

Amplifying Your Message through the Media

The announcement of the 2013 Million Hearts® Hypertension Control Champions is a great opportunity to reach out to your local media outlets to share your own organization's efforts—or those of partners in your community—around high blood pressure control and cardiovascular health. Consider adapting the items below as you conduct media outreach.

Media Tips

To generate awareness of Million Hearts® in your community, it's important to let your local print and broadcast media, as well as bloggers, know about your event or activity. Here are a few ways you can spread the word:

- Contact a local talk show host or medical news producer to schedule a program or segment on what Million Hearts® is doing in your community, especially focused on high blood pressure control. Offer interviews with patients who have successfully lowered their blood pressure.
- Write a letter to your local newspaper editor, encouraging a feature story on the importance of high blood pressure detection, care, and control.
- Invite students from a local college or university with a health sciences track or degree program (MD, RN, PharmD, etc.) to write an article for their newsletter or campus newspaper.
- If you are holding an event, create a Media Advisory to encourage members of the media to attend and write a story about it.
 - One way to get media to attend is to ensure local celebrities and elected officials are present. Reach out to their communications teams to schedule an appearance. Set up time for photo opportunities so reporters have images to include in their stories.
 - Reach out to the Office of the Mayor in your community about making an official declaration to honor and recognize a local 2013 Million Hearts® Hypertension Control Champion. Have the mayor or a member of his/her staff make a proclamation at your event or activity, naming it [Name of Community] Hypertension Control Day. Set up a photo opportunity.

- If members of the media can't attend your event, you can still submit photographs and a summary of the event to your local newspaper. Share a short video (b-roll) of the event and a summary with your local television station.
- Promote your efforts and events on social media, such as Facebook, Twitter, YouTube, and Instagram. More and more reporters look there for breaking news and interesting activities. Don't forget to share your events and news on the Million Hearts® [Facebook](#) and [Twitter](#) pages.