



National High Blood Pressure Education Month 2019

EMAIL/NEWSLETTER COPY TO SHARE

National High Blood Pressure Education Month is the perfect time to raise awareness for high blood pressure prevention. Below is sample copy which can be used for emails or newsletter to let those in your community know about ways to manage their risk.

Small choices made each day can make a positive impact in managing blood pressure. It could mean the difference in peoples' risk for heart disease or stroke. Thank you for taking time to encourage friends, family and those in your community to learn about the prevention and management of high blood pressure.

Email/newsletter examples

General Announcement Template: All Audiences

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

According to American Heart Association guidelines, nearly half of all Americans have high blood pressure. This May is National High Blood Pressure Education Month. We encourage you to:

1. Check your blood pressure and learn what your blood pressure numbers mean by using the AHA's new live blood pressure [tool](#).
2. Encourage your love ones to have their blood pressure checked too!

High blood pressure often has no symptoms, which you could put you at an increased risk for heart attack, stroke and other life-threatening conditions without even knowing about it. It only takes 10 minutes or less to #CheckIt and use our [interactive blood pressure tool](#) to learn your risks and get support if needed. What are you waiting for? You can do this!

Consumer Email Template: Check. Change. Control.® participants

As a participant in the Check. Change. Control.® program, your good habits of tracking your blood pressure is proven to help you keep your blood pressure under control. Bravo! You are already taking positive steps to decrease your risk of heart attack, stroke and other life-threatening conditions. And in return, there is a good chance you're also enjoying other benefits that go along with lifestyle changes like following a heart-healthy diet and getting regular physical activity. Remember, making small changes overtime can make a positive impact on

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your numbers. During High Blood Pressure Education Month this May, we hope you'll keep the momentum going by continuing to log into your tracker every day. Take a minute check out our new interactive blood pressure [tool](#) and encourage friends and family to check their numbers too!

Recruitment Email Template: Alliance Organizations, Target: BP

Subject: High Blood Pressure Education Month – Help us meet our goal and save lives

As an important alliance in fighting heart disease and stroke, we invite you to join our nation campaign to raise awareness of high blood pressure. Under the American Heart Association guidelines (130 is considered too high), nearly half of U.S. adults (46%) have high blood pressure and 45.6% of those with high blood pressure do not have it controlled. This means there is more work to do to help American adults understand their numbers and risks of this “silent killer.” We are encouraging everyone we know to join us in meeting 3 million blood pressure checks and learn their risk with our new [interactive blood pressure tool](#) by May 31. To make this goal we need your support to reach out to your communities by:

Affiliates: Modify this list based on the type of alliances you will be reaching out too.

- Encourage patients to check their blood pressure and use AHA's new interactive blood pressure [tool](#) to learn their risk and to receive support/resources. You may also encourage them to come in for an overdue checkup.
- Encourage staff to have their blood pressure checked, and then visit AHA's new interactive blood pressure [tool](#) to learn what their numbers mean.
- Host a blood pressure check event for staff, patients, or the community and have them learn what their blood pressure numbers mean by using AHA's new interactive blood pressure [tool](#). Contact [\[local contact\]](#) for tips on holding a successful event and counting those blood pressure checks toward the goal.
- Encourage the community the check their blood pressure and learn what their numbers mean by using AHA's new interactive blood pressure [tool](#).
- Follow what's happening throughout the month of Facebook and Twitter and join in using the hashtag #CheckIt.

Large organizations or clinics can share blood pressure check totals easily by submitting online at targetbp.org/may-bp.