



In This Issue:

- › Main Messages
- › Sample Newsletter
- › Fast Facts
- › Key Dates and Suggested Content
- › Social Media
- › Audiences
- › Million Hearts® Partner Resources

You can download this information and we want to hear from you!

Do you like these messages? Do they meet your needs? We want your feedback! We also want you to use these messages as you wish on your own communications channels.

Share this content!

Please [click here](#) to view this document in Word!

Keep up with us



Messaging You Can Use!

May: High Blood Pressure Education Month

May is High Blood Pressure Education Month, providing an important opportunity to focus our messaging on hypertension control and stroke prevention to achieve the Million Hearts® goal to improve cardiovascular health for all.

There has never been a better time to focus on blood pressure education and stroke awareness. The collective voice of the Million Hearts® Collaboration is important now as chronic diseases are leading risk factors for severe illness with COVID-19.

We suggest reviewing the various sample messages and photos to inspire you. We encourage you to share this messaging packet with communications staff in your organization. Please feel free to modify to fit with your geographic region or organizational standards.

Main Messages: Content Themes and Strategies

This packet includes messages for both clinical and community audiences which can be added to your organization's social media channels or into newsletters or blogs. The sample newsletter content focuses on the heightened importance of blood pressure control during this global pandemic and new evidence of strokes in COVID-19. Suggested content for social media messaging is provided for both health care and public audiences as well as a number of consumer messages perfect for membership audiences. There are also messages focused on women for National Women's Health Week (May 10-16, 2020) and first responders for National EMS Week (May 17-23, 2020).

The resources section includes new reports and information on COVID-19 related to strokes and chronic disease that Million Hearts® Collaboration member organizations have developed, new home movement motivators and nutritional information to help people #gaincontrol as they stay home, and a U.S. Blood Pressure Validated Device Listing.

Thank you for taking time to share these important messages about prevention and management of high blood pressure and strokes.

Fast Facts

- Nearly half of all adults in the United States have high blood pressure.¹
- Only about 1 in 4 adults (24%) with hypertension have their condition under control.¹
- High blood pressure was a primary or contributing cause of death in 2017 for more than 472,000 people in the United States. That's nearly 1,300 deaths each day.²
 1. Centers for Disease Control and Prevention (CDC), [Hypertension Cascade: Hypertension Prevalence, Treatment and Control Estimates Among US Adults Aged 18 Years and Older Applying the Criteria From the American College of Cardiology and American Heart Association's 2017 Hypertension Guideline—NHANES 2013–2016](#)external icon. Atlanta, GA: US Department of Health and Human Services; 2019.
 2. Centers for Disease Control and Prevention, National Center for Health Statistics. [Underlying Cause of Death, 1999–2017](#). CDC WONDER Online Database. Atlanta, GA: Centers for Disease Control and Prevention; 2018. Accessed January 7, 2019.

Observances for May

May 10-16: National Women's Health Week

May 17-23: National EMS Week

Sample Newsletter or Blog Article

Below is a sample newsletter article or blog that you can use as an outline. Please feel free to adapt and add information about your community or organization.

Title-Headline: Making the Most of May is Even More Important

Higher Stakes

May is both National Blood Pressure Education¹ and National Stroke Awareness Month. This has increased importance as we face the COVID-19 global pandemic. Developing information indicates that people with hypertension and coronary heart disease are at higher risk for developing severe illness and symptoms of COVID-19. Stroke survivors may also face increased risk for complications if they get COVID-19.²

Under American Heart Association guidelines, nearly half of U.S. adults have high blood pressure and 75% of those with high blood pressure do not have it controlled. This means there is more work to do to help American adults understand their numbers and risks of this “silent killer.”

We are a part of the Million Hearts[®] Collaboration, an important alliance in fighting heart disease and stroke, and we are lifting our voices together to share evidence-based strategies to gain control of your high blood pressure and to recognize a stroke or heart attack fast.

Actions You Can Take

For your practice: share a link to a [stroke prevention handout](#) at the completion of a telehealth session or on your social media channels and dedicate a week during May to decorate the office with stroke prevention messages.

For your staff and members: take this time to encourage everyone to check their own blood pressure with this comprehensive [interactive blood pressure tool](#) from the American Heart Association.

For a COVID-19 conversation: [share the latest guidance](#) and remind patients and stakeholders to continue taking their medications.

For your first responders: during National EMS Week, May 17-23, recognize EMS Professionals in your community with [social media shout out](#) or a care package.

For yourself: get back in the routine of self-monitoring your blood pressure with [this simple recording log](#).

Preventing heart disease and stroke is the goal of the Million Hearts[®] Collaboration. That charge feels more important than ever with nearly 68 million people in the United States having high blood pressure and just 1 in 2 adults with high blood pressure having it under control. But there is opportunity in every prevention and education message we share and every small change a person makes. [We've Got This](#)

1. https://www.cdc.gov/bloodpressure/hbp_education_month.htm

2. <https://newsroom.heart.org/news/as-covid-19-cases-increase-preventing-a-second-heart-attack-or-stroke-is-vital>

Social Media Content and Message Suggestions

Tags You Can Use:

#millionhearts
#heartdisease
#hypertension
#stroke
#strokemonth

Use these hashtags together with hypertension:

#checkit
#gaincontrol
#SMBP

Use these hashtags during National Women's Health Week:

#findyourhealth
#NWHW

Audience: Clinicians and Community

Twitter

What works in [#stroke](#) [#policy](#)? The CDC has assessed the evidence for 7 policy interventions for improving stroke care. Check out the findings. <https://bit.ly/2Vw9Zyd>

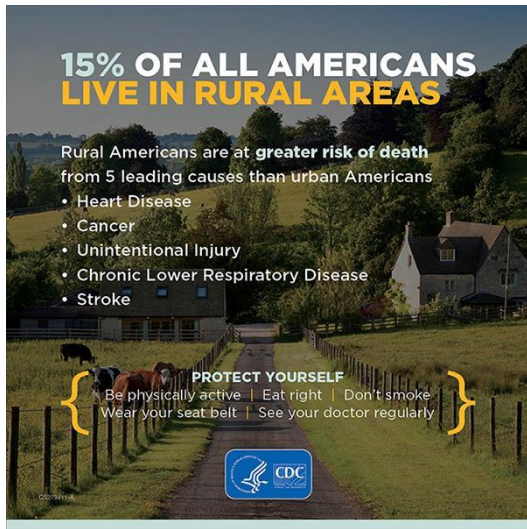
In-hospital/Post-hospital Evidence Level: Best

Telestroke to Initiate Treatment On-site

Telestroke uses telemedicine technologies to initiate treatment for acute stroke care and provide access to acute stroke specialists in underserved areas.



Health care professionals: Learn about successful hypertension control in a rural setting from a previous [#millionhearts](#) Hypertension Control Champion. [#gaincontrol](#) [#hypertension](#) https://millionhearts.hhs.gov/partners-progress/champions/success_story2_2018.html



Nurses play a crucial role during public health emergencies and they are key to integrated healthcare teams for #hypertension control. Learn more about their roles in these two resources: <https://nursejournal.org/community/nurses-public-health-emergencies/> and Brigham Story link



[Facebook](#)

For #StrokeMonth in May, help us raise awareness on the importance of acting F.A.S.T. and how to reduce your risk for stroke. Get shareable messages and graphics in this communications kit! https://www.cdc.gov/stroke/communications_kit.htm

One major cause of ineffective #BloodPressure control? Lack of #medication adherence. Watch this @MillionHeartsUS video on how to help patients take their medicines as directed.

https://www.youtube.com/watch?v=J_qVaO9pnqY



Recognition opportunities have been expanded and extended: TargetBP recognition and the new Million Hearts® Hospital and Health System Recognition program are great ways to applaud your team. <https://targetbp.org/recognition-program/> and

<https://hospitals.millionhearts.hhs.gov/>



Audience: Consumer Based

Facebook

When a stroke happens, calling 9-1-1 immediately to get to the hospital in time for lifesaving care. Watch the clip below to help you recognize the signs and symptoms of stroke.

<https://bit.ly/1WgSYps>

High blood pressure is often called the silent killer. You might not have visible symptoms, but it's a leading risk factor for heart disease and stroke. Monitoring your own blood pressure at home can help you keep your blood pressure under control. <http://bit.ly/2NnGgqc>



This message is suggested during National EMS Week:

EMS and First Responders save lives everyday with their caring and quick response during stroke and heart attack episodes. Our sincerest thanks and gratitude! #EMSWeek



[Twitter](#)

This tweet is suggested during National Women's Health Week

1 in 3 women has high [#BloodPressure](#) (BP) ($\geq 140/\geq 90$ mm Hg). BP can change throughout the day, but consistently high BP is dangerous and can lead to stroke. Learn why your numbers matter. <https://bit.ly/2AW81gQ> #womenshealth #findyourhealth



Today is World Hypertension Day. The main contributors to the rise in hypertension are unhealthy diets, physical inactivity, tobacco use and consumption of alcohol. Dedicate time today for a walk and pledge to quit smoking. <https://www.cdc.gov/.../tips/quit-sm.../quitstart-app/index.html>



When it comes to measuring blood pressure, proper technique DOES matter. #bloodpressure #gaincontrol Learn if you are measuring correctly with this new quiz: <https://bit.ly/2GT2v3c>

Million Hearts® Partner Resources

Link to these partner resources in your articles, blog and newsletter content.

American Heart Association

[Get the Facts about High Blood Pressure](#)

[Understanding Blood Pressure Readings](#)

[Monitoring your Blood Pressure at Home](#)

[Common Mistakes When Measuring Blood Pressure](#)

[Blood Pressure Log](#)

[Clinical Practice Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults](#)

[Stroke Warning Signs and Symptoms/FAST](#)

[Stroke Hero Quiz](#)

American Pharmacists Association

[Home Blood Pressure Monitoring for People with Hypertension](#)

American Medical Association

[Target: BP](#)

[SMBP video in English](#)

[SMBP video in Spanish](#)

[US Blood Pressure Validated Device Listing](#)

Recent News from MHC Partner, American Medical Association

In the U.S., physicians have not had readily available information on clinical accuracy of BP measurement devices. To address this gap, hypertension experts began to meet in 2015 to create a framework for what would demonstrate validation of a BP device for clinical accuracy. Together, with this group and others, the AMA formalized a set of criteria to aid in determining which BP devices have been validated for clinical accuracy in the U.S. Sixteen BP measurement devices have been approved for the initial release of the Validated Device Listing™, and can be viewed at [ValidateBP.org](#).

Association of State and Territorial Health Officials

[State Learning Collaborative to Improve Blood Pressure Control](#)

Centers for Disease Control and Prevention

[Blood Pressure Resources](#)

[Hypertension Statistics and Maps](#)

[Hypertension Communications Toolkit](#)

[Stroke Communications Toolkit](#)

[Blood Pressure Education Month](#)

Million Hearts®

[Self-Measured Blood Pressure Monitoring resources](#)

[Hospital & Health Systems Recognition Program](#)

National Association of Chronic Disease Directors

[Cardiovascular Health Program](#)

Preventive Cardiovascular Nurses Association

[Fact sheet on high blood pressure and SMBP](#)

[Blood Pressure Patient Handouts](#)

YMCA

[Self-Monitored Blood Pressure Resources](#)

New COVID 19 Resources from Million Hearts® Partners

American Medical Association Resources

<https://www.ama-assn.org/>

Coronavirus Hub from ASHTO

<https://www.coronavirus-astho.hub.arcgis.com/>

Governors guide from the National Governors Association and ASTHO

<https://www.astho.org/COVID-19/Roadmap-to-Recovery/>

COVID-19 and People With Heart Disease

<https://www.nationalforum.org/newsroom/>