



High Blood Pressure Control Campaign

Newsletter Promotion Template

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

116 million American adults have high blood pressure and are at risk of stroke or heart attack. Half of those affected do are not actively managing their condition, leaving them vulnerable to serious health problems. While you might not see or feel the symptoms of high blood pressure, the results, like stroke and heart attack, are far from invisible or silent. To help adults with high blood pressure take control, the American Heart Association, American Stroke Association, and the American Medical Association have partnered with the Ad Council to launch a national public service advertising (PSA) campaign designed to encourage people to take control of their high blood pressure.

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 talk with your doctor to evolve your plan so that it can become an effective daily management routine.

Insert HBP PSA YouTube link here

Learn more about high blood pressure and the national campaign at ManageYourBP.org or BajeSuPresion.org