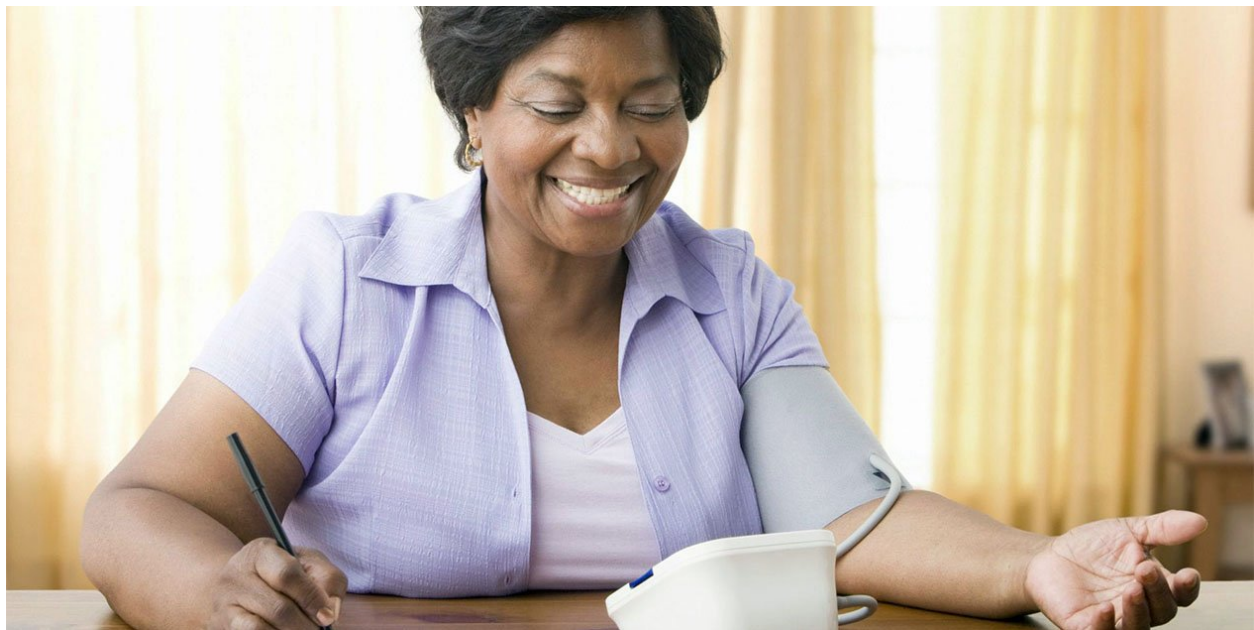


May 2018 – Million Hearts® Messaging

Commemorate May Measurement Month, World Hypertension Day, National High Blood Pressure Education Month and National Stroke Awareness Month by talking to people who have or are at risk for cardiovascular disease about the importance of self-measured blood pressure monitoring (SMBP). Each year, almost 800,000 people in the United States have a stroke. Nearly 1 in 3 adults has high blood pressure, a primary risk factor for stroke.



In This Issue:

- Monthly Focus: Self-Measured Blood Pressure Monitoring (SMBP)
- Spotlight on Stroke
- Key Observances for May
- Social Media Messages
- Sample Newsletter Article
- Call to Action: Talk to people about SMBP
- Co-branding Opportunity: May Measurement Month
- Tune In: National Forum mid-year meeting
- Million Hearts® Partner Resources

Monthly Focus: Self-Measured Blood Pressure Monitoring (SMBP)

May brings us Spring flowers blooming as well as several important health-related observances, including May Measurement Month, World Hypertension Day, National High Blood Pressure Education Month and National Stroke Awareness Month. A great way to commemorate these campaigns is by talking to people who have or are at risk for cardiovascular disease about the importance of self-measured blood pressure monitoring (SMBP).

Spotlight on Stroke

During National Stroke Awareness Month, CDC's Division for Heart Disease and Stroke Prevention is focusing on increasing awareness among adults ages 35 to 64 of stroke risk factors, signs, and symptoms. New data show that after decades of decline, progress in preventing stroke deaths has slowed, and, in many cases, the prevalence of stroke risk factors is increasing among younger and middle-aged adults. More resources, including sample social media posts and Stroke Education Resources, are available from Million Hearts®.

Did you know?

- About 1 in 3 U.S. adults – or about 75 million people – have high blood pressure.
- Only about half (54%) of these people have their high blood pressure under control.
- High blood pressure increases the risk for heart disease and stroke, two of the top causes of death for Americans.
- Many people think that stroke is an older person's condition. However, stroke can happen to anyone at any time and recent data show that strokes are happening at younger ages.
- High blood pressure is the single most important treatable risk factor for stroke.
- Research shows that self-measured blood pressure (SMBP) monitoring, combined with clinical support, is effective in reducing hypertension.

Million Hearts® 2022 aims to prevent 1 million – or more – heart attacks or strokes in the next five years. To do that, blood pressure control is essential. Studies have found that self-measured blood pressure (SMBP) monitoring, combined with appropriate clinical support, is highly effective in reducing hypertension. It also has been found to improve patient knowledge and health care, and enhance medication adherence.

SMBP is defined as the regular measurement of blood pressure by the patient outside of the clinical setting, either at home or elsewhere. It's sometimes known as home blood pressure monitoring.

Doctors, nurses and other health care professionals are encouraged to talk to their patients about the importance of SMBP. Commemorate May Measurement Month, World Hypertension Day, National High Blood Pressure Education Month and National Stroke Awareness Month by helping your patients check and control their BP.

Observances for May

- May 17: [World Hypertension Day](#)
- May 31: [World No Tobacco Day](#)
- All month: [May Measurement Month](#)
- All month: [National High Blood Pressure Education Month](#)
- All month: [National Stroke Awareness Month](#) and [American Stroke Month](#)

Social Media Messages

Channels to follow and re-tweet or share

Twitter: @MillionHeartsUS @MayMeasure

Facebook: <https://www.facebook.com/millionhearts>

Hashtags to follow and/or use: #WorldHypertensionDay #CheckIt #checkyourpressure #BrainforLife #StrokeMonth

Twitter

May Measurement Month is about #checkyourpressure – and your patients' blood pressure! Measure more when you measure at home. <http://bit.do/eeY77> [Image #1]

Many people think stroke is an older person's condition. But recent data show that strokes are happening at younger ages. Learn more: <http://bit.do/efhKE> [Image #2]

High blood pressure is the single most important treatable risk factor for stroke. And it's easy to monitor – you can even do it at home! <http://bit.do/eeY5N> [Image #3]

Help patients monitor their #bloodpressure at home with these 5 steps from @millionheartsus <http://bit.do/eeY5a> [Image #4]

Fewer than half of U.S. adults with high #bloodpressure don't have it under control. Monitoring your blood pressure is key. Learn more: <http://bit.do/eeY6p> [Image #5]

Self-measured #bloodpressure (with clinical support) is highly effective in lowering blood pressure. Implement a protocol at your practice today! <http://bit.do/eeY5a> [Image #6]

Facebook

May Measurement Month is about checking your blood pressure – and your patients' blood pressure! Measure more when you measure at home. <http://bit.do/eeY77> [Image #1]

Many people think that stroke is an older person's condition. But stroke can happen to anyone at any time and recent data show that strokes are happening at younger ages. Learn more: <http://bit.do/efhKE> [Image #2]

High blood pressure is the single most important treatable risk factor for stroke. Commemorate May Measurement Month, National High Blood Pressure Education Month and National Stroke Awareness Month by encouraging patients to get their blood pressure checked. It's easy to monitor – it can even be done at home! <http://bit.do/eeY5N> [Image #3]

Clinicians and health care providers, listen up! You can patients monitor their blood pressure at home with these 5 steps: <http://bit.do/eeY5a> [Image #4]

Millions of Americans – 75 million, to be exact – have high blood pressure. But only about half have it under control. High blood pressure can lead to heart disease or stroke, which are the leading causes of death for Americans. Put an end to these numbers by helping patients lower their blood pressure. Studies show that home monitoring can help! Learn more: <http://bit.do/eeY6p> [Image #5]

Studies have found that self-measured blood pressure monitoring (SMBP), combined with appropriate clinical support, is highly effective in reducing blood pressure. It also has been found to improve patient knowledge and health care, and enhance medication adherence. Implement a SMBP protocol at your practice today! <http://bit.do/eeY5a> [Image #6]

Social Media Images

Image #1



Image #2

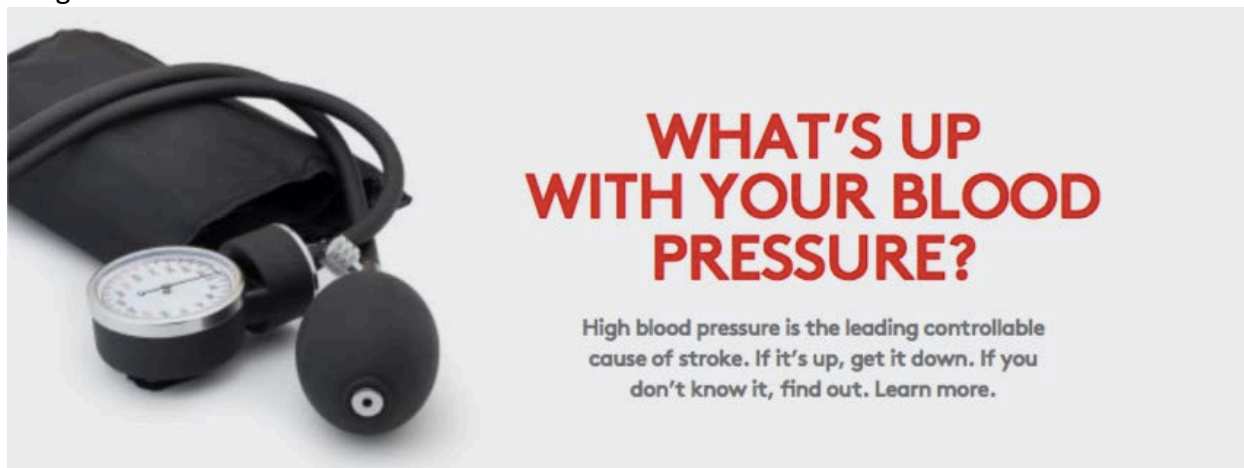


Image #3

Easy places to get your blood pressure checked:



Pharmacy



Doctor's office



At home with a home monitoring device

Image #4

“Engaging patients and letting them become empowered to participate in their blood pressure monitoring has been a very positive thing.”

—Dr. Ken Kronlund, Reliant Medical Group
Quality Chief of Adult Primary Care



Image #5

“Home blood pressure monitoring, low salt diet, adherence to medication, and the understanding of the chronic nature of the disease are the key components of blood pressure control.”

—Dr. Michael Richter, Rego Park, NY

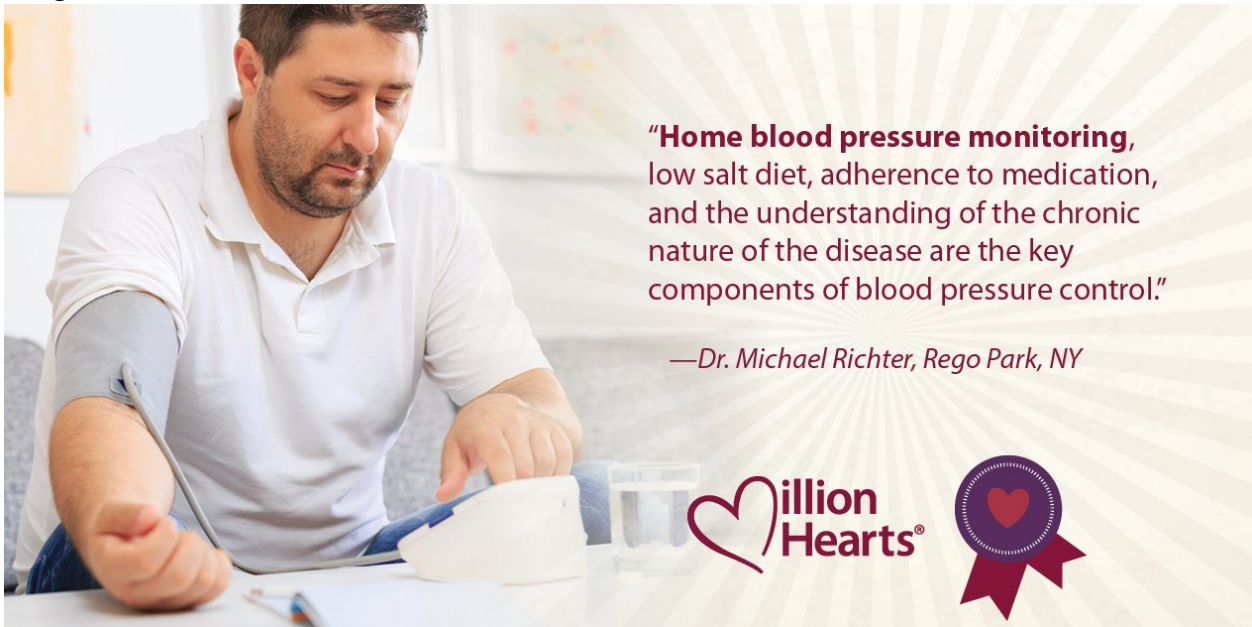


Image #6



Sample Newsletter Article

Help reduce hypertension by encouraging patients to measure BP at home

Millions of Americans – 75 million, to be exact – have high blood pressure. That is one in every three U.S. adults. Of these, only about half (54 percent) have their high blood pressure under control. This is a dire problem because high blood pressure increases the risk for heart disease and stroke, which are the top two causes of death for Americans.

Many people think that stroke is an older person's condition. However, stroke can happen to anyone at any time and recent data show that strokes are happening at younger ages. High blood pressure is the single most important treatable risk factor for stroke.

Million Hearts® 2022 aims to prevent 1 million – or more – heart attacks or strokes in the next five years. To do that, blood pressure control is essential. Studies have found that self-measured blood pressure (SMBP) monitoring, combined with appropriate clinical support, is highly effective in reducing hypertension. It also has been found to improve patient knowledge and health care, and enhance medication adherence.

SMBP is defined as the regular measurement of blood pressure by the patient outside of the clinical setting, either at home or elsewhere. It's also known as home blood pressure monitoring.

Doctors, nurses and other health care professionals should talk to their patients about the importance of SMBP. Commemorate May Measurement Month, World Hypertension Day,

National High Blood Pressure Education Month and National Stroke Awareness Month by helping your patients check and control their BP.

Call to Action

Strong scientific evidence substantiates the impact that self-measured blood pressure monitoring (SMBP), plus clinical support, has on lowering blood pressure. Find several evidence-based SMBP tools, resources, and success stories on the [Million Hearts® website](#). Commemorate [May Measurement Month](#), [World Hypertension Day](#), [National High Blood Pressure Education Month](#) and [National Stroke Awareness Month](#) by helping your patients check and control their blood pressure with SMBP.

Co-branding Opportunity

Million Hearts® is partnering with the International Society of Hypertension and World Hypertension League to promote [May Measurements Month](#), which aims to have people from around the world get their blood pressure measured in one of the biggest public screenings ever. Partners are invited to promote May Measurements Month by co-branding their [materials](#) and sharing them in newsletters and on social media. (When co-branding, just add the words “Endorsed by” and your logo to the message graphics.)

Tune In: National Forum mid-year meeting

The National Forum will hold its Mid-year Membership (Virtual) Meeting Celebrating World Hypertension Day on May 17, 2018 From 1:00 - 2:00 pm ET. Speakers include: Stephen Sidney, MD, MPH, key findings on new research highlighting success of comprehensive health care and prevention strategies; Mayor Ruben Pineda, West Chicago, on creating a culture of health; Million Hearts® Hypertension Control Challenge winners will share the secrets of their hypertension control success; and more! Find out [more](#) and register [here](#).

Million Hearts® Partner Resources

American Heart Association (AHA)

[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](#)

[May is American Stroke Month](#)

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

[Stroke Hero Quiz](#)

[Life After A Stroke](#)

American Pharmacists Association

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

American Medical Association

[Target: BP](#)

[SMBP video in English](#)

[SMBP video in Spanish](#)

Association of State and Territorial Health Officials (ASTHO)

[My Blood Pressure Passport](#)

[My Blood Pressure Passport \(Spanish\)](#)

Cardio Smart: American College of Cardiology

[How to Take Your Blood Pressure at Home \(video\)](#)

[Checking your Blood Pressure at Home toolkit](#)

[Home Blood Pressure Test Overview](#)

Centers for Disease Control and Prevention

[Best Practices Guide: Self-Measured Blood Pressure Monitoring](#)

CDC Stroke materials:

- [Shareable social media graphics on stroke prevention and treatment](#)
- [Quiz: Can You Spot the Signs and Symptoms of a Stroke?](#)
- Stroke media materials, including [What Happens in the Ambulance](#) for National EMS Week, and [social media cards](#).
- [High Blood Pressure: How to Make Control Your Goal](#)
- [Medication Adherence Videos:](#)
 - [Help Patients Take Blood Pressure Medicine as Directed](#)
 - [Tips for Taking Blood Pressure Medicines as Directed](#)

Million Hearts®

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

Preventive Cardiovascular Nurses Association

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

[Blood Pressure Patient Handouts](#)