**FOR IMMEDIATE RELEASE
DATE**

**CONTACT:
Organization/Practice PR contact name/phone, email**

**[Name of your organization/practice] earns national recognition for efforts to reduce number of patients with uncontrolled blood pressure**

***The American Heart Association and American Medical Association celebrate [name of city] organization for commitment to prioritizing blood pressure control***

[**CITY/STATE**] — (Name of organization/practice) has been recognized by the American Heart Association (AHA) and American Medical Association (AMA) for their commitment to helping improve blood pressure (BP) control rates among the patient populations they serve, earning (SELECT APPROPRIATE LEVEL: Participation/Gold) level recognition as part of the 2020 [**Target: BP™ Recognition Program**](https://targetbp.org/recognition-program/)**.**

[Use for Participation level award] The Participation award recognizes practices that have submitted data and committed to reducing the number of adult patients with uncontrolled BP.

[Use for Gold level award] The Gold award recognizes practices that have 70 percent or more of their adult patient population with high BP controlled.

Hypertension (high BP) is a leading risk factor for heart attacks, strokes, and preventable death in the U.S. In addition, there are 116 million U.S. adults living with high BP and less than half of those people have their BP under control – making both diagnosing and effectively managing hypertension critical. And following the Surgeon General’s [Call-to-Action](https://newsroom.heart.org/news/american-heart-association-responds-to-surgeon-generals-national-call-to-action-on-hypertension) to prioritize hypertension control in the U.S. and [research in JAMA](https://jamanetwork.com/journals/jama/article-abstract/2770254) showing that overall rates of BP control have declined in recent years, optimizing hypertension control could not be more timely or needed.

“[Insert quote from local physician or clinic leader about importance of participating in this initiative],” said [organization director or local health official].

[Target: BP](https://targetbp.org/) is a national collaboration between the AHA and the AMA aimed at reducing the number of Americans who suffer from heart attacks and strokes each year by urging physician practices, health systems and patients to prioritize BP control. The initiative aims to help health care organizations improve BP control rates through use of the evidence-based AMA MAP BP™ quality improvement program, and recognizes organizations committed to improving blood pressure control.

The [Target: BP Recognition Program](https://targetbp.org/recognition-program/) celebrates physician practices and health systems, who treat patients with hypertension, for achieving BP control rates at or above 70 percent within the populations they serve. These achievements will ultimately lead to a reduction in the number of Americans who suffer heart attacks and strokes.

Learn more at TargetBP.org.

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