**FOR IMMEDIATE RELEASE
DATE**

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

**[Name of your organization/practice] nationally recognized for its commitment to improve cardiovascular health**

*The American Heart Association presents outpatient program achievement awards for proven dedication to ensuring* *patients have access to best practices that reduce risk of heart disease and stroke*

**CITY, STATE**— (Organization Name) has received (insert number of awards) American Heart Association outpatient program achievement awards in recognition for its commitment to reducing the risk of heart disease and stroke by improving (select as appropriate) high cholesterol, Type 2 diabetes and blood pressure management. The awards recognize a commitment to following the latest evidence- and science-based care guidelines.

[Nearly half of all adults](https://newsroom.heart.org/news/nearly-half-of-all-u-s-adults-have-some-form-of-cardiovascular-disease/) in the U.S. have some form of cardiovascular disease, including heart attack, stroke or heart failure. High cholesterol, Type 2 diabetes and uncontrolled high blood pressure are leading risk factors for cardiovascular disease, but with timely diagnosis, research-based treatment and education, these conditions can be managed.

“We are proud to be recognized by the American Heart Association for our focus on (Type 2 diabetes, cholesterol, high blood pressure) management and care,” said [organization director or local health official]. “By participating in these programs, we are able to put the science of the latest clinical guidelines to work improving the lives of our patients.”

The outpatient achievement award programs put the unparalleled expertise of the American Heart Association to work for hospitals nationwide, helping ensure the care provided to patients is aligned with the latest evidence- and research-based guidelines. As a participant in the (Select correct option: Target: BP, Check. Change. Control. Cholesterol., Target: Type 2 Diabetes) programs, (Organization Name) was recognized after demonstrating how their organization has committed to improving risk factor management for patients.

This year, (organization name) received these achievement awards: (List out awards.)

* The American Heart Association’s [Check. Change. Control. Cholesterol™](http://www.heart.org/HEARTORG/Conditions/Cholesterol/Cholesterol_UCM_001089_SubHomePage.jsp) (SELECT APPROPRIATE LEVEL: Participation/Gold)
* The American Heart Association and American Diabetes Association’s Target: Type 2 Diabetes℠ (SELECT APPROPRIATE LEVEL: Participation/Gold)
* Target: BP™ (SELECT APPROPRIATE LEVEL: Participation/Silver/Gold/Gold+) recognition jointly presented by the American Heart Association and the American Medical Association.

“Addressing (Type 2 diabetes, cholesterol, 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 Americans,” said Howard Haft, M.D., MMM, CPE, FACPE, American Heart Association volunteer; consultant, senior medical advisor and adjunct professor of medicine at the University of Maryland School of Medicine; and former executive director of the Maryland Primary Care Program with the Maryland Department of Health. “The American Heart Association is pleased to recognize (organization) for its commitment to managing patient risk factors related to high blood pressure, high cholesterol and Type 2 diabetes.”

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**About [Organization Name]:**

**[Insert boiler plate]**

Select appropriate boilerplate below for the programs recognizing your organization (use all if your awards include all three programs)

**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 suffer from heart attacks and strokes each year by urging physician practices, health systems and patients to prioritize hypertension control. The initiative aims to help health care organizations improve blood pressure control rates using evidence-based protocols, tools and resources and recognizes organizations that treat patients with hypertension for achieving blood pressure control rates within the populations they serve.

**About Check. Change. Control. Cholesterol™**

The American Heart Association, the world’s leading voluntary organization dedicated to building longer, healthier lives, created the [Check. Change. Control. Cholesterol™](http://www.heart.org/changecholesterol) initiative with national support from Amgen to improve awareness, detection and management of high cholesterol for consumers, patients and health care professionals.

**About Target: Type 2 Diabetes SM**

The American Heart Association, the world’s leading voluntary organization dedicated to building longer, healthier lives, created the [Target: Type 2 Diabetes™](https://www.knowdiabetesbyheart.org/professional/quality-improvement/target-type-2-diabetes/) initiative as a part of the Know Diabetes by Heart™ effort to raise awareness and understanding of the link between diabetes and cardiovascular disease among patients, caregivers and health care professionals as well as empower patients and caregivers to better manage risk factors.

The Target: Type 2 Diabetes program supports physicians and care teams by offering access to the latest research, tools and resources to provide the most up-to-date [cardiovascular and Type 2 diabetes management and treatment](https://knowdiabetesbyheart.org/professional/guidelines/).