



## MEDIA OUTREACH LANGUAGE TEMPLATE

### *High Blood Pressure Control Campaign*

Dear **[NAME OF MEDIA CONTACT]**:

I'm writing to put the support of **[ORGANIZATION]** behind a new Ad Council PSA campaign that greatly impacts our local community.

**In **[INSERT NAME OF STATE/CITY]**, **[INSERT %]** of adults have high blood pressure -- and are at high risk of heart attack, stroke, and other major health conditions if they don't make changes to their lifestyle.**

In total, 116 million American adults now have high blood pressure, but only about half have their condition under control. As you probably know, high blood pressure is a serious health condition that can lead to heart attack, and stroke. The good news is that high blood pressure can be controlled by sticking with a plan involving diet, exercise, and medication. The key is for people to talk with their doctor, understand their risk, and commit to acting as soon as possible.

You've likely already received PSAs for the new High Blood Pressure Control campaign, which were distributed by the Ad Council via [PSA Central](#) and [Extreme Reach](#) on October 19, 2017. **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in house by now.** Developed in partnership with the American Heart Association, American Stroke Association and the American Medical Association, the PSAs were directed by renowned portrait photographer Marco Grob and are highly effective and impactful. The creative concept encourages viewers to understand the urgency of high blood pressure and empower them to control their blood pressure. Viewers are encouraged to visit [ManageYourBP.org](#) or [BajeSuPresion.org](#), to learn more about how to manage their condition.

By supporting these PSAs, you are helping adults in our community make healthy lifestyle changes and manage their high blood pressure.

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at <https://www.psacentral.org/contactus>.

Sincerely,

**[YOUR NAME]**