

# High Blood Pressure

**Campaign Sponsor:** American Heart Association / American Stroke Association

**Volunteer Advertising Agency:** UniWorld Group, Inc.

## **BACKGROUND:**

Approximately 78 million Americans, 1 in 3 adults, have high blood pressure (hypertension), but only half of these individuals have their condition under control. Maintaining healthy blood pressure is a vital component of cardiovascular health, as untreated hypertension puts individuals at high risk for stroke and heart attack. Fortunately, millions of at-risk Americans can be helped to avoid the serious and often fatal consequences of hypertension through education and support.

## **CAMPAIGN OBJECTIVE:**

Motivate those with uncontrolled high blood pressure to actively manage their blood pressure and get it to a healthy range before it's too late.

## **CAMPAIGN DESCRIPTION:**

The campaign aims to raise awareness of the debilitating and potentially fatal consequences of living with uncontrolled high blood pressure by giving voice to the human heart. The heart character is personified as a caring friend under lots of pressure who reminds people living with uncontrolled high blood pressure of the consequences of their unmanaged condition and encourages them to make better choices about their cardiovascular health. This campaign encourages audiences to get their blood pressure to a healthy range and directs them to heart.org/BloodPressure to learn how.

## **TARGET AUDIENCE:**

All Adults with high blood pressure.

## **DID YOU KNOW?**

- An estimated 78 million (or 1 out of every 3) adults in the U.S. have high blood pressure.
- High blood pressure was a primary or contributing cause of death for more than 362,800 Americans in 2010—that's nearly 1,000 deaths each day.
- Approximately 69% of people who have a first heart attack, 77% of people who have a first stroke, and 74% of people with congestive heart failure have high blood pressure.
- High blood pressure cost the nation an estimated \$46.6 billion in 2010.
- African Americans develop high blood pressure more often, and at an earlier age, than other Americans. Among African Americans, more women than men have the condition.

## **FOR ADDITIONAL CAMPAIGN INFORMATION, PLEASE CONTACT:**

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