High Blood Pressure Isn’t Just One Thing — It Has a “Domino Effect.”

Stopping the “Domino Effect”

Barely half of the nearly 80 million Americans with high blood pressure (HBP or hypertension) have it under control. Another factor in this equation is that almost 20 percent of the people with high blood pressure are completely unaware that they have this symptomless “silent killer.”

The challenge: High blood pressure is often the first domino in a chain or “domino effect” leading to devastating consequences, like heart attack, stroke and kidney disease. Unless we can stop the first domino from falling, by raising awareness of how to prevent and control high blood pressure, the chain reaction is almost inevitable.

The solution: This toolkit will show you how you can do your part to stop the “domino effect.”

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The Game Plan

There are several key initiatives and partnerships for National High Blood Pressure Month. Here’s how everything is lining up:

3 Million Blood Pressure Checks in One Month

This year, the AHA is collaborating with the World Hypertension League (WHL) to support their “Know Your Numbers” campaign. In order to build momentum and allow for a full month to capture blood pressure readings, this campaign will launch on April 17.

Help us contribute to the goal of 3 million blood pressure readings worldwide by May 17!

• Individuals can make sure their BP check is counted by visiting heart.org/hbp.

• Participating organizations may also use this form to record their total number of patient readings.

• Use #BPcheck and #knowyournumbers when posting about World Hypertension Day. (Choose from a number of prepared messages in the Social Media section.)

• Mark your calendar for World Hypertension Day, May 17, when the AHA will announce the total number of blood pressure readings reported to date.

• Several international landmarks, like Niagara Falls, will be lit up in red and blue on May 17. Follow the WHL on Twitter (@WorldHyperLeag) for more details.
“Domino Effect” Campaign Launch & Video Release

One week ahead of National High Blood Pressure Education Month, the AHA will officially launch its “Domino Effect” campaign, including:

The “Domino Effect” Video Release

This engaging new video dramatically illustrates how uncontrolled high blood pressure can topple your overall health. [30-second version] [15-second version]

• In order to ensure a big reveal, please don’t share the videos before April 25.

• After April 25 and throughout the month of May, you may use this video to demonstrate the importance of managing high blood pressure.

“Domino Effect” Media Tour — 7:30 to 11:30 a.m. EST

As part of the campaign launch, an expert panel, Dr. Willie Lawrence of the AHA and Dr. George Bakris of the National Kidney Foundation (NKF), will be featured on television and radio stations across the nation as they discuss the dangers of high blood pressure and provide tips on how to lower your blood pressure and improve your overall health and quality of life.

• If the interview airs in your area, share it in social media using #dominoeffect.

• Follow along and join the conversation on Facebook and Twitter.

Twitter Chat — Eating Well With HBP — 7 to 8 p.m. EST

Join the AHA on Twitter at @American_Heart for tips on maintaining a heart-healthy diet, even when life has you constantly on the go.

• Invite others to follow @American_Heart.

• Join the conversation, share tips and recipes and invite your favorite health-food foodies! #foodchat
The Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves! Event

On this one day, the American Medical Group Foundation (AMGF) asks its Measure Up/Pressure Down supporters, like the AHA and other organizations, to roll up their sleeves and take an “action” to increase awareness, detection and control of high blood pressure in their communities.

• Start putting your plans in place with this participant guide and resources, including social media posts, tip sheets, web badges and more.

• May 5 at 1 p.m. EST — join @AMGAFhealth and @MillionHeartsUS for a Twitter chat about high blood pressure.

• Participate using #HBPchat on your posts — all participants will be eligible to WIN a FREE @Withings blood pressure monitor.

• Join the AHA on Facebook and Twitter for a poll aligned with our “Check Your Pressure, Know Your Numbers” messaging. Look for it and share the heck out of it!

World Hypertension Day

May 17 is World Hypertension Day, when countries around the globe put high blood pressure front and center.

• Announce the number of blood pressure checks your organization has achieved.

• Submit your totals to maggie.francis@heart.org at the AHA for a joint announcement. (Totals must be submitted by May 13.)

• Celebrate by sharing the AHA and WHL’s announcements and other important blood pressure messages.

• Use #BPcheck and #knowyournumbers when sharing and participating in the conversation.
PSAs & Text Program

New PSAs Featuring the Cast of Barbershop: The Next Cut

Cedric the Entertainer and Regina Hall, from the upcoming movie Barbershop: The Next Cut, are appearing in public service announcements (PSAs) that reinforce the importance of getting blood pressure checks and taking steps to control it. The outdoor, digital, radio and TV PSAs, produced by the Ad Council and AHA, will be live by mid-April.

• Help spread the word and get people to sign up for the texting program — tell them to text “Barbershop” or “HBP” to 97779” or look for this sign-up at heart.org/hbp.

• Users will get quizzes, games and tips for controlling their blood pressure.

• The “Control Your Blood Pressure” Barbershop PSAs are on our High Blood Pressure YouTube Channel.

• Preview them on localheart.org. (Media outlets should access and download the materials digitally by registering at adcouncil.org.)

• All of these new PSAs featuring the cast of Barbershop can only be placed within free media — and they CANNOT be altered due to our talent agreements.
Now that you’ve received this toolkit, you can get started by marking all the key dates on your calendar and determining which tools you’d like to use and when. Just like monitoring and controlling blood pressure, success starts with a solid plan of attack.

In addition to the campaign overview that you’ve just seen, in this toolkit, you’ll find some campaign-level messages, social media messages and community engagement ideas. In the final section, you’ll also find a list of educational tools and resources that can be used in newsletters, on your website, at events, etc.

Thank you for helping us get the word out about high blood pressure and its “domino effect”!
The following messages can be shared on your website or in blog posts, newsletters or handouts to encourage everyone to get involved during National High Blood Pressure Education Month. Simply click on the images to download and copy and paste the text.

Message 1:

May Is an Important Month for You & Your Blood Pressure

This May, we at [YOUR COMPANY/ORGANIZATION NAME] are joining the American Heart Association in recognizing National High Blood Pressure Education Month to help you prevent the “domino effect” that high blood pressure can have on your health.

One in every three adults in the United States has high blood pressure — a significant contributing factor for heart attacks and strokes. High blood pressure is also the second-leading cause of kidney failure.

Put the odds in your favor — get your blood pressure measured and visit heart.org/hbp to learn more about this “silent killer.” Plus, follow what’s happening throughout the month on Facebook and Twitter.

Click on the image to download.
Message 2:

Is Your Domino About to Fall?

Nearly 80 million Americans have high blood pressure, but you don’t have to. During National High Blood Pressure Education Month this May, take the following steps to protect your health:

1. Have your BP checked to see if it’s in a healthy range. Knowing your numbers is an important step in protecting your heart and brain.

2. Calculate your blood pressure-related risks and see how simple changes can make all the difference.

3. Be counted as someone who knows their numbers at heart.org/hbp.

4. Encourage the people you care about to know their numbers too.

5. Join the conversation on Facebook and Twitter.

Click on the image to download.
Social Media Messages

It has been said that word of mouth is the original form of social media. Throughout all of the efforts from mid-April through the end of May, you are welcome to share posts from any of the AHA accounts including:

Facebook — Facebook.com/AmericanHeart
Twitter Account — @American_Heart
Instagram — @American Heart

Social Media Images (downloadable)

To promote each of the key initiatives, you may also use any of the following posts:

Facebook & Twitter

» Check for messages, check your balance, check your blood pressure. Some checks may save your life. heart.org/hbp #knowyourownnumbers #BPcheck

» Checking your teeth for green things is nice; checking your blood pressure may save your life. heart.org/hbp #knowyourownnumbers #BPcheck

» We’re working with @WorldHyperLeag on a GLOBAL GOAL: 3 MILLION blood pressure checks. Tell us at heart.org/hbp if you #knowyourownnumbers

» CHALLENGE: 3 MILLION pressure checks by May 17. Do you #knowyourownnumbers? Add your #BPcheck at heart.org/hbp

» We want you to #knowyourownnumbers for the @WorldHyperLeag goal of 3M blood pressure checks. Count your #BPcheck at heart.org/hbp
Knowing your blood pressure numbers is a big step in preventing heart disease. Check it today! [heart.org/hbp](http://heart.org/hbp) #knowyournumbers

YOU+2,999,999 others can meet the 2016 World Hypertension Day goal. Check your BP! [heart.org/hbp](http://heart.org/hbp) #knowyournumbers

This year we’re helping @WorldHyperLeag log 3M blood pressure checks for #WorldHypertensionDay. Log yours at [heart.org/hbp](http://heart.org/hbp) #knowyournumbers

I’ve checked my blood pressure — have you? [heart.org/hbp](http://heart.org/hbp) #knowyournumbers

**Twitter Tips**

- Twitter posts are a maximum of 140 characters.
- To save space, use figures instead of numbers.
- Use abbreviations like HBP or BP.
- Shorten long URLs (links) with services like TinyURL and Bitly.
- Remember to use hashtags, like #dominoeffect and #knowyournumbers, with each post.
- You can also tag other users and organizations with their handles, like @American_Heart

**“Domino Effect” Video Release**

Please note that these posts have been worded to reflect the release of the video. Generalized posts for use throughout May can be found later in this section.

**Facebook:**

- Breaking News: High blood pressure isn’t just one thing — It creates a #dominoeffect, leading to heart attack, stroke, and kidney disease. But it doesn’t have to [https://youtu.be/kkZKJZtFl_U](https://youtu.be/kkZKJZtFl_U). Check your numbers and tell us at [heart.org/hbp](http://heart.org/hbp)

- NEW VIDEO — released today: Domino topple shows us why blood pressure matters. [https://youtu.be/kkZKJZtFl_U](https://youtu.be/kkZKJZtFl_U) #dominoeffect

- For the BP warriors out there: What went through your mind when you were first diagnosed with high blood pressure? #dominoeffect

**Twitter:**

- NEW VIDEO: See why blood pressure matters and why you should have yours checked. [https://youtu.be/kkZKJZtFl_U](https://youtu.be/kkZKJZtFl_U) #dominoeffect

- Just released: When blood pressure rises it has a #dominoeffect. Check your numbers. [https://youtu.be/kkZKJZtFl_U](https://youtu.be/kkZKJZtFl_U)

**“Domino Effect” Media Tour — 7:30 to 11:30 a.m. EST**

- If the interview airs in your area, share it in social media using #dominoeffect.

- Share high blood pressure control and awareness messaging using #dominoeffect.
Twitter Chat — Eating Well With HBP — 7 to 8 p.m. EST

» Invite others to join the conversation @American_Heart.

» Join the conversation, share tips and recipes and invite your favorite health-food foodies! #foodchat

The Measure Up/Pressure Down®
National Day of Action: Roll Up Your Sleeves!

» Find the participant guide and resources, including social media posts, tip sheets, web badges and more.

» May 5 at 1 p.m. EST — join @AMGAHealth and @MillionHeartsUS for a Twitter chat about high blood pressure.

» Participate using #HBPchat on your posts — all participants will be eligible to WIN a FREE @Withings blood pressure monitor.

» Join the AHA on Facebook and Twitter for a poll aligned with our “Check Your Pressure, Know Your Numbers” messaging. Look for it and share the heck out of it!

World Hypertension Day

» This is the day when the AHA will announce the total number of blood pressure readings reported to date.

» Celebrate by sharing the AHA and WHL’s announcements and other important blood pressure messages, including your organization’s total number of blood pressure checks, or, if as an individual you’ve “Checked Your BP.”

» Several international landmarks, like Niagara Falls, will be lit up in red and blue on May 17. Follow the WHL on Twitter (@WorldHyperLeag) for more details.

» Use #BPcheck and #knowyournumbers when sharing and participating in the conversation.

» On this day, you may also want to use #WorldHypertensionDay to mark the occasion.
Keep the Conversation Alive

Help build momentum and interest in preventing and managing high blood pressure by sharing any of the following posts:

“Domino Effect”

Facebook

» High blood pressure isn’t just one thing: It creates a #dominoeffect, leading to heart attack, stroke, and kidney disease. But it doesn’t have to. [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U) If you know your numbers, tell us at [heart.org/hbp](http://heart.org/hbp).

» VIDEO: Domino topple shows us why blood pressure matters. [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U)

» For the BP warriors out there: What went through your mind when you were first diagnosed with high blood pressure? #dominoeffect

Twitter:

» VIDEO: See why blood pressure matters and why you should have yours checked. [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U) #dominoeffect

» When blood pressure rises it has a #dominoeffect leading to heart attack, stroke & kidney disease. Know your numbers. [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U)

» Here’s what can happen if you have high blood pressure (spoiler: bad things). [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U) Check yourself. #dominoeffect

Education & Wellness

Facebook & Twitter

» High blood pressure sets off a #dominoeffect of other conditions. Reduce salt, be active to avoid toppling your health. [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U)

» Losing just 10lbs can lower your blood pressure. Reverse the #dominoeffect of health issues with better BP control. [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U)

» At 50, life expectancy is about 5 years longer for people with normal BP than for those with HBP. #dominoeffect [heart.org/hbp](http://heart.org/hbp)

» Eating a heart-healthy diet is important for managing your BP and preventing the “domino effect.” [https://youtu.be/kkZKJZtFL_U](https://youtu.be/kkZKJZtFL_U)
- Don’t drink and play with your health. Too much alcohol raises blood pressure. [heart.org/hbp #dominoeffect](http://heart.org/hbp)

- Stressing? Your BP would like you to relax before you topple your health. [heart.org/hbp #dominoeffect](http://heart.org/hbp)

- Regular physical activity helps reduce BP, control weight and prevent the “domino effect.” [youtu.be/kkZKJZtFI_U](https://youtu.be/kkZKJZtFI_U)

- The only way to diagnose high blood pressure is to have your BP checked. [knowyounumbers heart.org/hbp](http://knowyounumbers heart.org/hbp)

- Test your high blood pressure IQ for National HBP Education Month. [heart.org/HBPrisk knowyournumbers](http://heart.org/HBPrisk knowyournumbers)

- Are your dominoes about to fall? Test your risk factors. [heart.org/HBPrisk dominoeffect](http://heart.org/HBPrisk)

**Heart Attack**

- Nearly 70% of those who’ve had a first heart attack have HBP. Don’t let the dominos fall. [youtu.be/kkZKJZtFI_U dominoeffect](https://youtu.be/kkZKJZtFI_U)

- Checking your blood pressure can help prevent a heart attack. [heart.org/hbp knowyournumbers](http://heart.org/hbp)

**Heart Failure**

- By the time you have heart failure, a lot of “dominoes” have toppled. HBP is often the first one. [youtu.be/kkZKJZtFI_U dominoeffect](https://youtu.be/kkZKJZtFI_U)

- High blood pressure has a #dominoeffect on health that can lead to heart failure. Check your numbers. [youtu.be/kkZKJZtFI_U](https://youtu.be/kkZKJZtFI_U)

**Kidney Disease**

- High blood pressure is the 2nd leading cause of kidney failure. Learn more about BP control at [heart.org/hbp dominoeffect](http://heart.org/hbp)

- High blood pressure could put the squeeze on your kidneys, causing a #dominoeffect on your health. Learn more at [heart.org/hbp](http://heart.org/hbp).
Stroke

May is also American Stroke Month. In partnership with AHA sister organization the American Stroke Association (ASA), you may also share high blood pressure posts related to stroke.

Facebook

» Most people with a first stroke have high blood pressure. Checking your numbers is the first step in understanding your risk for stroke, and preventing your health from “toppling.” https://youtu.be/kkZKJZtFl_U #dominoeffect

» Most people with a first stroke have high blood pressure. #dominoeffect heart.org/hbp https://youtu.be/kkZKJZtFl_U

Twitter

» If you’ve had a stroke, healthy blood pressure is important to avoid another one. #dominoeffect https://youtu.be/kkZKJZtFl_U

» High blood pressure is a leading cause of stroke. Know the FAST signs http://bit.ly/liaoEWG #dominoeffect

Facebook or Twitter Series

1. Fact: Most people who have a stroke have high blood pressure. https://youtu.be/kkZKJZtFl_U #dominoeffect

2. Fact: 1 in 3 people have high blood pressure. #dominoeffect

3. Fact: You know someone at risk for stroke. #dominoeffect

4. If you or someone you know has high blood pressure, learn to spot a stroke FAST. http://bit.ly/liaoEWG #dominoeffect

African-Americans

The prevalence of high blood pressure in African-Americans in the United States is among the highest in the world. Nearly half of all African-American men and women have high blood pressure. For African-Americans, high blood pressure also develops earlier in life and is usually more severe.

Facebook & Twitter

» Here’s something to talk about at the next family domino game: High blood pressure. https://youtu.be/kkZKJZtFl_U #dominoeffect

» When these bones fall, you might not be yelling “domino.” https://youtu.be/kkZKJZtFl_U Check your blood pressure. #dominoeffect
» Slamming down bones brings back good memories. Check your blood pressure and keep making more. [https://youtu.be/kkZKJZtFl_U #dominoeffect](https://youtu.be/kkZKJZtFl_U #dominoeffect)

» The prevalence of HBP in Blacks in the U.S. is among the highest in the world. Time for a pressure check? [https://youtu.be/kkZKJZtFl_U #dominoeffect](https://youtu.be/kkZKJZtFl_U #dominoeffect)

» Nearly half of African-Americans in the U.S. have high blood pressure. [heart.org/hbp #knowyournumbers](http://heart.org/hbp #knowyournumbers)

**Women**

Throughout a woman’s life, health issues like pregnancy, pregnancy prevention (birth control) and menopause can increase the risk of developing high blood pressure. And at 65 and older, women are more likely than men to get high blood pressure. Mother’s Day is Sunday, May 8.

**Facebook**

» Your well-woman visit is an important foundation for good health. Healthy blood pressure is an important foundation for good heart, brain and kidney health. When blood pressure gets too high, it has a “domino effect” on other areas of your health, leading to heart disease, stroke and kidney disease. Ask your healthcare provider about your blood pressure numbers at your annual visit and find out how to take control of them. [https://youtu.be/kkZKJZtFl_U #dominoeffect](https://youtu.be/kkZKJZtFl_U #dominoeffect)

» Research suggests that a large proportion of high blood pressure in women can be prevented by changes in what you eat and other lifestyle factors. This National High Blood Pressure Education Month, we want you to understand the “domino effect” that high blood pressure can have on your health — leading to heart attacks, strokes, and kidney disease. We want to learn from you too — tell us about changes you’ve made that helped you take control of your blood pressure. [https://youtu.be/kkZKJZtFl_U #dominoeffect](https://youtu.be/kkZKJZtFl_U #dominoeffect)

**Twitter**

» Out-of-control blood pressure can topple your health. Make a pact with #women in your life to lower BP. [https://youtu.be/kkZKJZtFl_U #dominoeffect](https://youtu.be/kkZKJZtFl_U #dominoeffect)

» If #mom has high blood pressure, you’re more likely to get it. Know your numbers now to avoid issues later. [https://youtu.be/kkZKJZtFl_U #dominoeffect](https://youtu.be/kkZKJZtFl_U #dominoeffect)

» Ask about blood pressure at your #wellwomanvisit. Knowing your numbers helps avoid heart attack & stroke. [https://youtu.be/kkZKJZtFl_U #dominoeffect](https://youtu.be/kkZKJZtFl_U #dominoeffect)
**Instagram**

Instagram is a powerful, visually driven social media platform. Below you will find a few ideas on how you can use Instagram during National High Blood Pressure Education Month. To see what the AHA is up to, visit us at @American Heart.

**Ideas**

1. **Include a photo of you or someone you know getting a blood pressure check.**

   *Post suggestion:* I’m getting my blood pressure checked this National High Blood Pressure Education Month! Are you? Check your numbers and reduce your risk of heart attack, stroke and even death. Go to [heart.org/hbp](http://heart.org/hbp) to learn more. #knowyournumbers

2. **Add a “domino effect” theme.**

   *Post suggestion:* I will not fall in the face of high blood pressure. I’ve checked my blood pressure and I know how to stop the #dominoeffect. #knowyournumbers Watch the video at [heart.org/hbp](http://heart.org/hbp).

3. **Create your own twist.**

   *Post suggestion:* Did you know 1 in 3 American adults has high blood pressure, which can lead to stroke, heart attack, kidney disease and more? Me, I’m going to be one of 3 million people worldwide to know my numbers in the fight against high blood pressure. #dominoeffect #knowyournumbers #BPcheck

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**Instagram Tips**

- **Instagram** is all about the images.
  - When you add an image make sure to upload it at the best quality resolution possible (up to a width of 1080 pixels).
  - Your post text is basically a caption that’s driven by hashtags. Be sure to use #BPcheck, #knowyournumbers and #dominoeffect.
  - Tag @American_Heart when sharing images.
  - You may include links in your post. (However, they will not be active and users will have to copy and paste the link into their browser.)
PSAs & Text Program

New PSAs Featuring the Cast of Barbershop: The Next Cut

Cedric the Entertainer and Regina Hall, from the upcoming movie Barbershop: The Next Cut, will be appearing in public service announcements (PSAs) that reinforce the importance of getting blood pressure checks and taking steps to control it. The outdoor, digital, radio and television PSAs, produced by the Ad Council and AHA, will be live by mid-April.

» Help spread the word and get people to sign up for the texting program — tell them to text “Barbershop” or “HBP” to 97779 or look for this sign-up at heart.org/hbp.

» Users will get quizzes, games and tips for controlling their blood pressure.

» The “Control Your Blood Pressure” Barbershop PSAs are on our High Blood Pressure YouTube Channel.

» Preview them on localheart.org. (Media outlets should access and download the materials digitally by registering at adcouncil.org.)

» All of these new PSAs featuring the cast of Barbershop can only be placed within free media — and they CANNOT be altered due to our talent agreements.
Why Text?

The text program for the PSAs is an extension of a general supportive text messaging program recently launched by the AHA. Participants in this program are segmented based on their current blood pressure numbers and then enrolled into challenges that help them move from checking their blood pressure regularly, to changing their habits, and finally to controlling their pressure. (It’s important to note that this is not a daily message.)

» Studies show that text message intervention may reduce blood pressure and help participants stick to a plan.

» One study from the University of Oxford showed that those who used text reminders significantly improved their blood pressure.

Localization

The text program can be localized to help you meet your goals. Proactively, we have secured the following keywords for field staff to add to their events and for use in reporting out. (Please note the keywords have been secured with spaces and without.)

» HBPWest

» HBP MW

» HBP SW

» HBP NE

» HBPDC

» HBPSouth

For More Information

We encourage and seek opportunities to appropriately integrate this campaign platform into our existing marketing and communications efforts, programs, events and alliances as appropriate. Please contact Julie Grabarkewitz or Patricia Salazar-Mitchell if you have any questions about access or ideas to maximize exposure and visibility in your market.
Community Engagement

Get Everyone Involved

Whether you’re an individual or organization, there are many things you can do to help raise awareness of high blood pressure in your community. Below you will find a few ideas to get started. (In the following section there’s also a list of educational tools and resources that can be shared as part of these initiatives.)

Partner with Public Service Entities

Partner with public service entities such as EMS/first-responder organizations, Girl Scout and Boy Scout troops, local high schools, etc. to distribute materials throughout your community.

Get Everyone Involved in Spreading the Word

Churches, community centers and even local beauty salons and barbershops can be effective venues for reaching out to your community. Contact ministers, community leaders and local civic leaders and encourage them to talk about high blood pressure.

Put High Blood Pressure Into Play at Local Sporting Events

Set up a booth or display near a concession stand or ticket window and distribute educational materials. Work with the sporting venue to show or discuss the “domino effect” during halftime or other breaks in play.

Provide Education at School and Community Events

Incorporate high blood pressure messaging and education into special events with family themes. Exhibits at state fairs, health fairs, school events, and community events are popular public health venues that can maximize reach.

Contact Local Medical Schools and Healthcare Professionals

Healthcare students and practitioners can serve as speakers for your health fairs and community events. You can also work with healthcare providers to incorporate high blood pressure messages into their curriculum and rounds and provide patient educational materials for distribution.

Coordinate with Health Education Programs and Healthcare Systems

Your community healthcare systems may have health education programs for residents. Provide these programs with brochures and informative items to include in their education packages.
Along with this toolkit, the AHA has also developed the following tools and resources to help promote high blood pressure education and awareness:

**Calculators** (online)
- High Blood Pressure Risk Factor Calculator

**Educational Brochures**
- High Blood Pressure
- High Blood Pressure in African-Americans
- Understanding and Controlling High Blood Pressure

**High Blood Pressure Fact Sheets** (available online and as PDFs)
- How Can I Reduce High Blood Pressure?
- What About African-Americans and High Blood Pressure?
- What Is High Blood Pressure?
- All AHA Answers by Heart Fact Sheets

**Infographics** (available online and as PDFs)
- 5 Simple Steps to Control Your Blood Pressure
- Avoid the Consequences of High Blood Pressure

**Interactive Animations** (online)
- Interactive Animation — Blood Pressure
- Interactive Animation — Blood Pressure Test
- Interactive Animation — High Blood Pressure and the Cardiovascular System

**Materials for Healthcare Professionals** (available online and as PDFs)
- Treatment Algorithm Pocket Guide
- Patient Guide Downloadable PDF
- Target: BP

**Statistics**
- 2016 Statistics at a Glance
- Heart & Stroke Statistics
Support (online)

High Blood Pressure Support Network

Tools & Trackers

» Online

Heart360 (track blood pressure, medication, physical activity and more)

» Printable

Blood Pressure Tracking Sheet

Videos

“Domino Effect” 30-second | 15-second

Website

heart.org/hbp

Quizzes (online)

High Blood Pressure IQ Quiz

Managing High Blood Pressure Quiz
Contact Information

For more information on the initiatives in this toolkit, contact:

**3 Million Blood Pressure Checks in One Month**

**American Heart Association**
Amy Ciarochi
214-706-1361
amy.ciarochi@heart.org

**World Hypertension League (WHL)**
Campaign information
Send completed reporting forms to CEO@whleague.org.
For information and questions, contact:
Kimbree Redburn
kimbree.redburn@gmail.com.

**AHA “Domino Effect” Campaign Launch & Video Release**

**American Heart Association**
Maggie Francis
214-706-1382
maggie.francis@heart.org

**AHA PSAs & Text Programs**

**American Heart Association**
Julie Grabarkewitz
julie.grabarkewitz@heart.org

Patricia Salazar-Mitchell
patricia.salazar-mitchell@heart.org

**The Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves! Event**

**American Medical Group Foundation (AMGF)**
Participant guide and resources
For information and questions, contact:
Shannon Walsh
(703) 838-0033, ext. 377
SWalsh@amga.org
 MeasureUpPressureDown.com

heart.org/hbp