**FOR IMMEDIATE RELEASE
DATE**

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

**[Name of organization/practice] is nationally recognized for efforts to improve blood pressure control**

***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 [Target: BP™](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.[[1]](#footnote-2) Unfortunately, less than half of them have their BP under control, making both diagnosis and effective management critical.[[2]](#footnote-3) 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 is a national initiative formed by the American Heart Association and American Medical Association in response to the high prevalence of uncontrolled blood pressure. The initiative aims to help health care organizations and care teams, at no cost, improve blood pressure control rates through an evidence-based quality improvement program and recognizes organizations, like [name of organization], that are committed to improving blood pressure 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 Yvonne Commodore-Mensah, PhD, MHS, RN, FAHA, Target: BP advisory group volunteer and associate professor at Johns Hopkins School of Nursing. “(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 initiative formed by the American Heart Association and the American Medical Association in response to the high prevalence of uncontrolled blood pressure. Target: BP helps health care organizations and care teams, at no cost, improve BP control rates through an evidence-based quality improvement program and recognizes organizations committed to improving BP control.

**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. Table 29-1. https://www.ahajournals.org/doi/10.1161/CIR.0000000000001052. [↑](#footnote-ref-2)
2. [*J Circulation*](https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000950); Table 8-1 [↑](#footnote-ref-3)