**Internal Newsletter**

**[Name of your organization/practice] nationally recognized for commitment to prioritizing blood pressure control**

[Name of organization] has been recognized by the American Heart Association and American Medical Association for 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.

There are 121.5 million U.S. adults living with high blood pressure, or hypertension. The is nearly half of all adults in the country. Unfortunately, [less than half of them have their BP under control](https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000950), making both diagnosis and effective management critical. 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.

Target: BP 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.

“Addressing blood pressure management is key for better cardiovascular health,” 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.”

[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.

“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](https://targetbp.org/).