when your blood pressure (the force of the blood flowing through your 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. It is important to regularly monitor your blood pressure to understand your risk. While the consequences of unchecked high blood pressure may seem alarming, knowing the potential consequences and understanding your own blood pressure numbers is the first step towards a healthier future.

There is good news! You and your doctor can work together to create a treatment plan that works for you to control your blood pressure. If already have a plan but are not currently following it, you can also work with your doctor to evolve your plan so that it can become an effective daily management routine.

But what exactly does a blood pressure treatment plan look like? It will be a unique combination of diet, exercise, and medication that you and your doctor work to fit your specific needs and lifestyle. The barriers to staying on track to manage your high blood pressure are valid and not always easy to overcome, but working in partnership with your doctor can help you stay on track.

Now is the time to take control of your high blood pressure, visit ManageYourBP.org to learn more about managing high blood pressure. Why wait?