

Hypertension Control Message Map

Question: Why is blood pressure control important to the success of Million Hearts®, and what can be done about it?			
Audience: Partners and stakeholders of federal agencies			
Key Message 1: High blood pressure—also called hypertension—is one of the leading causes of heart disease and stroke.	Key Message 2: Health disparities linger when it comes to high blood pressure, stroke, and heart disease.	Key Message 3: Health care professionals play a vital role in helping patients get their blood pressure under control—and keep it there.	Key Message 4: Individuals can take steps to decrease the risks of high blood pressure.
1-1: One in three American adults has high blood pressure—that’s an estimated 71 million people.	2-1: Nearly half of all African American adults have some form of cardiovascular disease that includes heart disease and stroke.	3-1: Detect. Connect. Control. Work with your patients and your team to accurately diagnose hypertension, connect them to appropriate clinical care and educational resources, and use evidence-based protocols to improve blood pressure control.	4-1: February is American Heart Month and a great time to keep your heart healthy, including getting your blood pressure checked. You can check it at home, at a doctor's office, or at a pharmacy. If it’s above 140/90 mmHg, follow up with your health care professional.
1-2: People with high blood pressure are 4 times more likely to die from a stroke and 3 times more likely to die from heart disease.	2-2: About 2 out of every 5 African American adults have high blood pressure, and less than half of them have it under control.	3-2: Self-measured blood pressure monitoring can help reduce patients’ risk of disability or death due to high blood pressure. Learn more: http://millionhearts.hhs.gov/Docs/MH_SMBP.pdf . (Source)	4-2: If you have high blood pressure, talk to your health care provider about monitoring your blood pressure at home in between visits. Track progress using this Blood Pressure Wallet Card and share with your health care team.
1-3: Only about half of people with high blood pressure have their condition under control.	2-3: African Americans are about 30% less likely than their non-Hispanic white counterparts to have their blood pressure under control.	3-3: Evidence-based treatment protocols for hypertension can have a powerful impact in improving patients' blood pressure control. Practices and health care systems can choose from sample protocols or develop their own custom protocol.	4-3: Blood pressure control is a team effort. Engage all of your health care professionals—not just your primary care physician or cardiologist. Your pharmacist, nurses, and other health care specialists can help you control your high blood pressure.

		3-4: Learn from health care professionals who are leading the way in blood pressure control by reading the Hypertension Control Champion success stories at http://millionhearts.hhs.gov/aboutmh/htn_champions.html .	
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Select Blood Pressure Control Resources:

- http://millionhearts.hhs.gov/abouthds/blood_pressure.html
- <http://www.cdc.gov/bloodpressure/>
- <http://www.nhlbi.nih.gov/health/health-topics/topics/hbp>
- http://health.nih.gov/search_results.aspx?terms=High+Blood+Pressure
- <http://www.ahrq.gov/health-care-information/topics/topic-hypertension.html>
- http://www.heart.org/HEARTORG/Conditions/HighBloodPressure/High-Blood-Pressure_UCM_002020_SubHomePage.jsp
- <http://www.fda.gov/Drugs/ResourcesForYou/SpecialFeatures/ucm358442.htm>