**FOR IMMEDIATE RELEASE
DATE**

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

**[Name of organization/practice] is nationally recognized for efforts to reduce number of patients with uncontrolled blood pressure**

***The American Heart Association and American Medical Association presented the Target: BP [SELECT APPROPRIATE LEVEL: Gold+/Gold/Silver/Participating] Award for commitment to prioritizing blood pressure control***

[**CITY/STATE**] — (Name of organization/practice) has been recognized by the American Heart Association and American Medical Association for its commitment to improving blood pressure (BP) control rates, earning (SELECT APPROPRIATE LEVEL: Participation/Silver/Gold/Gold Plus)-level recognition as part of the [Target: BP™ initiative](https://targetbp.org/).

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

[Use for Silver-level award] The Silver award recognizes practices that have demonstrated a commitment to improving blood pressure control through measurement accuracy.

[Use for Gold-level award] The Gold award recognizes practices in which high blood pressure is controlled in 70% or more of the adult patients affected.

[Use for Gold Plus-level award] The Gold Plus award recognizes practices that demonstrate a commitment to measurement accuracy and in which high blood pressure is controlled in 70% or more of the affected adult patients.

High blood pressure, or hypertension, is a leading risk factor for heart attacks, strokes and preventable death in the U.S. There are 121.5 million U.S. adults living with hypertension. The is nearly half of all adults in the country. Unfortunately, less than half of them have their BP under control, making both diagnosis and effective management critical.[[1]](#footnote-2) In the U.S., heart disease and stroke are the No. 1 and No. 5 causes of death, respectively, and stroke is a leading cause of disability.

“Addressing blood pressure management is key for better cardiovascular health – and critical today, when heart disease and stroke continue to be leading causes of death for adults in the U.S.,” said [organization director or local health official]. “High blood pressure is a leading risk factor of heart disease and stroke that can often be prevented or managed if diagnosed and treated properly.”

[Target: BP](https://targetbp.org/) is a national collaboration between the American Heart Association and American Medical Association aimed at reducing the number of adults in the U.S. 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 blood pressure control rates using evidence-based protocols and recognizes [name of organization]’s commitment to improving hypertension control.

“By committing to helping more people in (METRO) control their blood pressure and reduce their risks for future heart disease and stroke, (ORGANIZATION) is taking a key step to helping more people live longer, healthier lives,” said Howard Haft, M.D., MMM, CPE, FACPE, volunteer expert for the AHA and executive director of the Maryland Primary Care Program, in Baltimore. “(ORGANIZATION)’s participation in the Target: BP initiative shows its dedication to turning clinical guidelines into lifelines for patients and their families.”

Learn more at TargetBP.org.

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**INSERT ORGANIZATION BOILERPLATE**

**About Target: BPTM**

[Target: BP](https://targetbp.org/) is a national collaboration between the American Heart Association and American Medical Association to reduce the number of Americans who experience heart attacks and strokes each year by urging physician practices, health systems and patients to prioritize hypertension control. The initiative supports health care organizations to improve blood pressure control rates through use of evidence-based protocols, tools and resources and recognizes organizations for achieving blood pressure control rates within the populations they serve.

**Additional Resources**

**Social Media Messaging**

**Twitter:**

By joining #TargetBP, we've committed to improving the nation's blood pressure control rate—one patient at a time.

@American\_Heart and @AmerMedicalAssn have recognized our team for (level of Target:BP achievement award). #TargetBP

**Facebook/LinkedIn:**

By joining #TargetBP, we've committed to improving the nation's blood pressure control rate—one patient at a time. #TargetBP

[Practice name] is proud to be recognized by the American Heart Association and American Medical Association with a <specific Target: BP award received> achievement award. By working together, we can continue to improve our country's blood pressure control rate. #TargetBP

1. [*J Circulation*](https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000950); Table 8-1 [↑](#footnote-ref-2)